

Banner week for Cox on broadcasting, cable fronts
ARB, Nielsen competition adding up to ratings overkill

Broadcasting Jul 24

The newsw Weekly of broadcasting and allied arts

Our 41st Year 1972

"The Back-to-Back Bowl"

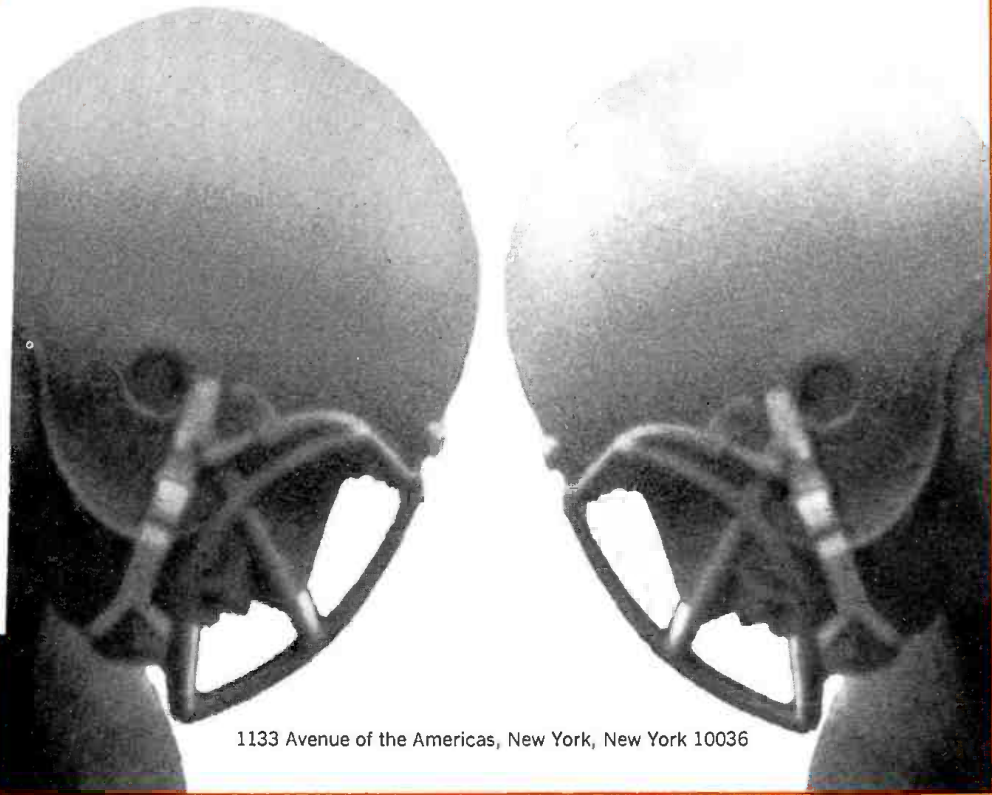
What else would you call two great, slam bang,
head-to-head football specials when they're telecast back-to-back.

Isn't it just what your audience is calling for?

Saturday December 30, 1972

THE ASTRO BLUE BONNET BOWL & THE EAST-WEST SHRINE GAME.

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This sheriff and his deputies are capturing major market audiences up to 100% larger than year-ago programming!

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Couldn't you use a little help from the law?

"The Andy Griffith Show." **Viacom**
Another great sitcom from

Broadcasting **Jul 24**

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We hope ARB isn't boring YOU with all those KELO-LAND TV firsts.

The new ARB Sweep might strike you as being pretty much a repetition of previous ARB Sweeps.

That is, once again the ARB Sweep is heavily dominated by KELO-LAND TV firsts. Just as it was in the last ARB Sweep. And the Sweep before that. And the one before that. And ditto.

But one mustn't get the impression that ARB is in a rut. It's just that KELO-LAND TV has a habit of being first. And why kick the habit?

KELO-LAND TV 1st in all ADI categories ***in top 70 markets****

TOTAL DAY (9 a.m.-Midnight)

KELO-LAND TV tops all networks' affiliates — 53% ADI

KELO-LAND TV tops all CBS affiliates — 53% ADI

EARLY EVENING (4-6:30 p.m./5-7:30 p.m. ET)

KELO-LAND tops all networks' affiliates — 52% ADI

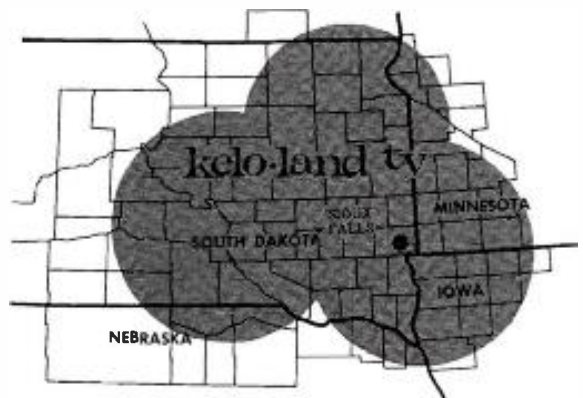
KELO-LAND tops all CBS affiliates — 52% ADI

LATE EVENING (10-10:30 p.m./11-11:30 p.m. ET)

KELO-LAND tops all networks' affiliates — 62% ADI

KELO-LAND tops all CBS affiliates — 62% ADI

CBS FOR 92 COUNTIES IN 4 STATES



*All affiliates of all three networks in top 70 markets with equal facilities.
Source: TV/Radio Age (5/29/72) study of ARB Sweep (Feb.-March 1972).
Subject to limitations and qualifications described by reporting services.

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High-level administration committee that has been working on cable-regulation policy for year is getting closer to agreement—and it's in direction of minimum regulation by government, maximum play of market forces. In present draft, committee recommends form of common-carrier regulation (without control of rates unless experience proves it unavoidable) to separate cable ownership from cable programming. Under that concept, it says, there would be no need to disqualify broadcasters, including networks, newspapers or other media from owning cable systems or leasing channels on systems owned by others.

Draft also opposes imposition of regulation of program content—i.e., no fairness doctrine or balancing of programming categories. Such would be unneeded, it's argued, with common-carrier provision of nondiscriminatory access to cable channels. Committee, headed by Clay T. Whitehead, director of Office of Telecommunications Policy, includes three cabinet members, key White House aides.

More and more

FCC has asked Office of Management and Budget for \$43 million for fiscal 1974 that starts July 1 next year. That's 30% more than \$32.8-million request for fiscal 1973 that is still awaiting congressional approval, although fiscal year began July 1. Largest chunk of extra 1974 funds is attributed to need for hiring more personnel, now at approximately 1,650 level, as well as for renting additional office space to accommodate extra people.

Reluctant on ratings

Some idea of response to American Research Bureau plan for virtually weekly measurement in top-10 TV markets (early story, page 15) was beginning to take form Friday (July 21). Contrary to widespread belief, stations in these markets have until Aug. 31 to sign for expanded service without losing discount privileges and do not, unlike most conventional-contract clients in other markets, have to give protective cancellation notice during July to avoid being automatically bound into 1972-73 contract. But number of stations have already acted, one way or other. Two stations reportedly have signed already: KCOP(TV) Los Angeles and CKLW-TV Windsor-Detroit, both independents.

Among group owners, sources say ABC, whose five stations are all in top 10, has not ordered new service, which it opposes and hopes ARB will modify; CBS, with four of five in top 10, is undecided but seems inclined to sign up with right to cancel in fall; NBC, which

was canceled for New York and Los Angeles some time ago, has made no decision for its three others; Storer Broadcasting has told ARB it will not sign for either its three top-10 markets or its other stations after current contracts run out; RKO General, which canceled for New York and Los Angeles about year ago, has told ARB it won't take new service for Boston either; Metromedia has added Washington to its earlier termination notices for New York and Los Angeles, and Westinghouse, with four or five in top 10, is still having "very serious meetings," apparently could go either way.

Take a number

Citizen groups and self-styled public-service lawyers who have asked for audience with President Nixon to vent opposition to views of 30 executives representing radio and television who met with Chief Executive June 22 probably will be advised there's no likelihood of meeting in immediate future. Coalition that wrote President and aides who had participated in broadcasters' session (see page 62) may be advised that request by broadcasters had been pending more than year before session actually came off.

Last month's meeting originated in request of C. Wrede Petersmeyer, president of Corinthian Broadcasting, who first suggested only half-dozen radio and television executives to attend. List was expanded to 30.

Unswayed

Ongoing if generally submerged issue at FCC is question of whether additional UHF spectrum space should be made available to land mobile to ease what land-mobile operators say is "congestion" on their frequencies. An individual who is emerging as major roadblock to land mobile's drive for additional space is Chief Engineer Raymond Spence. He is said to foresee no grave emergency in next few years, and argues that effort should be made to develop land-mobile equipment capable of operating in 900 mhz band, where commission in 1970 reallocated 115 mhz of spectrum to land mobile (BROADCASTING, May 25, 1970).

Chief engineer's office has also analyzed land-mobile use in Denver, as result of Senator Gordon Allott's (R-Colo.) interest in that area, but found no need for special relief.

Afraid to say no?

Social scientists are doubtful that simple TV violence index can be constructed, but are willing to give it try—or at least run study of feasibility of establishing that kind of indicator. That is substance of report expected to be sent this week by Elliot Lee Richardson, secretary of

health, education and welfare, to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, who has all but ordered invention of way to measure violence on TV.

Buyers' guide

Formal look at pricing of network prime time, circulated internally at Cunningham & Walsh, concludes network TV prices for 1972-73 initially jumped average 10-15%, mostly because networks eliminated "deep discounting." C&W attributes much of price firm-up to FCC's prime-time access rule which permitted networks to enter period of heavy advertiser demand with reduced inventory.

Agency's report, prepared by Frank McDonald, senior vice president and director of media services, also gives poor marks to advertiser experience with first-run syndicated programming in access periods, notes that outright purchase of series placed advertiser and its agency "squarely in the show-business arena with its enormous gap between success and failure." Citing networks' batting average of "only .400 with each season's crop of new shows," agency finds it predictable that barter shows, produced at "lower cost, with lesser talents and designed to meet advertiser, not station, needs, have an even greater failure rate."

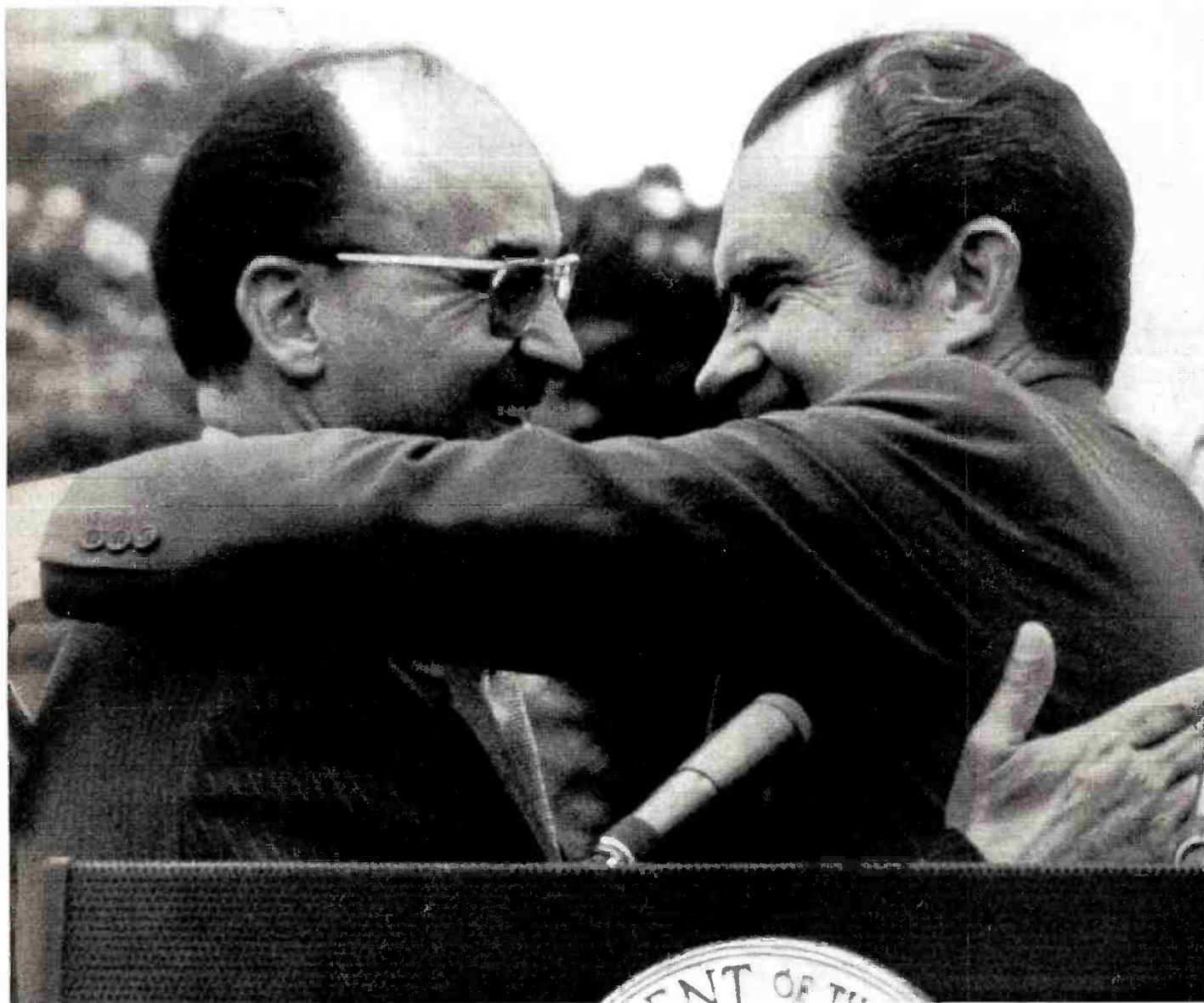
Traveling judge

FCC's first black and newest commissioner, Ben F. Hooks, is confiding to callers that he's getting all exposure he can "until I use up my travel allowance." Then he intends to buckle down to intense study of regulatory and judicial interpretations of communications law. He has about dozen speaking engagements during next few weeks and expects to be ready to participate in all FCC activities after unofficial hiatus of August.

At the top

Despite sweeping reorganization of ABC broadcast division last week (story page 60), ABC corporate power centers remain unchanged. Restructuring was essentially work of Elton H. Rule, who came out of broadcast division to present post as president and chief operating officer of ABC Inc., but it clearly had approval of Leonard H. Goldenson, chairman and chief executive officer, who just as clearly remains number one, with Mr. Rule number two. Others regarded as principal members of top tier are Everett H. Erlick, senior vice president and general counsel; Samuel H. Clark, senior vice president and head of nonbroadcast operations; Robert T. Goldman, financial vice president, and I. Martin Pompadur, vice president and assistant to President Rule.

ABC Stations' news. People watch us to learn what's going on in the world.



It's no news to you that the ABC Owned Television Stations' news is a winner. Our early news delivers more 18 to 49 year olds than any other station group's.

And a glance at the chart will tell you that our early movie is a chip off the old block: It's number one across the board.

ADULTS 18-49		
WABC-TV	4:30 Movie	#1 (ARB)(NSI)
WXYZ-TV	4:30 Movie	#1 (ARB)(NSI)
WLS-TV	3:30 Movie	#1 (ARB)(NSI)
KGO-TV	6:30 Movie	#1 (ARB)(NSI)
KABC-TV	6:30 Movie	#1 (ARB)(NSI)

ABC Stations' movies. People watch us to escape from what's going on in the world.



Being number one with the 18 to 49 year olds in early fringe proves that people not only like our newscasters, sportscasters, and weathercasters. They also prefer our Paul Newmans, Steve McQueens, and Jack Lemmons.

ABC OWNED TELEVISION STATIONS
WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO;
KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES
REPRESENTED NATIONALLY BY ABC TELEVISION SPOT SALES, INC.



The people who spend the most money
spend their time watching us.

At Deadline

FCC to take closer look at employment

Minority-women practices to be checked by FCC at renewal time; Hooks says 'black-in' era is dawning

FCC intends to question renewal applicants whose annual reports on minority and woman employment indicates that discrimination in employment and promotion practices may exist.

First disclosure of commission's intention to follow up on annual statistical information stations have now provided for two years was contained in speech by FCC's first black commissioner, Benjamin L. Hooks, that was prepared for delivery on Friday (July 21) to the Wisconsin Broadcasters Association, in Lake Geneva.

Commissioner also declared in prepared speech that era of "black-in" is dawning—one in which blacks will have larger role in broadcasting. And as commissioner during that era, he said, he expects to see commission's rules and policies regarding minority issues are respected by both regulator—that, is the commission—and regulated alike. "I will not be mollified by token or partial adherence."

Commission officials said annual reports plus affirmative action program contained in renewal applications will be checked in determining whether there are "problems" that need airing. However, stations to be questioned—those in Pennsylvania and Delaware are now awaiting renewal—and questions to be asked have yet to be determined. These matters will be considered at commission meeting this week.

Commission decision to send letters on minority and woman employment was reached in three days of what was described as sometimes angry debate over proposal initiated by Commissioner Nicholas Johnson (BROADCASTING, July 17).

Commissioner Johnson reportedly proposed elaborate plan for selecting stations to query that would have resulted, according to some officials, in several hundred letters.

Other commissioners, concerned about impact of letters at renewal time and fact that agency needs experience in dealing with alleged discrimination urged more modest start.

Broadcast Bureau had suggested that commission send letters only to nine stations, representing most "extreme" cases in major metropolitan areas. Commissioner Richard E. Wiley is said to have offered Commissioner Johnson strongest opposition. Commissioner Hooks re-

portedly backed letters idea but took "moderate" position.

Officials said that decision was made finally to send letters to about 30 stations. They will be outlets in areas with population of 5% or more blacks, that have more than 10 employes and that do not have any blacks or women on their payrolls even though they have had opportunity to hire over past year. It is understood that stations whose renewal applications have been challenged will not be queried.

Officials stressed that letters to Pennsylvania and Delaware stations do not constitute precedent. Although future renewal applications will probably be contacted, basis for selection, and language of letter, may change. Officials noted they do not know what effect on minority employment letters will have.

Commission is expected to have better picture of industry as minority-group employer by September. Statistics provided in annual reports are being translated into "profile" of industry.

Commissioner Hooks, in his prepared speech, said commission will "follow up statistical leads that indicate a problem . . . with the burden on the broadcaster then to set forth in detail his positive efforts." He also said commission will follow same policy when "substantial complaints" are received.

Commissioner Hooks, in calling attention to "close scrutiny being given to question of minority employment," said commission is not simply playing "some kind of numbers game." No minority-employment program can be effective until there is significant minority participation in high-staff and managerial positions, he said.

He also said he has his own "positive program" that he intends to press upon his colleagues, one that calls for establishment of special staff at commission to deal with equal-employment policies "across the board." This would permit development of "real experts" who could apply "that expertise in uniform" fashion in all fields subject to commission regulation, he said.

Commissioner expressed hope special

FCC names Riehl, Smith. Richard M. Riehl, trial attorney, FCC Hearing Division, appointed chief of transfer branch, Renewal and Transfer Division. He succeeds Irwin Elyn, who retired last April. Commission also announced last Friday (July 21) that Lloyd R. Smith, with TV applications branch of Broadcast Facilities Division, named chief of Technical and Allocations Branch. Mr. Smith succeeds Albert A. Evangelista, who retires after 32 years with commission.

staff could make "more effective use" of annual statistics, with goal "not to lop off heads but real progress." He said if report indicated possible problem, it would be better if staff brought it to station's attention so that remedial action might be taken instead of letting it become matter of "life and death" at license-renewal time.

Commissioner said WMAL-TV Washington decision—in which court upheld commission renewal of station despite protests of Washington area blacks—does not mean end of renewal challenges by blacks and other minority groups. And they will result in inquiry "and, if necessary, hearings," if they raise substantial issue, he said.

"As I see it," he added, "we are on the threshold of what must become the era of the communications black-in," he said. "By that term, and with specific application to broadcasting, I mean black-in programming, black-in employment, black-in managerial affairs, black-in community participation, black-in every aspect of the broadcasting landscape."

Pettit puts perspective on WMAL-TV decision

U.S. Court of Appeals decision upholding FCC's renewal of WMAL-TV Washington in face of protests by local blacks (BROADCASTING, July 3), is regarded by commission's general counsel as "refreshing and heartening indication" of court's readiness to defer to commission in deciding matters of fact and policy in license-renewal cases.

But, General Counsel John Pettit says, court showed readiness to consider record in depth on each issue, to look for abuses of discretion and weigh reasonableness of commission's decision. Accordingly, he feels that if future commission decisions renewing licenses without hearing are to pass muster at court, they must reflect thorough review of record.

Mr. Pettit expressed views in memorandum to commissioners distributed last week. In it he sought to restrain excitement of some who feel that decision in effect disposes of some 100 other petitions to deny that are pending. Opinion "does not in and of itself" decide future petitions to deny, Mr. Pettit says, but it does contain language "which could well be dispositive of allegations similar to those made against WMAL-TV."

Important precedent established by court in case, Mr. Pettit says, involves standard of review that court will use in citizen challenges to license renewals. Court held that issue was whether commission "could reasonably find that plaintiffs had not raised substantial and material questions of fact which would show

prima facie that commission renewal of WMAL-TV's license would not serve public interest."

Although this is traditional approach, Mr. Pettit says court's analysis of five major issues in case shows deference to commission's judgment. Issues involved responsiveness of WMAL-TV's programming, ascertainment survey, WMAL's employment policies and practices and misrepresentation and concentration.

He also believes decision establishes some "ad hoc standards" for renewals which may be helpful in providing "measure of stability to industry." He says WMAL-TV's first ascertainment of needs survey raised questions but that second—which it was entitled to file—did not. Thus, broadcasters now have examples of what courts probably will and will not approve so far as ascertainment surveys are concerned.

He also notes that simply reciting numbers of blacks employed without alleging specific instances of discrimination or describing policy of exclusion will not be enough to warrant hearing. Another factor of importance he cites in that connection was WMAL-TV's showing of placement of minority group members in variety of jobs, not only menial ones.

In view of unanimity of opinion, Mr. Pettit thinks case is closed. He says it is not likely that court will rehear arguments or that Supreme Court, if asked, will agree to review case.

Nielsen MNA's put NBC at top for convention

NBC-TV, which placed second to CBS-TV in national Arbitron ratings of Democratic convention coverage (BROADCASTING, July 17), emerged clear winner of convention ratings in Nielsen 70-market Multi-Network-Area report, out Friday (July 21).

For periods of live common coverage of convention between 9:30 and 11 p.m. NYT, NBC had four-night average of 11.6 rating and 40% share of three-network audience, CBS had 9.8 and 34%, ABC 7.7 and 26%. For periods of three-network convention coverage that extended to as late as 1 a.m., NBC had 11.4 and 42, CBS 9.4 and 34 and ABC 6.7 and 24.

On basis that included ABC's entertainment programming against NBC and CBS convention coverage until 9:30, ABC fared better. On 7 p.m. to 1 a.m. basis, NBC had 9.9 average rating, ABC 9.7 and CBS 8.5. On 7-11 p.m. basis ABC led with 11.7 to NBC's 9.6 and CBS's 8.6.

Networks' share of total audience dropped several points below that reached in coverage of 1968 Democratic convention—perhaps, some sources speculated, because this year's lacked street violence that marked 1968's. For 7 p.m. to 1 a.m. period, three networks this year had combined 69% share as against 76% in 1968. On 9:30-11 common-coverage basis they had 63% versus 71% four years ago.

CBS sources, commenting on their drop

from first place in national Arbitrons to second place in MNA's, said their experience has been that national Arbitron's results are closer to national Nielsen's than are MNA's. Full national Niensens are due by Aug. 7 at latest.

A nice surprise for public broadcasting

Compromise authorization bill gets Senate okay; Pace tells CPB board he will not seek re-election

While board of directors of Corporation for Public Broadcasting sat in Washington meeting room, hammering out statement of opposition to presidential veto of CPB funding bill—and urging Congress to approve at least \$55 million for coming year—Senate on Friday (July 21) quietly approved and sent to House one-year, \$45-million authorization bill, as proposed by administration.

Move caught public broadcasting officials by surprise. They are resigned to impossibility of overriding veto, but hope to fashion some kind of compromise bill.

Senate action took part of compromise effort out of their hands. It was product of agreement between Senator Howard Baker (R-Tenn.), leader of administration forces, and Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), regarded as CPB backer.

Bill (S.3824) also authorized \$25 million for facilities grants, to be distributed by U.S. Office of Education. That figure is \$12 million over level recommended in administration budget, but is said to be acceptable to White House as part of compromise.

Bill contained nothing else. Amendments worked out over months of congressional deliberation—and wiped out by veto—were not reinstated and apparently will not be. Cuts in CPB salaries, prohibition of political polling by CPB-funded groups, establishment of Public Broadcasting Fund in Treasury, placement of five station managers on CPB board—even requirement that 30% of CPB funds go to stations—all these are on discard pile for time being.

CPB sources indicated last week that they are committed to 30% plan, regardless of what Congress does. They contend, however, that if CPB does not receive at least \$55 million, increased funds for stations will lead to slight cuts in money available for all national operations.

Key House members were out of town when Senate acted on Friday, but indications were that measure will be at least informally on their agenda this week. Hope of public broadcasting interests is that House will approve something like \$65 million originally approved by Congress, and that figure in area of \$55 million will emerge from conference committee.

CPB board, meeting for first time since appointment of Nixon majority, made news of its own. Frank Pace, only chairman CPB has ever had, told board he will not seek re-election. Nominating committee is to present its choices for officers in September, and Mr. Pace let it be known that four years is long enough for him. He will remain as member of board, however.

Also announced at meeting was resignation of Ralph W. Nicholson, CPB's vice president-finance. He will rejoin U.S. Postal Service.

Board also took several programming actions. It approved shifting of funds at WNET(TV) from what was to be cultural program into new public-affairs program: New effort may be another vehicle for Bill Moyers, whose \$75,000 salary for appearing on discontinued *This Week* was source of controversy. However, plans at WNET are still uncertain. Board also cleared new funds for William Buckley's *Firing Line*.

In another action, board approved plan to distribute \$400,000 it had previously slashed from budget of National Public Affairs Center for Television. Under that plan, money will be distributed among 20 or more local stations for production of half-hour public-affairs programs for national distribution. New fund is open only to stations that do not now provide public-affairs programs to Public Broadcasting Service on regular basis. Redistribution of NPACT money was in line with board's stated intention to diversify production of national public-affairs programs.

Each station receiving money under fund would be eligible for only one grant, probably of no more than \$20,000, for one half-hour program. These programs may be collected and broadcast later as series.

Headliners



Mr. Aubrey



Mr. Bresnan

Steve Aubrey, executive VP, J. Walter Thompson Co., New York, becomes chairman and chief executive of F. William Free & Co., New York. Bill Free, founder of agency four years ago, will continue as creative man and Mr. Aubrey will contribute managerial, administrative and marketing talents. Free agency handles the "Fly Me" campaign for National Airlines, among other clients.

William J. Bresnan, VP and assistant to chairman of Teleprompter Corp., named president. He succeeds Hubert J. Schlafly, who becomes executive VP for technological development (see page 72).

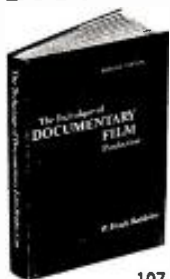
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This week

July 23-25—Summer convention, *South Carolina Broadcasters Association*. Mills Hyatt House, Charleston.

July 23-26—Annual meeting, *Association of Railroad Advertising Managers*. The Lodge, Vail, Colo.

July 25—Wavemaker luncheon with Alfred R. Stern, president of Television Communications Corp. National Broadcasters Club, Washington.

July 25-26—Board of directors meeting, *National Cable Television Association*. Embassy Row hotel, Washington.

July 26-27—Management seminar and retail workshops, sponsored by *Television Bureau of Advertising*. Pick-Congress hotel, Chicago.

July 26-27—Annual meeting, *Mutual Affiliates Advisory Council*. Luncheon speaker July 26 will be Torbet H. Macdonald (D-Mass.), chairman of House Communications Subcommittee. Dinner speaker July 27 is FCC Commissioner Richard Wiley. Sheraton-Park hotel, Washington.

August

Aug. 7-8—Second organizing meeting of *Independent VHF and UHF television stations*. Roger D. Rice, KTUV(TV) San Francisco-Oakland, is chairman of steering committee. Chase Park Plaza, St. Louis.

Aug. 9-12—Annual convention, *Rocky Mountain Broadcasters Association*. Sun Valley, Idaho.

Aug. 10-11—Semiannual convention, *Arkansas Broadcasters Association*, Arlington hotel, Arlington.

Aug. 11—Southeastern TV Day, sponsored by *Georgia Association of Broadcasters*. Among speakers: FCC Commissioner Benjamin Hooks and Sol Schildhouse, chief of FCC cable television bureau.

Aug. 16-20—Convention, *National Association of Television and Radio Announcers*. Marriott hotel, Philadelphia.

Aug. 17—Law and media seminar, sponsored by *San Francisco Chapter, National Academy of Television Arts and Sciences*. Mark Hopkins hotel.

Aug. 20-23—Fall conference, *American Marketing Association*. Rice hotel, Houston.

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

September

Sept. 1—Deadline for entries *U.S. Television Commercials Festival*. Information: 4415 West Harrison Street, suite 230B, Hillside, Ill. 60162.

Sept. 7-9—Fall business meeting, *Florida Cable Television Association*. Fort Walton Beach.

Sept. 7-9—Annual convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-12—Eighth annual convention, *Nevada Broadcasters Association*. Hotel Tropicana, Las Vegas.

Sept. 14—Meeting, *San Francisco chapter, National Academy of Television Arts and Sciences*. Clay Whithead, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.

Sept. 13-15—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley.

Sept. 15—Annual FCC luncheon, *International Radio and Television Society*. Speaker: FCC Chairman Dean Burch. Hotel Hilton, New York.

Sept. 19-21—*Video Expo III*, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Commodore hotel, New York.

Sept. 20-22—Annual convention, *CBS Radio Network Affiliates*. Arizona Biltmore, Phoenix.

Sept. 21-23—Annual convention, *Minnesota Broadcasters Association*. Arrowwood, Alexandria.

Sept. 22-22—Fall conference, *Oregon Association of Broadcasters*. Kah-nee-ta resort, Warm Springs.

Sept. 24-26—Annual convention, *Nebraska Broadcasters Association*. Yancy hotel, Grand Island.

Sept. 25-28—Annual conference, *Institute of Broad-*

casting Financial Management. Fairmont hotel, San Francisco.

Sept. 29 - Oct. 1—Fall convention, *Illinois News Broadcasters Association*. Speakers include Raymond Shafer, Teleprompter chairman. Ramada Inn, Champaign.

October

Oct. 1-3—Meeting, *Pacific Northwest CATV Association*. Redpath hotel, Spokane, Wash.

Oct. 3-5—Fall convention, *Illinois Broadcasters Association*. Water Tower Hyatt House, Chicago.

Oct. 4-5—Combined fall convention, *Ohio Association of Broadcasters and Kentucky Broadcasters Association*. Carousel Inn, Cincinnati.

Oct. 6-8—National meeting, *Theta Sigma Phi* (professional women in communications). Marriott hotel, Houston.

Oct. 8-9—Fall convention, *New Jersey Broadcasters Association*. Playboy hotel, Great Gorge, McAfee.

Oct. 9-11—28th annual *National Electronics Conference and Exhibition*. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

Oct. 11-13—Convention, *Advertising Media Executive's Credit Association International*. Safari hotel, Phoenix.

Oct. 11-14—Annual fall convention, *Tennessee Association of Broadcasters*. Ramada Inn, Jackson.

Oct. 15-17—Third National Symposium on Children and Television, organized by *Action for Children's Television and Yale University Child Study Center and School of Art*. Theme will be programing and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, *American Association of Advertising Agencies*. Arizona Biltmore hotel, Phoenix.

Oct. 19-20—*All Japan Radio and Television Commercial Council (AAC)* commercial festival. Top international commercials in five categories will be honored. Hibiyu hall, Tokyo.

Oct. 19-21—Annual fall meeting, *Missouri Broadcasters Association*. Plaza Inn, Kansas City.

Oct. 20-26—*International Film, TV Film and Documentary Market (MIFED)*. Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

Oct. 24-26—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 27-29—Fall convention, *Texas Association of Broadcasters*. Fairmont hotel, Dallas.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Oct. 31—Fall conference, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Major meeting dates in 1972

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Statler Hilton hotel, Boston.

Nov. 14-16—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

Nov. 15-18—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Caromar Beach hotel, Dorado Beach, Puerto Rico.

Nov. 28 - Dec. 1—Annual convention, *Radio-Television News Directors Association*. Nassau, Bahamas.

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EDITOR: You may be interested in knowing that of all the speeches I have put together in the last 25 years, I have never had one that has brought forth as much favorable comment as "A plea for common sense in the consumerism movement" ("Monday Memo," June 5)—*John H. Hoefler, chairman, Hoefler, Dietrich & Brown Inc., San Francisco.*

Con and pro

EDITOR: I am writing simply to say I don't like your new index page, and am finding the new headlining system throughout the magazine a bit awkward. The new white-on-black directory does not give as much very helpful information by way of summary as [did] the old format. It is much harder to read. It is a bit more difficult for me to put my finger on what is not pleasing about your new headline format inside. I think it is that the sub-heads are smaller type, and cannot easily be read in a glance.

Let me balance criticism with a word of praise. I find that BROADCASTING nearly always does an excellent job of presenting both sides of important issues so that a reader gets the facts. This is most praiseworthy, particularly when it is evident some sides of an argument run contrary to your editorial position.—*Bluford B. Hestir, executive secretary, Television, Radio and Audio-Visuals, Presbyterian Church in the United States, Atlanta.*

(BROADCASTING's embargo on letters concerning its new format is hereby lifted to permit this dissenting view. The editors note only that the new index is designed to billboard more items, more quickly—albeit more briefly. The new decks, initially set in eight-point type, have been increased to nine-point. They are designed to give readers an opportunity to scan the news quickly before settling down to serious reading. BROADCASTING is pleased by reader Hestir's comments on its editorial objectivity, and hopes that time will make him equally at ease with its graphics.)

Another unfirst

EDITOR: You note [in BROADCASTING, June 19] that the FCC's 37th annual report pulls together "for the first time anywhere" a list of stations that have suffered loss of authorization to operate since the commission was established in 1934. Not so. Nearly two years ago, this journal published [in Vol. XIV: 4: 411-421] "Station License Revocations and Denials of Renewals, 1934-69," by John D. Abel, Charles Clift III and Fredric A. Weiss. The format was a multipage table giving more data than you show being provided by the FCC: This article gave station, location, allegations causing action, order date, deletion date and both FCC and Pike and Fischer citation data. A year later [Vol. XV: 4: 379-385], the same authors provided a more in-depth analysis of fines, revocations and denials for the 1960-70 period.—*Christopher H.*

Sterling, editor, Journal of Broadcasting, Philadelphia.

Not so

EDITOR: I wish you had checked with me in advance about the facts in your very damaging story ["Closed Circuit," July 10] concerning our correspondents' alleged first-class flight privileges. NPACT's policy has always been that all employees, including executives and newsmen, will be reimbursed only at coach fare for all flights on company business. An NPACT employe who wishes to fly first class may do so only if he personally pays the difference between coach and first-class fare. This must have been the case in the instance you cite in your article, for I can assure you we have never paid first-class air fare for our correspondents. I hope you will print this letter in order to dispel an erroneous impression that can only add to the current misconceptions surrounding public broadcasting.—*Jim Karayn, president, National Public Affairs Center for Television, Washington.*

EDITOR: In your July 3 issue, the executive producer of NBC's *Nightly News*, Wallace Westfeldt, was quoted as saying, "Herb Kaplow's charge that we wanted him to come down harder on the Nixon administration is totally false."

I've never made such a charge, nor have I encouraged such a notion in any way.—*Herbert Kaplow, ABC News, Washington.*

EDITOR: Your "Closed Circuit" column for June 26 mentions Merrill Lynch's proposed underwriting of Sammons Communications, stating that this offering will be our "first cable issue." That is not correct: We participated in the initial public offering of Cox Cable Communications on Oct. 28, 1968, and in a secondary offering of Cox on Nov. 25, 1969. And of course, we recently lead the underwriting group for the largest offering of CATV shares to date, 1.7 million shares of Teleprompter on June 27, 1972.—*Peter J. Enderlin, industry specialist, research division, Merrill Lynch, Pierce, Fenner & Smith, New York.*

It too

EDITOR: In your July 10 issue in a "Closed Circuit" item headed "Billing for all" was this phrase: "Katz Agency, only independent sales representation firm that handles billing and collecting for its stations." Please be advised that our sales representation firm handles billing and collecting for its stations.—*Gert Bunchez, president, Gert Bunchez and Associates, St. Louis.*

The number in N.Y.

EDITOR: I believe the income figure for the New York metropolitan area radio

stations should be \$53,484,000 instead of \$3,484,000 in 1970 ("Finding par for business at radio stations," BROADCASTING, June 19). Incidentally, using the formula outlined in the article, we were delighted to see that the ratio of broadcast income to retail sales in Toronto is .0045 versus New York at .0025. We also found it interesting to note that the average person in New York spent \$1,193 in 1970 in retail sales versus \$1,583 for the average person in Toronto.—*P. J. Hurley, vice president and director of sales, CFRB Ltd., Toronto.*

(Mr. Hurley is right, as were BROADCASTING's tables. But our text dropped a digit.)

Not a joiner

EDITORS Just to set the record straight: Your article concerning the Network Project's testimony in opposition to the President's Corporation for Public Broadcasting board nominations (BROADCASTING, June 19) incorrectly reported that I was a member of the Network Project. I am an attorney in private practice and have been retained by the Network Project to handle certain of its litigation in the communications-law area. In that capacity, I assisted the project in the preparation and delivery of its testimony concerning a matter directly connected with the Network Project's lawsuit, which your article mentioned.—*Dennis Grossman, New York.*

Reader's service

EDITOR: Many thanks for your extremely prompt and accurate answer to my request [for membership rolls of the NAB radio and TV boards and code boards]. This is just the kind of service and consideration that makes your publication and its staff the best there is in our business. As vice chairman of the broadcast policy committee of the American Association of Advertising Agencies it occurred to me that our committee should know those broadcasters most responsible for making policy in our industry and no current list was available. But I knew BROADCASTING would know—and you did.—*Robert L. Liddel, media director, Compton Advertising, New York.*

Higher still

EDITOR: My thanks for your inclusion of WCMB(AM)-WSFM(FM) among the stations in Pennsylvania which performed exemplary service during the recent Agnes flood disaster. You might be interested in knowing that the WCMB flood fund, which you indicated in your news story had raised \$19,000, has now passed the \$35,000 mark. It offers positive evidence of human regard for the welfare of other humans, and the emotional persuasiveness of "good ole" radio.—*Ed K. Smith, VP and general manager, Hudson Broadcasting Corp., Harrisburg, Pa.*

Monday Memo

A broadcast advertising commentary from Herbert Zeltner, executive vice president, Needham, Harper & Steers, New York.

Proof of performance: Where do we go from here?

An automated, full-coverage and completely acceptable proof-of-performance system still eludes us. In spite of the early promise shown by Digisonics—endorsed and enthusiastically adopted as it was by several major spot-television advertisers—nothing much has happened.

The lack of any proper answer in this matter, as times goes on, simply intensifies the historic problems involved. We continue to be tantalized and worried by limited, private checks "off air" and references to larger verification studies that show errors in performance ranging from as low as four percent to as high as one-third of all commercials aired. These errors are of several different types: audio or video clipping, incorrect commercials being run at the right time, commercials being run at the wrong hour, damaging competitive adjacencies and the like.

Compounding the problem is the continuing headache of invoice reconciliation, delayed payment and back-room paperwork logjams in agencies as well as among stations and their representatives.

For a medium as powerful, modern and costly as television the simple matter of verifying whether the buyer really got what he bought seems too complex. Our makeshift substitutes are primitive and increasingly unworkable. Although sellers can continue to reassure and soothe—pointing to affidavits and station logs as proof that things are all right, we cannot dodge the simple fact that inadvertent human or mechanical error has in all likelihood created an undefinable loss running into the tens of millions of dollars annually.

This early need for a major improvement in the system of checking broadcast advertising suggests that we once again consider what qualities an ideal monitoring service should have. There seem to be seven key requirements:

Reliability and accuracy. Whatever system evolves, it should be as automatic and foolproof as possible. It should be sufficiently de-bugged before it's offered so that advertiser and agency users can count on the promised information being made available in a form that acts as incontrovertible evidence for a claim.

Technical acceptance. This new system should be practical and workable within the mechanical and systems constraints and operations of the FCC, broadcasters, production elements and the advertising community.

Breadth of coverage. The system should be designed to provide as complete a coverage of markets, stations and day-parts as is feasible. Modest sampling has been a hallmark of interim systems to date but this spot-check approach is no longer satisfactory. If the checking system is to be used to locate errors in delivery



Herbert Zeltner was named executive vice president in charge of corporate planning at Needham, Harper & Steer last January. The post entails responsibility for agency diversification and relations with the government and with consumer and public-interest groups. Mr. Zeltner's advertising career includes Procter & Gamble in 1952, Lennen & Newell in 1956 (media director and member of agency's central planning group) and NH&S, joining in 1966 as senior vice president and director of marketing services. Subsequently he was named to the board, elected to the executive committee in 1967 and placed in charge of NH&S's international division.

and if we assume broadcasters will not accept projectability from a sample to a much larger presumed incidence of error then essentially complete coverage is mandatory for a proper service.

Usable output. Reports stemming from this system should not be so incompletely digested and ponderous as to simply compound paperwork headaches for users. The media departments of advertising agencies as well as company advertising departments are not geared to handle mammoth amounts of computer print-out paper to isolate errors. What these potential users need are simply summary outage reports with the necessary particulars for each error noted. In this way, action can easily be taken just on those relatively small numbers of commercial placements presumed to be in error.

Timeliness. Any new monitoring service ultimately offered to the industry must be set up to work with maximum speed. The longer the time lag between a par-

ticular spot being aired in error and this fact being noted by the buyer, the less likelihood that a satisfactory adjustment can be made within the framework of a given advertising campaign. The electronic marvels that must necessarily be employed to make the system work at all should make it possible to provide prompt reporting.

Reasonable cost. Since it's one of the oldest truisms of our business that broadcasters will not readily assume the financial burden of a monitoring system, it's presumed that advertisers will have to pay for the service (the soundness of this approach was affirmed by the early success of Digisonics). Since there is obviously a cost-value relationship involved for the advertiser—how much will it cost him to recover what value in rebates or makegoods—pricing is critical. It will have to be proved to the advertising community that the subscription cost for this service would be offset by the value of adjustments received many times over to make it of interest to the customer.

Universality. Most professionals who have had to tussle with the problems of mounting a proper monitoring service agree that this is not likely to be an area where several competitive services could exist side by side. Whatever system ultimately comes to the fore must be so widely and readily accepted by broadcasters, station representatives, advertisers and their agencies that it becomes the standard of the industry, accepted without question by all parties to these complex transactions.

The intensified need being what it is; electronic, software and communications equipment being as sophisticated as they are, and the realization that we must tighten our proof-of-performance standards becoming so apparent, all point to an intensified interest in a major improvement soon. An early satisfactory offering of this new service will require ingenuity, persistence, professionalism and possibly considerable capital from any entrepreneur who would like to rise to the challenge. He will have to be willing to work closely with major broadcasters and customers to determine needs, formats, delivery systems, pricing practices and the like.

As for potential customers, both advertisers and agencies, strong early support will have to be evidenced to get the system going. If we can only accomplish this first major step, there are even more exciting possibilities that may develop from a good, workable automatic monitoring system for the broadcast industry. After all, it isn't too big a leap from simple outage reports to a major intelligence mechanism for all of us—reporting to stations on spot business elsewhere and reporting to advertisers and agencies on competitive activity in this vital and fundamentally important medium.

Cox swings major merger of cable and buy of KFI

Its patient stalking in Los Angeles nets best radio signal in the West, in same week its CATV associate sets union with ATC out of Denver

The Atlanta-based Cox Broadcasting Corp. last week won the bidding for the venerable KFI(AM) Los Angeles, a historic marker among broadcast stations, at a price of \$15.1 million, by far the most ever paid for a radio facility. In the same week the associated Cox Cable Communications Inc. agreed to merge with the Denver-based American Television & Communications to form what will be the second biggest cable-system complex in the country.

It was by coincidence that both transactions came to fruition in the same week. Cox had been negotiating for KFI for six years and talking cable merger for two. The key figure in both negotiations was J. Leonard Reinsch, president of Cox Broadcasting and chairman of Cox Cable, in which Cox Broadcasting holds 56.3% of the stock.

The cable merger, to result in a company called Cox American Communications Inc. with about a quarter-billion dollars of market capitalization and more than half a million CATV subscribers, came as a surprise. Negotiations had been conducted in utmost confidence (see following story).

The KFI acquisition, assuming FCC approval, will give Cox its fifth AM station. The company was said to be looking at a sixth. It also owns four FM's and a full portfolio of five VHF television properties.

Cox outlasted other bidders to get its hands on KFI, which is controlled by trustees who were reluctant to sell it. For several years Cox and WGN Continental Broadcasting, based in Chicago, jockeyed for the inside track, while other prospective buyers entered the scene and left it. At the end a third contender, the Chicago-based Globetrotter Communications, was also in pursuit of KFI.

Mr. Reinsch paid frequent visits to Los Angeles, where Cox has other interests including programing and motion pictures. Ward Quaal, president of WGN, opened a sales office for WGN Continental production services and stations in

Los Angeles's Century City, from which he was able also to keep an eye on KFI developments. He rented a Century City apartment and bought a house in San Clemente to accommodate his West Coast activities, including the quest of KFI.

Finally the trustees announced that formal bids would be entertained ("Closed Circuit," April 24) until a deadline of July 1 (which was later extended by two weeks). Cox offered its \$15.1 million in cash. Globetrotter put in a bid for \$13 million. It became known last week that the Globetrotter management thought it had better than even odds of winning the bidding. Indeed the news that it had lost came from a BROADCASTING reporter.

On Friday, July 21, the day after Cox announced its acquisition of the station, Robert F. Bell, vice president and director of Globetrotter, expressed surprise when told that Cox's \$15.1 million had been accepted. The sellers had so far said nothing to him.

Though disappointed, Mr. Bell said his company would continue to look for a Los Angeles radio station. It owns WVON(AM) Chicago and WIXY(AM) and WDKM-FM Cleveland.

Despite the persistence of its earlier attempts to buy KFI, WGN Continental had no firm offer in the final bidding.

At the last minute the board of the closely held Chicago Tribune Co., parent of WGN Continental, balked at putting up the \$15 million that Mr. Quaal was reported to have recommended as an offer. Another \$3 million had been projected for improvements in KFI's physical plant and upgrading of its operations.

It is an unusual station that Cox has bought.

All year long KFI has been commemorating its 50th year on the air with a campaign to revive the radio of yesterday. There are listeners who say KFI has never quite abandoned yesterday.

Possessor of the lowest frequency of any clear-channel station in the nation (640 kc, 50 kw), the station was once an innovator: the West's first broadcast of a full-length opera and first live symphony concert; the first broadcast of a program from America to England and to Australia. Since the beginnings of NBC, KFI has been the most loyal of affiliates.

The station's sales promotion speaks of a radio signal that covers a 10-county area, 60,000 square miles, 12-million population, 5.9-million cars, 4.1 million households. In the competitive snake pit that is the Los Angeles market, with some 70 radio signals beseeching to be heard, KFI's distinction was its tradition and its coverage.

This year the station, among other nostalgic indulgences, has revived on a

regular basis the original *Lum 'n Abner*, *Lone Ranger* and *Fibber McGee and Molly* radio series, hired Robert Q. Lewis to do a daily three-hour live audience-participation program and spent an estimated \$75,000 to dress up its station building to include a live theater auditorium.

Beyond nostalgia, KFI offers listeners hit music as interpreted by middle-of-the-road artists, personalities who are allowed considerable freedom to converse and make fun, a magazine format of talk in the midnight to 4 a.m. time slot, regular "swinging years" programs featuring recordings from the big-band era, and, during every winter in the memory of man, nightly frost warnings for citrus growers, who have all but disappeared before the bulldozers of suburban builders.

Beyond all this is a heavy sports schedule: the Los Angeles Dodgers baseball for the past 13 years, football of the University of Southern California, basketball of the Los Angeles Lakers.

The creator of KFI was a colorful car dealer, Earle C. Anthony, who kept a close and sometimes heavy hand on the station from its inception until his death on Aug. 6, 1961. He was one of the first presidents of the National Association of Broadcasters (1927-28).

Mr. Anthony made his fortune with a string of Packard auto dealerships in California in the 1920's. But his principal affection was directed to KFI. He monitored the station incessantly and was often on the telephone with orders to a harried staff. He traveled in a private railroad car, equipped with a powerful receiver to pick up his station.

Mr. Anthony was badgered by offers to purchase the facility. One of the most consistent would-be buyers was NBC—which in pre-television days hungered for its own radio outlet in Los Angeles. Mr. Anthony once told Niles Trammell, then NBC president: "I wouldn't sell my wife. Why should I sell KFI?"

Mr. Anthony's pledge to retain possession of KFI endured more than a decade after his death. The bulk of his estate—including the station—was bequeathed to a trust fund, with the University of California and California Institute of Technology as principal beneficiaries. The assets of the trust may be distributed after April 1975, or before that date if all of six individuals who are minor beneficiaries die beforehand. Upon distribution the two schools will divide their portion of the trust 50-50.

Trustees of the estate are Donald Ford, Los Angeles attorney, and the Security Pacific National Bank.

No selling price for a single radio property has ever come close to that com-

ARB, Nielsen local-market TV services clash in the marketplace

Both companies dangle carrots before prospective clients, some of whom see problems whichever way they turn

The competition between the American Research Bureau and the A. C. Nielsen Co. in lining up agency and station clients for their respective local-market TV measurement services is moving into the nitty-gritty stage with some broadcast sources wondering whether, this year, both services may not have offered much too much.

It started out with Nielsen offering to expand its instantaneous Audimeter overnight ratings, currently in New York and Los Angeles, into other top-10 markets if stations were willing to pay for the expansion. There were no known takers, but ARB, in an apparent competitive counter-move, came up with an expansion of its diary-based service to provide 48 weekly reports in New York, Los Angeles and Chicago and 19 two-week reports in the rest of the top 10 markets. Then Nielsen offered, as an optional addition to its regular Nielsen station index (NSI) service 24 weekly reports—breakouts of its six four-week reports—in 10 leading markets, nine of them the same as those in ARB's expansion plan.

To many broadcast researchers and TV salesmen, both plans hold out the prospect of a glut of audience data that they say they could not begin to cope with, each bringing a cascade of new information before they could assimilate, digest or use the one that came before. "A plain case of overkill," one broadcast executive called both plans.

ARB's plan appears to be getting the brunt of broadcast criticism, however, if only because it appears definitely set and carries rate increases averaging about 50% for stations in the top-10 markets while Nielsen's expansion is offered as optional and, for stations that want it, carries a price tag of about \$100 a week on top of current NSI prices, according to station sources.

ARB officials concede they're not having an easy time selling their expanded top-10 market program, which they call "major market television." But they also note that they didn't send out new contracts and rate structures until a couple of weeks ago. "We've signed some, we have verbal agreements with some and we have cancellations from some," one top executive said last week. "So we're

mandated for KFI. The former record holder was WFIL(AM) Philadelphia, for which LIN Broadcasting Corp. paid \$11.5 million a year ago as a spin-off from the \$110-million purchase of Triangle Broadcasting Co. properties by Capital Cities. Another recent acquisition—KLIF(AM) Dallas from the McLendon Corp. by Fairchild Industries—entailed a consideration of \$10.5 million. In 1962 Storer Broadcasting Co. paid \$10.95 million to Loews Theaters for WHN(AM) New York (then WMGM). In the same year, Westinghouse Broadcasting Corp. paid \$10 million for WINS(AM) New York, which it bought from the late J. Elroy McCaw.

Cox's existing broadcast properties are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIOD(AM)-WALA(FM) Miami; WIIC-TV Pittsburgh and KTVU(TV) Oakland-San Francisco. It also has interests in television and motion-picture production, technical publishing, data processing and automobile auction services.

Its stock is traded on the New York Stock Exchange. It closed at 43¾ last Thursday, up ⅜ from the day before. On Wednesday it had gained ⅝.

CASTING, March 20), as the result of a series of mergers over a period of about 18 months. The concentration became even more pronounced when Television Communications Corp., a subsidiary of Warner Communications, acquired Cypress Communications Corp. to create a 360,000-subscriber company (BROADCASTING, July 3).

If the Cox-ATC merger is consummated, three cable companies—Teleprompter Corp., Cox American and TVC—would represent between 25% and 30% of the entire industry. (ATC will provide 280,000 current subscribers to the merger, Cox 245,000.)

For 1971 Cox Cable reported revenues of \$13,457,437 and net income after extraordinary items of \$1,277,728—equal to 36¢ a share based on 3,552,386 average shares outstanding. ATC's fiscal year ended June 30; its audited figures are to be released next month. For the nine months ended March 31, ATC's revenues amounted to \$10,773,355 and net income was \$948,985—equal to 26¢ a share on 2,340,807 average shares outstanding.

The boards of both companies are expected to meet next month to review the merger. Special shareholders meetings to



New high command. At top in merged Cox American Communications will be (l-r) chairman, J. Leonard Reinsch, now chairman of Cox Cable; vice chairman and chief executive officer, Monroe F. Rifkin, now president of ATC, and president, Henry W. Harris, now president of Cox Cable.

Cox-ATC merger is planned to create number-two cable combine in U.S.—with money and manpower to build the big-city systems now possible

Cox Cable Communications Inc. and American Television & Communications Inc., two of the nation's largest cable television companies, announced last week their intention to merge. The resulting company, to be named Cox American Communications Inc., would be the nation's second biggest, with more than 525,000 subscribers.

Under the agreement, Cox shareholders would receive .875 shares of ATC for each share of Cox now held.

The agreement is subject to the approval of both boards and shareholders. Cox Cable is 56.3% owned by Cox Broadcasting; the remainder is publicly held. Under the merger, Cox Broadcasting would wind up with a 30% interest in the merged firm.

The move represents another step toward consolidation of a new elite in the cable business. Earlier this year, the top 12 companies accounted for about half the nation's cable subscribers (BROAD-

casting, March 20), as the result of a series of mergers over a period of about 18 months. The concentration became even more pronounced when Television Communications Corp., a subsidiary of Warner Communications, acquired Cypress Communications Corp. to create a 360,000-subscriber company (BROADCASTING, July 3).

If the Cox-ATC merger is consummated, three cable companies—Teleprompter Corp., Cox American and TVC—would represent between 25% and 30% of the entire industry. (ATC will provide 280,000 current subscribers to the merger, Cox 245,000.)

For 1971 Cox Cable reported revenues of \$13,457,437 and net income after extraordinary items of \$1,277,728—equal to 36¢ a share based on 3,552,386 average shares outstanding. ATC's fiscal year ended June 30; its audited figures are to be released next month. For the nine months ended March 31, ATC's revenues amounted to \$10,773,355 and net income was \$948,985—equal to 26¢ a share on 2,340,807 average shares outstanding.

The boards of both companies are expected to meet next month to review the merger. Special shareholders meetings to

give final approval would be tentatively scheduled for the fall.

In a joint statement, Messrs. Reinsch and Rifkin said the FCC's new rules "mark the beginning of a new era of long-term growth for the cable television industry. While we now have the authority to enter the nation's largest markets, we recognize that we must also have size, experience and financial resources in order to do this effectively and provide the full range of communication services which the cable can make available to the American public. The depth of management and the financial capability which the combined company will have should facilitate more rapid growth and faster realization of the potential of cable television."

The Cox-ATC merger plan was announced last Wednesday (July 19) after the Eastern stock markets had closed.

Cox is traded on the American Stock Exchange. On Thursday its stock closed at 34, off half a point from the day before.

American Television & Communications is traded over the counter. On Thursday its shares were quoted at 41½ bid and 42 asked for a gain of 1½.

sort of at the point of seeing where it will go."

He acknowledged that rates would rise by an average of about 50% for stations in these markets but said he felt stations should recognize that sample sizes, over a period of a year, would rise by an average of 60%. And stations, he insisted, would find the additional reports valuable, putting measurement of spot-TV audiences substantially on a par with measurement of network audiences, if only they would try them.

To get stations to try, ARB is offering a four-month free trial. The extra reports are due to start in September in markets two through 10—they're already available in Los Angeles and New York—but ARB has agreed to waive the rate increase until January.

ARB officials also emphasized that "we have never thought of extending these additional reports into markets below the top 10." This was in reply to broadcasters who said they feared that, if the extra reports were established in the top 10 markets, they would then be offered in additional markets. "We simply could not handle the production of these reports in more markets than this," one ARB executive said.

Apparently ARB is committed to provide them for the top 10, however. Some agency sources said ARB had offered to guarantee in writing that they would be produced.

Just how many stations have signed for the expanded service and how many have given cancellation notices remained unclear last week. For the most part, ARB stations have until July 31 to give protective cancellation. Those that do not do so are considered committed for the ensuing year. Those that do give cancellation notice by July 31 then have until Aug. 31—meaning that ARB has the month of August to do missionary work on them—to reconsider and sign up without loss of discount privileges.

Though they conceded that cancellation notices had come from an unspecified number of stations in top 10 markets, ARB sources maintained they knew of none from other markets.

Along with the race to sign stations there is the race to sign agencies. By virtually all estimates ARB is and for years had been by far the more widely used of the two. Some sources estimated earlier this year that some 60% of spot-TV business is placed by agencies relying primarily on ARB reports, 30% by those using NSI primarily and 10% by agencies using neither. Agencies also tend to favor the extra reports far more than stations do, some of them fervidly, although some agency executives also say so many reports are "excessive" and a more moderate expansion would be preferable.

The only known defection thus far this year, however, is from ARB to Nielsen. Sources at Ogilvy & Mather, an ARB agency in the past, said they had signed with NSI and would drop ARB, and Foote, Cone & Belding authorities said they were inclining away from ARB toward NSI but had signed nothing

("Closed Circuit," July 17). The situation among agencies appears to be still fluid, however, with both sides claiming to have or be near important signings that they say cannot be disclosed yet.

ARB also maintains that many of its major agency and advertiser clients are not up for renewal this year and that, among those who are, it already has three-year to five-year renewals from a long list that includes N. W. Ayer & Son, Campbell-Ewald, Campbell-Mithun, D'Arcy, MacManus International, Fuller & Smith & Ross, Gardner, Kenyon & Eckhardt and Warwick & Legler.

For its part, Nielsen says that with the addition of Ogilvy & Mather, 11 of the top 25 agencies are using NSI as their primary rating service. The others, it says, are Ted Bates & Co., J. Walter Thompson Co., Doyle Dane Bernbach, Benton & Bowles, William Esty & Co., SSC&B, Cunningham & Walsh, Compton, Wells, Rich, Greene and Norman, Craig & Kummel.

The markets in which ARB is offering its "major market television" reports are New York and Los Angeles, which already have them, and Chicago, Philadelphia, Boston, San Francisco, Detroit, Cleveland, Washington and Pittsburgh.

NSI's optional extra 24-report service is offered for the first nine of those markets but substitutes St. Louis for Pittsburgh. The NSI weekly reports would be for the four weeks ending Oct. 18 and Nov. 22, 1972, and Feb. 7, March 7, April 11 and May 30, 1973, with one exception: Washington would not get the four leading up to April 11.

Drugs on TV: next in line for federal suppression?

Commission seeks but can't find connection of ads and drug abuse—but it still talks of restraints on television use by proprietaries

The specter of another wipe-out of broadcast billings in the name of public health arose last week at hearings held in Washington by the National Commission on Marijuana and Drug Abuse. Broadcasters saw a parallel to the early stages of the movement that resulted in the prohibition of cigarette advertising on the air.

By the end of the week, however, the \$100 million spent in TV and radio for nonprescription-drug advertising looked at least temporarily safe.

But there was a residual feeling that some sort of restraint may emerge on drug advertising directed to children. It was learned that the drug commission was awaiting results of contracted, outside research studies, including one reportedly intended to measure the effects of drug advertising on the young. Michael R. Sonnenreich, executive director of the

drug commission, declined to identify the research firms, but said final reports were expected this fall. Mr. Sonnenreich also noted that the drug commission had been given transcripts of the testimony on advertising practices held by the Federal Trade Commission last fall and was studying these as part of the work that will result in the commission's report on drug abuse scheduled to be issued early next year.

This was one of the reasons, he noted, that FTC Chairman Miles W. Kirkpatrick was not called to testify last week, although the FCC chairman, Dean Burch, was called and closely questioned.

In two instances last week constraints on the advertising of over-the-counter drugs were advocated. A spokesman for the American Pharmaceutical Association's Academy of General Practice of Pharmacy said over-the-counter drug distribution was "out of control." Representative Paul G. Rogers (D-Fla.), a member of the drug commission and chairman of the House Subcommittee on Public Health and Environment, raked the FCC for failing to do something about non-prescription drug advertising on the air.

But most witnesses last week testified that there is no scientific evidence of any causal relationship between nonprescription drug advertising and the drug problem. They noted that there is a drug-abuse problem even in countries that bar or severely limit TV drug advertising; Denmark, Sweden, India and Nigeria were named. And they emphasized that any move to prohibit or constrict such advertising on TV would be an expedient leading people to conclude erroneously that the problem was solved.

Some members of the 13-member commission, which includes one woman (Joan Ganz Cooney, a founder of the Children's TV Workshop, New York), obviously have the conviction that there is a connection between advertising, particularly on TV, and drug abuse. This view was best summed up by Representative Tim Lee Carter (D-Ky.), a physician and a member of the drug commission, who commented at one point:

"I just don't know [about TV advertising's impact on children]. But common sense would seem to indicate there is some effect."

The broadcasters' case was made principally by Vincent T. Wasilewski, president of the National Association of Broadcasters, who underscored the view that there is no scientific evidence showing a relationship between drug advertising and drug abuse.

He noted that the NAB's code authority in 1971 had issued tight guidelines on the advertising of psychotropic drugs to avoid inflated claims and exaggerated presentations and to proscribe elements that might foster dependency. He told the commission members that about 10% of television's revenues and 20% of radio's come from nonprescription drug advertising. In 1970, the latest year for which official figures are available, total TV revenues amounted to \$2.81 billion; radio's were \$1.14 billion.

Recalling that cigarette smoking has increased since the 1971 prohibition on



Not of one mind. Representative Paul Rogers (D-Fla.) (l) and FCC Chairman Dean Burch verbally confronted each other at last week's drug hearings.

broadcast cigarette advertising, Mr. Wasilewski predicted that any move to ban or restrict over-the-counter medicine advertising would prove similarly false.

If a product can be legally manufactured and sold, he said, "surely it is lawful to advertise it."

He urged research to determine whether drug advertising indeed does influence drug abuse.

Also emphasizing the paucity of information available on the relationship between drug abuse and drug advertising was John H. Crichton, president of the American Association of Advertising Agencies. Most research, he said, indicates that drug addiction stems from societal problems, which, he added, "have only the most remote connection with advertising."

Mr. Crichton said also that much drug abuse involves products that are not drugs at all, such as glue and aerosprays.

"This kind of abuse, . . . cannot possibly be attributed to television or radio advertising," he said.

He offered the help of the 4-A's in designing research and promised finan-

cial aid from the 4-A's educational foundation in studying the problem of drug abuse and advertising.

Robert Keim, on the other hand, related the work of the Advertising Council of which he is president, noting that the antidrug campaign in 1970 and 1971 received 1,625,159,000 radio-listener impressions, and 3,834,260,000 TV-home impressions in network time periods alone, as well as additional promotion through consumer magazines, the business press, car cards, outdoor and posters.

The confrontation between FCC Chairman Burch and Representative Rogers, enlivened the hearings. Mr. Rogers has long maintained that television advertising of nonprescription drugs, particularly mood-inducing products, subconsciously influences acceptance of the use of drugs to combat life stresses and leads to the use of hard drugs.

Mr. Burch in his formal statement emphasized that the FCC is prohibited from controlling program content or editorial judgment. Broadcasters are required to



Participants. The hearings in Washington last week by the National Commission on Marijuana and Drug Abuse had Dr. Dana L. Farnsworth (first figure to left), vice chairman, of the commission, presiding. Others, counterclockwise: Senator Jacob Javits (R-N.Y.); Dr. Henry Brill; other members of drug commission; Paul Comstock, Stockton Helffrich and Vincent T. Wasilewski, all of the National Association of Broadcasters; John Crichton, American Association of Advertising Agencies, and Robert D. Keim, the Advertising Council.



provide reasonable balance in the presentation of controversial issues of public importance.

Advertising, said Mr. Burch, pays the bills for entertainment and news and public service programs; therefore, he said, he would be "chary about radical alterations in the system with a high potential for undermining its base."

The FCC, he said, does a lot of jawboning of stations—notwithstanding the prohibition on censorship—and over-all, Mr. Burch said, "my impression is that the response has been laudable."

In any event, he said, neither broadcasters nor the FCC had the expertise to evaluate claims for drugs. That function belongs to the Federal Trade Commission and the Food and Drug Administration, he said.

"We simply cannot take it on ourselves to be the arbiters of which product advertisements are 'socially useful' and which ones 'socially harmful,'" Mr. Burch said. That approach, he said, would turn the FCC into a "mini-Congress—and a mighty presumptuous one at that."

Above all, Mr. Burch said, if there is a congressional decision to ban or limit drug advertising, it should be across the board, comprising not only TV and radio, but also newspapers, magazines, billboards and other media. Mr. Burch noted, as did others, that despite the cigarette ban on TV and radio, smoking has increased and so has cigarette advertising in other media.

It was Mr. Burch's reluctance to get the FCC involved in making judgments on drug advertising and drug abuse that triggered Mr. Rogers's outburst.

"Why haven't you people been more active in studying the effects of socially undesirable advertising?" the congressman asked. The FCC, Mr. Rogers declared, should be able to tell Congress that there is so much drug advertising on the air, what kind, and "this is our view on the right or wrong effects on people."

And, castigating Mr. Burch's suggestion that the expertise in this field lies with the FTC and FDA, and not in the FCC, Mr. Rogers exploded: "Advertising is your field, not the FDA's."

Senator Jacob Javits (R-N.Y.), also a member of the drug commission, was less harsh but he said the FCC needs an official set of guidelines on drug advertising, like the surgeon general's report on smoking and health. Senator Javits promised that this would become a "top priority" for one of the committees of which he is a member. Presumably this is the Alcoholism and Narcotics Subcommittee of the Senate Labor and Public Welfare Committee. Senator Harold E. Hughes (D-Iowa) is chairman of that subcommittee.

James F. Hoge, New York attorney representing the Proprietary Association, which includes in its membership most of the makers of nonprescription drugs, drew a historical analogy between conditions now and an epidemic of heroin addiction that swept New York in the 1900's. "One thing is certain," Mr. Hoge said. "None of the quarter of a million or more addicts reported in 1900 be-

came addicted because of radio or television advertising."

Mr. Hoge said that research by Oxtoby-Smith, New York, had found no evidence that over-the-counter medicinal advertising contributes to drug abuse.

Dr. Nathan S. Kline, director of research at the Rockland State Hospital in Orangeburg, N.Y., appearing as a consultant for the Proprietary Association, said that if television were abolished, "it would hardly lessen drug abuse."

Aside from Mr. Rogers's implied call for restraints on drug advertising on TV and radio, the only other out-and-out advocate of restrictions among the witnesses was Dr. Richard P. Penna of the American Pharmaceutical Association's Academy on General Practice of Pharmacy.

He urged the preclearance of non-prescription drug advertising by a council of government-industry-media members. And he added:

"We feel over-the-counter drug advertising is out of control and has become a major public health problem . . . [It is] often erroneous . . . even attempts to convince people that they have non-existent diseases."

And, he added, "We feel that over-the-counter drug advertising contributes substantially to the 'drug orientation' of our culture and we believe something should be done about it."

He noted that in 1970, the APA had publicly stated that it views the promotion on TV of drug products in animal or cartoon shapes, or "tasting like candy" geared to creating demand by children "as especially deplorable." And, he added: "Bombarding the young mind with the 'pill for every ill' philosophy is reaping a grim harvest as these children grow into adolescence and begin seeking their kicks in their own drug world."

Dr. Penna also attacked the mention of drugs by name in daytime TV programs and in what he called "popular evening doctor programs." These influence people to complain of identical symptoms and to ask their doctors for treatments suggested by the programs.

Although admitting that there are no scientific studies showing a relationship between drug advertising and drug abuse, Dr. Penna commented:

"The promotion of drugs to the public has resulted not only in increased drug utilization but an attitude on the part of the public that drugs in general are mere consumer goods such as food and clothing."

A less dogmatic position was taken by Dr. John Jennings, associate commissioner for medical affairs of the Food and Drug Administration, who stated:

"We do not know in concrete, quantitative terms to what degree drug promotion—particularly promotion of the psychoactive drugs of interest to this commission—has contributed to the current use and misuse of drugs in our society today.

"Common sense tells us that promotion of drug use must have some influence on the way in which our society regards the use of drugs of all types."

Dr. Jennings noted that the FDA's jurisdiction extends only to prescription



Between old friends. FCC Chairman Dean Burch, testifying before the National Commission on Marijuana and Drug Abuse last week (see page 16), noted at one point that the current system of broadcasting in the United States works pretty well, and added: "If we were to start from scratch, I suspect we'd end up 'inventing' our system all over again." That didn't sit too well with Joan Ganz Cooney (above), founder of the Children's TV Workshop (*Sesame Street, Electric Co.*) who is a member of the drug commission (as well as an ex-classmate and close personal friend of Mr. Burch). She gently chided the FCC chairman for saying that. "Surely," she said, "you'd have at least one network for children's programs . . ." Mr. Burch agreed that there might be some difference in a new broadcasting system. He added: "Perhaps we should have all TV on the UHF bands, as they are doing in Japan . . . yes, there should be a public broadcasting system and [if all on UHF], there would be no technical problems there . . ." But, still, he said, "I don't see a system without commercials."

drugs, the so-called ethical products. On over-the-counter drugs, however, Dr. Jennings recalled the FDA's announcement earlier this year that it was investigating, through expert panels, the safety and efficacy of nonprescription drugs and that reports will begin to be issued by mid-1974.

It's Ford for Hope. Ford Motor Co. (J. Walter Thompson), in estimated \$1.8 million package buy, will sponsor three one-hour comedy variety specials starring Bob Hope on NBC-TV next fall and has picked up half sponsorship of the Bob Hope Desert Golf Classic to be played in February (also NBC). First Hope special is set for Thursday, Oct. 5, 9-10 p.m. NYT. Ford's sponsorship in 1972-73 season ends a long-standing relationship of Chrysler-Hope specials. Chrysler continues on NBC-TV as a major sports advertiser.

Stern counterads find first taker:

Public-interest group's spots alerting consumers to Chevrolet recall get first run as PSA's; KPIX-TV, KGO-TV and KTVU had given them earlier exposure in newscasts; Ad Council benediction sought for campaign

What appears to be the first break in the broadcasters' dike against the presentation of spot announcements produced by the Stern Concern has been recorded in San Francisco. Westinghouse Broadcasting Co.'s KPIX-TV is carrying the announcement alerting viewers to General Motor's recall of 6.7 million late-model Chevrolets.

The spot, along with a counteradvertising announcement taking issue with commercials for a number of analgesics, had been turned down by the networks and a number of individual stations (BROADCASTING, May 1 et seq.). KPIX-TV, and KTVU-TV carried the recall spot in news shows last month, and WTTW-TV Chicago carried both spots in a program on consumerism. In addition, WTOP-TV Washington carried the analgesics spot "inadvertently" ("Closed Circuit," June 26).

Thus, KPIX-TV is believed to be the first station to carry either of the Stern spots as a public service announcement. The GM-recall spot has run twice since being placed in the schedule two weeks ago and is to be aired a total of four times.

ABC and CBS rejected the recall spot on the ground that they had announced the General Motors action in news programs. NBC said it had objected to the spot on the ground it employed "scare" tactics (BROADCASTING, May 15).

The spot, like the one countering the claims made in analgesics commercials, is narrated by Burt Lancaster. It advises viewers that a number of Chevrolet model cars were built with defective engine mounts which, when they fail, could cause the car to accelerate out of control. It urges owners to take them into their dealers for the installation of a free safety cable.

KPIX-TV's Bill Jackson said the station felt it was "in the public interest" to carry the spot, that "the information is useful," since many owners of cars affected by recalls do not take them in for repairs. Studies indicate that the figure is as high as 30%.

The recall is nominally sponsored by the Center for Auto Safety, of Washington, but KPIX-TV carried it after being approached by representatives of a local group, the San Francisco Consumer Action.

The group contacted other stations in the market and was turned down by ABC's KGO-TV and is still waiting to hear from KRON-TV. KTVU-TV has rejected the Lancaster spot but has offered to make time available for a more generalized announcement that owners of all cars af-

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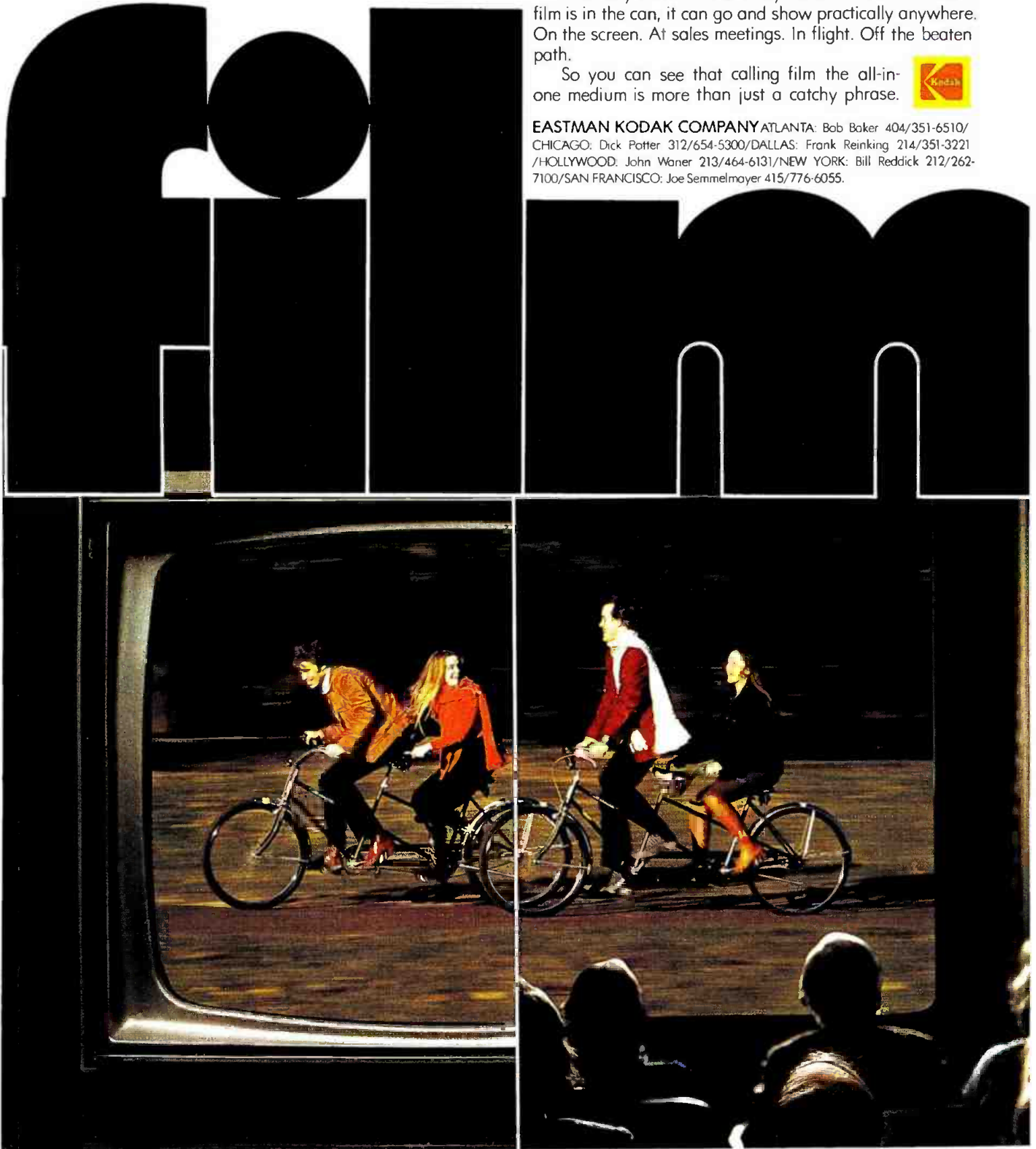
Or, after hearing about a contest for documentaries, you immediately pull a film you did on an old house in town which has been converted into a recreation center for teen-agers. Because it's on film, you can enter it as is, something you couldn't do if it had been shot on tape.

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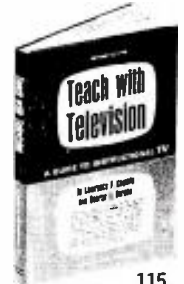
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fectured by recalls should take them in for repairs.

The Stern Concern, which is located in Los Angeles, and its affiliated Stern Community Law Firm, in Washington, are preparing the spot. They also are preparing other spots which convey messages that, as the Stern agencies say, are seldom seen in the mass media. Some are counterads.

And, while they are working through local groups around the country in seeking air play for their spots, the Stern agencies have also sought the help of the Advertising Council.

Tracy Westen, of the law firm, and Marvin Segelman, of the Stern Concern, wrote the council's president, Robert P. Keim, after reading trade press reports quoting him as saying he sees no reason why the council cannot help "with the informational problems of such nonestablishment sources as the Stern Concern."

Mr. Keim said last week he would be happy to talk to Messrs. Westen and Segelman but noted that any campaign the Ad Council endorses must meet Ad Council criteria and be approved by the Ad Council board.

How McGovern will campaign on radio-TV

Production specialist, house agency, media-buying service figure in plan

Senator George McGovern's political-advertising campaign in his quest for the Presidency was beginning to take shape last week.

A key figure laboring backstage is Charles Guggenheim, head of Guggenheim Productions Inc., a Washington film company. As media consultant to the McGovern campaign, Mr. Guggenheim is assigned to produce the campaign's TV and radio material and to help coordinate the over-all advertising effort.

Mr. Guggenheim told BROADCASTING last week that the intricate details of the advertising campaign are still being worked out. But he did outline the organizational set-up and provide some general information about the direction the campaign would take.

He said an in-house agency would be established with media buying to be done by Independent Media Services, New York, headed by Richard Gershon. Fund-raising through direct mail will be handled by the New York firm of Rapp & Collins; that company and the house agency may assist in the print-advertising campaign.

TV and radio spots and programs will be used on the networks and in selected markets, he said, and the ratio of TV-to-radio use will be about the same as it was for the primaries—two to one.

He said he is working on the "concepts" for the spots and programs and that no material has yet been produced. But he indicated that most of the TV material would contain on-camera ap-

BAR reports: television-network sales as of July 2

CBS \$317,853,600 (36.9%); NBC \$280,642,100 (32.6%); ABC \$262,929,300 (30.5%) *

Day parts	Total minutes week ended July 2	Total dollars week ended July 2	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	69	\$ 438,000	1,929	\$ 11,651,000	\$ 11,332,800
Monday-Friday 10 a.m.-6 p.m.	1,013	6,573,800	24,872	176,903,000	162,966,700
Saturday-Sunday Sign-on-6 p.m.	260	1,948,400	8,086	96,450,700	78,429,100
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,429,100	2,403	44,790,200	37,322,300
Sunday 6 p.m.-7:30 p.m.	10	140,000	359	7,897,700	12,056,900
Monday-Sunday 7:30 p.m.-11 p.m.	372	14,521,100	10,248	475,695,100	460,975,300
Monday-Sunday 11 p.m.-Sign-off	163	2,233,700	3,767	48,037,300	33,185,200
Total	1,979	27,284,100	51,664	861,425,000	796,268,300

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

pearances by Senator McGovern (D-S.D.) and that it would be filmed at "representative locations" across the country.

He said the emphasis would be put on key campaign issues rather than on political image-making.

Guggenheim Productions' contract to produce primary-campaign material for the McGovern for President Committee totaled about \$200,000, he said, and although the contract for the general election has not yet been signed, the figure will be greater for the general-election campaign.

The 45-year-old film maker entered the motion-picture industry in the late forties, when he worked for Louis G. Cowan, then a film packager and later president of CBS-TV. Under Mr. Cowan, Mr. Guggenheim produced films for NBC and a Peabody-award-winning children's series—*Sunday at the Zoo*—for ABC. He was chief producer for the Ford Foundation's experimental adult-education television project from 1952 to 1953 and station manager of noncommercial KETC-TV St. Louis from 1953 to 1956. The following year he established his own film company, which was based in St. Louis until moving to Washington five years ago.

Guggenheim Productions produced material for Senator McGovern's 1962

and 1968 senatorial campaigns and has done films, video-tape programs and spot packages for a number of other candidates.

According to a spokesman, the McGovern committee spent about \$2 million from January 1971, when the senator announced his presidential candidacy, to April 7, 1972, when the political-spending law went into effect. Since April 7, he said, about \$3 million has been spent.

Mr. Guggenheim estimated that \$1 million (including time and production) was spent in the primaries on broadcast media.

Under the political-spending law, each presidential candidate will be permitted to spend \$14.5 million on media advertising, of which no more than 60% may be spent in broadcast.

Vitamin makers drop commercials aimed at young

ACT claims it as a victory in its campaign to kill advertising in children's television shows

Action for Children's Television said Thursday (July 20) that three major drug companies, Miles Laboratories, Bristol-Myers and Hoffman-LaRoche (Sauter Laboratories), "have agreed to end vitamin-pill advertising on children's commercial television programs in response to public pressure spearheaded by ACT."

(An FCC report examining advertising in and profitability of children's programming also surfaced last week [see story page 23]).

ACT, which has sought the elimination of all TV advertising directed to children, said the vitamin advertising already discontinued, or about to be, has run during shows recognized as having a large children's audience, mainly on Saturday mornings and weekday afternoons.

Robert Wallace, group vice president



Mr. Guggenheim, McGovern media man

of Miles's consumer products group in Elkhart, Ind., was quoted by ACT as having stated that his company had "begun withdrawal from this type of television show earlier this year, have been off such shows since June 1, are not now advertising on programs directed chiefly to children and do not plan to do so in the foreseeable future."

A Miles spokesman confirmed that the company has dropped TV advertising (both network and spot) of "dietary supplements" directed to children and said the company had "so informed" ACT. Miles said its chewable dietary supplement products are Flintstones, Chocks and Bugs Bunny. The company also said it believed the chewable pills had made a "substantial contribution to the nutritional well-being of children."

Miles also said that in the commercial messages for the vitamin tablets, children were never shown with the product unless a parent was depicted giving guidance. The company, the spokesman said, now plans an educational program that will include films and information material directed to parents.

Bristol-Myers indicated it planned to withdraw its commercials for Pals vitamins after next Oct. 1. The company was reluctant to discuss the matter further, though a spokesman said the disposition of TV advertising monies for the brand had not yet been decided.

Hoffman-LaRoche said it had already discontinued TV advertising of vitamin pills in children's shows (Zestabs is a major brand).

A spokesman for Hoffman-LaRoche said that its Zestabs advertising will continue on TV but not in shows directed to children. He said the decision was taken independently early last spring, that the other drug advertisers "followed us and then ACT heard about it."

According to the Television Bureau of Advertising, children's vitamins products accounted for \$4.7 million in network television in 1971, all of it in daytime.

A vindicated Dupont keeps poking holes

Once questioned by FTC on ability of Zerex to plug leaks, as in ad, firm opts for same technique in new TV presentation of product

Dupont's Zerex antifreeze has moved up from can-stabbing to radiator-puncturing in the newest TV commercial campaign prepared by BBDO. This 30-second spot, to be shown late this summer and in the fall, begins:

"We're going to poke some holes . . . in a perfectly good car radiator . . . to make the point that Zerex antifreeze stops more than freeze-ups . . ." Action is confined to close-ups of a hand with a sharp tool puncturing the radiator, the leak stopping in seconds, and a container of Zerex.

In the past, Dupont had been challenged by the Federal Trade Commission for false and deceptive advertising in its can-stabbing demonstration (BROADCAST-

ING, Nov. 30, 1970). The FTC has since revised its opinion, finding Zerex's advertising practices "completely acceptable" (BROADCASTING, Nov. 22, 1971).

BBDO gets tax service, a heavy spot-TV user

H&R Block, Kansas City, Mo., has appointed BBDO, New York, as its advertising agency. The account, billing about \$3.6 million in spot TV in 1971, according to the Television Bureau of Advertising, was resigned by Della Femina, Travisano & Partners, New York.

The 1971 campaign for the company won Clios for "over-all campaign" and "banks/financial categories." The Della Femina agency felt that the advertising, done on a project basis, did not pay "as well as it should."

A spokesman for H&R Block cited "our desire for in-depth market research and testing" as the primary reason for selecting BBDO. He said, "[Della Femina] doesn't have in-shop facilities as such." The company has tentative plans for three new campaigns for television, next winter. Also being considered is spot radio, not previously used to any significant degree.

Credit group gets rolling

First project is compilation of debts owed stations by agencies

The Broadcast Credit Association was officially in operation last week, with a set of officers and with its list of supporting stations up to 225.

Don Schomburg of KSD-AM-TV St. Louis, chairman of the Institute of Broadcasting Financial Management, of which BCA is a subsidiary, was elected chairman of the association at a July 13-14 meeting of the IBFM board. John J. Rouse of WQXI-AM-FM-TV Atlanta was elected president, and Warren Middleton, executive director of IBFM, was elected executive vice president.

The BCA was formally incorporated in Delaware a few weeks ago. It has retained Ernst & Ernst, nationally known accounting firm, to compile a report on broadcast accounts receivable for all national advertising agencies, based on data submitted in confidence by supporting stations. The first report is expected about mid-August.

Capital Cities Broadcasting Corp. is the latest group owner to enroll its TV and radio stations as supporters of BCA, association officials said last week.

Un-Burn no longer under FTC gun

False-advertising charge dropped, two years after it was issued

A two-year-old charge of false and misleading advertising against Pfizer Inc., New York, for TV and radio claims for its Un-Burn, a sunburn treatment, was dismissed by the Federal Trade Commis-

sion last week—but in doing so the trade commission enunciated a new rule: that it is an unfair practice for an advertiser to make an affirmative claim for a product unless there is a reasonable basis for making such a claim.

The Pfizer case began in 1970 when the FTC charged that claims for Un-Burn, promising that Un-Burn relieves the pain of sunburn fast by "anesthetizing nerves," were not based on "adequate and well controlled scientific tests or studies." These claims, the FTC said then, were never substantiated in advance. It did not, however, challenge their truth or falsity.

Pfizer maintained that it had no reason to test its claims because medical literature and clinical experiments of the basic Un-Burn ingredients, benzocaine and menthol, validated them.

In last week's FTC decision, written by Chairman Miles W. Kirkpatrick, the complaint was dismissed because there was no evidence that Pfizer lacked a reasonable basis for making the advertising assertions.

Mr. Kirkpatrick noted that a consumer is entitled to assume that the manufacturer has a "reasonable basis" for making performance claims and that fairness to competitors requires this also.

The precise formulation of what constitutes reasonableness, Mr. Kirkpatrick said, will have to be determined on a case-by-case basis, taking into account such factors as the type and specificity of the claims (safety, efficacy, dietary, health, medical), type of product (food, drug, degree of hazard), possible consequences of the false claim (personal injury, property damage), degree of reliance by consumers on the claim, and the type and accessibility of evidence on which the claim is based.

The decision brought an unusual split by two of the five FTC commissioners. Commissioner Everett MacIntyre said he concurred in the dismissal of the case, but not with the remainder of the decision. Commissioner Mary Gardiner Jones, on the other hand, said she agreed with the decision, but not with the dismissal; it prevents Pfizer from seeking a court review of the principles involved.

ARB's measurement of blacks is attacked

Owner of Washington AM charges audience firm with distortion, asks rating council to examine report on that market

A review of the methodology of the American Research Bureau's radio audience measurement of black and ethnic populations was called for last week by Alan Henry, executive vice president of Sonderling Broadcasting Corp.

He disclosed that in a letter to the Broadcasting Rating Council he had described ARB's radio-audience reports as offering a "distorted picture of radio listening" among nonwhites and branded one ARB report in particular—the January/February report for Washington,

where Sonderling owns WOL(AM)—as “loaded with inconsistencies, irregularities and errors.” He called on BRC to convene a panel representing itself, the Advertising Research Foundation and ARB to review the Washington report and its methodology.

He said the report contained audience discrepancies between sexes at one age level, varying demographic turnover rates “with no discernible reason,” unexplained fluctuations in male and female audience figures in the 18-24 and 25-34 age groups and other “peculiarities and obvious errors.” He also charged that “ARB is not saying what they are doing, in apparent disregard for BRC accreditation.”

“It is apparent,” Mr. Henry said, “that techniques used by ARB to obtain data on radio-listening habits in the white society are inadequate for measuring radio listening among the black and ethnic portions of our population. We must, too, recognize that ‘tests’ used for TV measurement aren’t necessarily applicable to radio—particularly so in the black culture.”

Hugh M. Beville Jr., executive director of the rating council, said he was investigating Mr. Henry’s detailed complaint—and that BRC’s auditors were checking the challenged Washington report in particular—prior to submitting the complaint to council consideration. He could not say whether a panel would be convened as requested by Mr. Henry.

Many of the problems, he said, are common to all services that undertake to measure black and ethnic audiences—for instance, the question of whether respondents may be asked their color or race. He said he knew that ARB had done some special studies and experiments seeking ways of getting information on race and to improve respondent response rates from black areas, and that he believed substantial progress had been made, although he was not yet prepared to say how fully ARB had met the problem.

An ARB spokesman reported meanwhile that “we think our methodology is right, we think the Washington report is right and we will make it available for audit by the rating council if the rating council so wishes.”

Business Briefs

Mobile makes buy. Mobil Oil, through Doyle Dane Bernbach, both New York, made \$360,000 buy on Blair-represented network that starts July 28 on 121 radio stations.

Y&R barter. Young & Rubicam Syndication has placed *The Adventures of Black Beauty*, half-hour weekly series produced for prime-time access scheduling, on 22 TV stations. *Beauty* was co-produced (26 episodes in initial series) by London Weekend International and Talbot Television, with Fremantle Corp. Johnson & Johnson is currently identified as major advertiser (still in negotiation for 1972-73 season). Also at Y&R: renewal of weekly TV half-hour *Wally’s Workshop* by sponsor U.S. Plywood for another 26 weeks.

Programing

Asked at FCC: Should children’s programing make profit?

Consultant Pearce files his report with the FCC; he says there is little to lose by reducing commercial time in kid’s shows and in engaging in experimental, diversified programs, but finds ACT proposals unworkable

An economic analysis by a consultant to the FCC indicates that children’s programing may be kid stuff in more ways than one to the networks. It accounts for less than 5% of their gross revenues—\$75 million out of more than \$1.7 billion in 1970—an amount that seems disproportionately small in terms of the problems it causes the networks, with both the commission and some members of the public demanding “better” programing for children. But that category of programing is also revealed as the source of respectable shares of the profits earned by at least two of the networks—CBS and ABC.

The analysis is even sanguine about the profit pictures of those two networks, and possibly NBC, when they reduce network commercial content in daytime children’s shows by about one quarter—from 12 to eight and a half minutes—on Jan. 1, in accordance with new National Association of Broadcasters code requirements. And although the analysis contains no policy recommendations, it appears to suggest that the networks could afford to take the losses that greater efforts at diversifying their children’s programing might entail.

The study is the work of Dr. Alan Pearce, and is based on published data as well as interviews with network and NAB executives, independent producers, advertising agencies and advertisers, and other experts in the field, and appears to represent the most comprehensive review of figures on the subject of network children’s programing ever assembled in one place.

The report is not an official commission document. The commission is treating it as a comment in the pending notice of inquiry and rulemaking concerning children’s programing. However, Dr. Pearce is working with the commission staff in helping to draft proposed options for commission action in resolving the questions raised in the proceeding.

The report confirms the generally held view that CBS is the leading network in terms of mining profits from children’s programing—\$16.5 million on gross revenues of \$33.5 million from weekend programing in 1970, is Dr. Pearce’s esti-

mate. And this does not include some \$1 million in profits from *Captain Kangaroo*, which is believed to gross about \$6.5 million.

ABC’s weekend programing yielded a profit in 1970 of some \$7 million on revenues of close to \$19 million—a profit statement all the more interesting since the network itself, at least until 1971, operated in the red. The report also notes but does not provide similar breakdowns for ABC specials directed at children which grossed more than \$4.6 million—the *Undersea World of Jacques Cousteau* (\$2.9 million) and *3M Specials* (\$1.8 million).

NBC, on the other hand, is said to have earned profits of less than \$3.7 million on its weekend children’s programing in 1970; gross revenues were about \$14.3 million. And network executives were quoted as saying that even the small profit earned in 1970 was later reduced through losses suffered from the failure of programs like *Hot Dog* (\$431,000 in 1970-71) and *Take A Giant Step* (\$635,000 in 1971-72) which had been introduced in an effort to add diversity to the usual cartoon fare of weekend children’s programing.

But if NBC’s profit pickings from children’s programing are slim on Saturday morning, they are fatter on Sunday night. The hour-long *Wonderful World of Disney* was said to gross about \$16 million in 1970, and yield a profit of almost \$4.5 million.

Dr. Pearce also examined the impact on the three networks of a 25% reduction in commercial time in children’s programing. He found that CBS would be left with a profit of \$10 million and ABC \$3.5 million, while NBC “would barely break even.” (This is pertinent in view of the pending NAB code provision reducing the amount of nonprogram time in children’s weekend programing from 16 to 12 minutes each hour; Dr. Pearce says the networks have decided to take eight and a half minutes of that time, which will mean a reduction of slightly more than 25% from the 12 they now sell.)

However, the report notes that those figures assume no increase in the price of network time—an assumption it says is unreasonable. With a relatively small number of advertisers (eight account for 55% of the gross revenues) competing for time offered by three suppliers, the report says, “prices will increase if a situation of scarcity is created.” Dr. Pearce last week said he believed such increases would be permitted under Price Commission guidelines. He said the guidelines afford broadcasters a great degree of “flexibility.”

In sum, Dr. Pearce says of the impact of the reduction in salable time on weekend mornings “it seems probable that the networks will suffer no appreciable loss of revenue in the short to medium term. There might be a fallback when the rule becomes effective, but this will be quickly made up as advertising prices rise to a new level. Most major advertisers will remain in children’s television for the simple reason they have no other place

where they advertise as cheaply and as effectively."

However, the report provides no encouragement for supporters of the petition by Action for Children's Television, which triggered the commission proceeding. ACT proposed rules requiring stations to program 14 hours a week for children and prohibiting the sale of advertising time in any of it. The report notes that the 14-hour minimum would require CBS to spend another \$2.5 million on children's programming, NBC \$4.3 million and ABC \$5 million—and that the ban on sponsorship would wipe out \$75 million in network revenues and confront the networks with "serious problems in recouping" ("Closed Circuit," July 17). The report sees little hope in commercially supported children's programming being replaced with material underwritten by foundations or supported solely by institutional advertising.

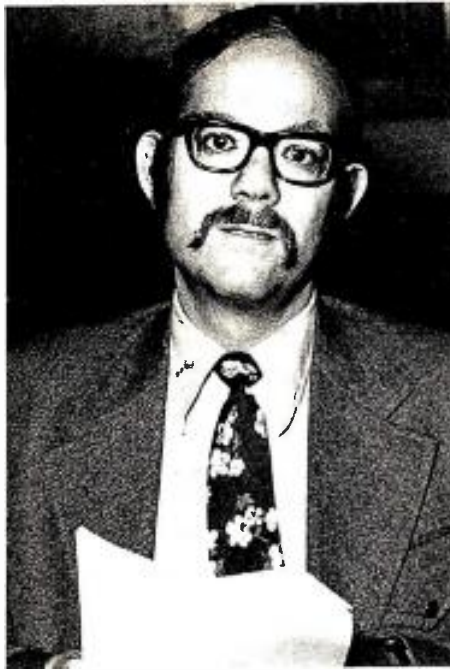
The report also appears skeptical about the practicality of the ACT proposal that the 14 hours of programming be divided among three specific age groups—2- to 5-year olds, 6- to 9-year olds and 10- to 12-year olds. It notes that many families have several children whose ages range from 2 to 12—and that "usually the older children dictate what the younger children will watch." However, Dr. Pearce's analysis indicates that "it might be possible to program to age-specific groups and also make money." The report—in one of its few explicit suggestions—also says that it might be wise for broadcasters to try "to convince advertisers to support such age-specific programming so as to expose children to new ideas and to new experiences."

The report also provides a view of the costs of children's programming. *Captain Kangaroo*, for instance, is said to cost about \$75,000 each week, or \$15,000 for each hour-long show, not much less than the \$100,000 NBC is said to spend weekly on the *Today* show and its 10 hours of adult news-magazine type programming.

Generally, the weekend cartoon programs that constitute the bulk of children's programming cost the networks something under \$11,000 per half-hour show. The report says that the networks pay \$1,054,000 for 17 original negatives, and that the cost is amortized over six showings over a two-year period before ownership reverts to the cartoon producer. The \$10,333 to which that averages out does not include editing and reprint costs.

Similarly, the programming of the Children's Television Workshop, which seems at first blush to be prohibitively expensive, appears less so when repeats are considered. The first 160 half hours of the *The Electric Company*, for instance, cost \$8 million. But the report notes that the cost can be written off not only over several reruns, but over a period of several generations of young people.

Prime-time programming and specials directed at children can be as expensive as programs directed at adults. NBC pays \$250,000 for each of 20 original *Disney* programs it shows each season; the 28



FCC consultant Pearce

shows that fill out the season are repeats for which the network pays between \$30,000 and \$40,000 a showing. A *National Geographic* one-hour special costs \$350,000, plus \$100,000 for a repeat showing—or \$450,000 for two hours of prime-time television.

The report notes that the networks do attempt to diversify the programming they aim at children—to break away from the cartoon format—but that the results are not infrequently failures in the contest for audience. NBC's *Take A Giant Step* and ABC's *Curiosity Shop* did badly in the ratings contest with CBS's cartoons; while CBS's ratings are said to fall off when the network presents its "quality" programming, *You Are There* and *Children's Film Festival*. The report also notes that NBC has been losing money on its Saturday-morning children's specials—\$413,000 in 1969-70 and \$63,000 in 1970-71.

But Dr. Pearce appears to feel that this record is no justification for writing off efforts at producing "diversified and age-specific programs." Programs like *Curiosity Shop*, *You Are There* and *CBS Children's Film Festival*, each with more than 3 million homes tuned to it, the report says, are not financial disasters. Furthermore, it says, if such programs "are placed into the cartoon programming schedule for children, then it is possible to carry some programming that breaks even, or loses money, because most cartoons make a high return on investment.

"In addition, there has been no long-term commitment so far to diversified and age-specific programming by any of the commercial networks. Many programs take some time to win public acceptance, and other programs die because of the strong cartoon competition placed against them at a particular time period."

Indeed, although Dr. Pearce avoids explicit recommendations or conclusions, he provides material for those who would argue that the networks should and could

view children's programming in the same kind of public-interest light that it regards, say, documentary programs.

It has never been contended that every segment of network programming should be profitable, the report states: "many documentary programs lose money for the networks. Maybe some children's programming ought to be treated in this way." And while the networks say they need a fairly high rate of return on their capital if they are to provide adventurous or experimental programming, the report adds, profits from programs like *The Tonight Show with Johnny Carson* have produced the necessary profits. The report says that in 1970 the program produced \$18.5 million in profits for NBC, on gross revenues of \$31.5 million. "This situation," the report adds, "is repeated with other popular and prime-time and daytime shows."

Dr. Pearce concludes his report with a review of the total financial results of the networks and their owned-and-operated stations—the "financial rewards of the three networks," he calls them—since 1966, when total pre-tax profits reached a peak of \$187 million. The total dropped off the next two years before zooming to a new high of \$226 million in 1969. The total sank to \$167.4 million in 1970. But he indicates the 1971 picture should be brighter. He says that ABC, whose network has lost heavily since 1963, with losses made up by profits from the ABC stations—claims its network operation "turned the corner" financially in 1971.

Rescue missions head for Cavett

His staff claims ratings gains; some affiliates and sponsors protest threatened cancellation

With less than a week to go before *The Dick Cavett Show* learns from ABC-TV whether it will be renewed or canceled, Mr. Cavett's office is claiming a 30% increase in audience size in the top-50 markets over the past two-and-a-half months.

That still leaves the Cavett show a distinct number three in a three-network late-night race, however, and it was generally considered doubtful the show would be renewed in its current form. ABC has said it will give Mr. Cavett the word on Friday (July 28) as to whether the show will be continued past Oct. 3 (BROADCASTING, May 1), and officials insist they have made no decision and will have none before July 28. But there was a meeting between ABC-TV executives and Mr. Cavett last Wednesday (July 19), and reports persisted they were sounding him out on possible alternatives, such as appearing in something less than five 90-minute programs a week, for example.

In support of gains claimed since last spring, Albert Husted, director of media relations for Daphne Productions, which packages the Cavett show, interprets Niel-

sen's "sweep" surveys for May to show that Cavett is beating NBC's *Tonight Show* in San Francisco, Washington, Hartford-New Haven, Conn., and Greensboro, N.C., and beating CBS's network movie in Chicago, Boston, San Francisco, Detroit, Dallas, Seattle, Baltimore, Denver, Buffalo, N.Y., San Diego and Washington.

"A study of Nielsen national ratings," says Mr. Husted, "shows steady, strong growth by *The Dick Cavett Show* since March, when the full effect of CBS's movie entry into the late-night race was felt. During March, Cavett's share of audience hovered at about 10%. But by the last week of June, Cavett's share had climbed to 14%."

This is still far short of Johnny Carson's 30 share and the CBS movie's 33, however.

Some ABC-TV affiliates are now urging a retention of the show. Martin Umansky, vice president and general manager of KAKE(TV) Wichita, Kan., has argued in a recent mailing to affiliates that if the program goes off, "the ever-increasing criticism of the industry—that we cater only to the mass taste, to the mediocre and the bland—will then crescendo and establish a new high."

Two other ABC affiliates that don't want the Cavett show canceled are WCVB-TV Boston and WMAL-TV Washington.

Richard S. Burdick, vice president and general manager for creative services at WCVB, delivered an editorial criticism of ABC (which was aired four times) and said Boston viewers were outraged.

Thomas B. Cookerly, station manager of WMAL-TV, personally presented ABC-TV President James Duffy with about 15,000 pro-Cavett letters solicited from D.C. area viewers by on-the-air appeals and a half-page ad in the *Washington Post* inviting protests.

Even some of Cavett's sponsors have been getting into the act. "Mr. Cavett is a bird too rarely seen on television these days," James W. Murray, vice president for marketing of Allen Products Co. (Alpo dogfood), has said in a letter to Leonard H. Goldenson, chairman of the ABC Inc. board. In a letter to Elton Rule, president of ABC Inc., Thomas J. Purcell, director of marketing for the meat-products division of Hormel Products, said his company's plans are to continue with Dick Cavett "because he represents an excellent buy for our products—Cure 81 boneless hams."

Aid to independence

The Ford Foundation last week granted \$6 million to the Children's Television Workshop. The grant is available over a seven-year period and is to aid CTW in becoming financially independent. The money is not intended to cover production costs of CTW's *Sesame Street* and *The Electric Company*, but to assist CTW in expanding in program-related areas such as publishing that could generate future means of self-support and reduce the workshop's dependency on government and foundation grants.

AT&T goes for barter that's not really barter

Monthly half-hour show given stations in exchange for two minutes to sell to local affiliated Bell companies

AT&T's Long Lines department is switching into the area of advertiser syndication in 1972-73 with a monthly entertainment-variety series of nine programs aimed for nonnetwork prime time.

Dan E. Hutchins, advertising director of Long Lines, said last week the venture departs from a traditional barter arrangement in which the advertiser delivers the program free in return for half of the spots, permitting the station to sell the


remainder. Long Lines's approach will be to provide the programing in return for two minutes of time, with the remaining two minutes bought by one of the 23 Bell local companies throughout the country. "This permits the station to be sold out," Mr. Hutchins pointed out, "and gives us the advantage of having our commercials complemented by an associated company, and not cluttered by spots of a nonrelated product or service."

The syndicated project replaces the once-a-year entertainment documentary Long Lines has carried on NBC-TV for the past three years, including *It Couldn't Be Done*, with Lee Marvin; *From Yellowstone to Tomorrow*, with George C. Scott, and *Record Makers* with Flip Wilson and Willie Mays.

Mr. Hutchins reported that production



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costs on these network documentaries ran from \$350,000 to \$400,000 each while the nine half-hour programs are budgeted at a total of approximately \$500,000.

The programs are being produced by David Wolper and will feature a name host over a cast of talented but not necessarily well-known performers in all areas of the entertainment arts, including music, ballet, and drama. Mr. Hutchins said the program title will be (*name of host's Monthly Almanac*, with the contents of the episode keyed to an event or person associated with a particular month.

The series will begin in October and end in June, with placement handled by the local Bell company. The agency for Long Lines is N. W. Ayer & Son, New York.

"We believe this project has several advantages," Mr. Hutchins said. "It provides our local companies with the opportunity to become involved in our programming-advertising efforts. It enables them to choose the stations they consider superior in their markets. And it provides flexibility for stations in that they may schedule the program in prime access time during a given month, with opportunity to delay it if an unusual circumstance arises."

Prime-time access rule waiver draws support, opposition

ABC says yes, Westinghouse no on CBS request for continuation of existing exemption

CBS's efforts to get a continuation of the prime-time access rule waiver it now enjoys for certain news and public-affairs programs last week picked up both a friend and an enemy.

In filings at the FCC, ABC came out in support of, and Westinghouse Broadcasting Co. in opposition to, the CBS request. The network is seeking an extension of a waiver of the prime time rule through the forthcoming TV season to allow itself and the other networks to: 1) carry one-time-only news and public affairs programs in prime time without having that time counted against the three hours of programming each network is allowed per evening under the access rule, and 2) present a half hour of network news in prime time—without losing that half hour on its entertainment schedule—as long as the network news show is preceded by an hour of local news.

Regarding the latter request, ABC said it makes "eminent good sense" for the commission to allow such continued relief, while at the same time it would "in no way" infringe upon the objective of the prime time rule—to open up evening viewing hours to nonnetwork program suppliers. ABC claimed that the current waiver for network newscasts gives affiliates more flexibility in formulating their early evening schedules. Without the waiver, it claimed, affiliates would in all likelihood be forced to "sandwich" the half-hour network news feed in be-

tween two half-hour local news (or other) shows.

On the one-time-only request, ABC conceded that "some intrusion" by the networks into prime time would result, but argued that the "obvious public interest benefit" of the waiver would outweigh the detriments of the relatively small network incursion.

Westinghouse, which opposed the current waiver when CBS proposed it a year ago, commented that the one-time-only request is "unnecessary and could materially interfere with the operation of the access rule during the first year in which it will be in full effect." (Last season the access rule permitted stations to carry in prime time off-network programs and feature films previously seen on the network; such programs will be prohibited from now on.)

Westinghouse contended that CBS has offered "no basis" for its request and has failed to show how the networks would be prevented from providing a similar one-time-only news/public affairs program "in the absence of special relief."

FCC affirms right to edit

It says KTLA-TV had the power to bloop Lane comment on war

Attorney and author Mark Lane, who complained he was unlawfully censored during a talk show, has lost his case at the FCC.

The commission said it could find no evidence that KTLA-TV Los Angeles, where Mr. Lane appeared, acted unreasonably or outside the law in blooping selected statements about alleged acts of "torture" committed by American servicemen in Vietnam.

"We believe that the licensee in this case was neither obligated to broadcast the syndicated program on which Mr. Lane was a guest, nor to present his appearance without editing it," the commission said. It added that since licensees are responsible for what they broadcast, and since the station's deletion was based upon the advice of counsel, the decision "does not appear to have been arbitrary, capricious or based upon a policy of excluding views with which it disagreed."

Mr. Lane had charged that KTLA-TV denied him his rights under the First Amendment and the Communications Act and denied the public's right to "receive suitable access to social and political ideas" (BROADCASTING, May 31, 1971). The station announced that the loss of sound was due to "technical difficulties."

The station later explained that a staff announcer who had been unaware of the deletions mistakenly assumed technical difficulties. It noted that there had been genuine technical difficulties during a previous appearance by Mr. Lane.

In his pleading with the FCC—filed by Tracy Westen of the Stern Community Law Firm—there was no question of the broadcaster's right to select his guests or to edit a program "for valid journalistic

reasons." It was argued, however, that the licensee cannot "pick and choose" among comments on a program that has been broadcast in its entirety.

The commission noted, however, that it has repeatedly stated that a licensee "can and must make reasonable judgments as to the programming presented over his facilities." It restated the established dictum that broadcast licensees are not common carriers.

The commission vote was 5-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner Benjamin L. Hooks not participating.

Program budget up next season at MPC

A record \$25 million television and feature-film production budget for 1972-73 was announced last week by Metromedia Producers Corp.

A. Frank Reel, MPC president, said the 1972-73 figure triples the company's 1971-72 budget. He said programming is for network and syndication and encompasses series, documentaries, made-for-TV movies and theatrical features.

Network series under the MPC banner are *The Super*, now on ABC-TV, and *Here We Go Again*, in production for ABC-TV. Syndicated series with new production are *The Merv Griffin Show*; *Truth or Consequences*; *Untamed World* and *Rona Barrett News Reports*.

Network documentaries embrace a series of one-hour specials, *Jane Goodall and the World of Animal Behavior*, to be sponsored by duPont; four one-hour *The Undersea World of Jacques Cousteau* specials for ABC-TV, and *Future Shock*, a one-hour program based on the best-selling book.

MPC said eight made-for-TV feature films are in production, scheduled for telecast on ABC-TV or CBS-TV, and four theatrical features will be made during the year.

Stones' picture heads for TV

Cinema V, a film production and distribution company and a recent entrant into television syndication, has sold the first film in a new package: the Rolling Stones' documentary "Gimme Shelter." The film chronicles the group's 1969 U.S. tour which reached a climax at the Altamont Speedway in California, where a spectator was stabbed to death before the camera.

WNEW-TV New York, WTOP-TV Washington and the Group W TV stations have purchased "Gimme Shelter," but only WNEW-TV has scheduled it, to be shown as a special twice, on July 30 (9-11 p.m.) and July 31 (8-10 p.m.). The audio portion of the film will be simulcast on WNEW-FM New York.

Other films in the Cinema V package include: "Putney Swope," "Z," "Firemen's Ball," "On Any Sunday," "Elvira Madigan," "Long Ago Tomorrow," and "Garden of the Finzi-Contini."

RCAM

PRIME TIME

24 stations save over 18,000 man-hours ... a la Cart.

The TCR-100 is going places fast.

24 have already been delivered. And more than 550,000 commercials have already been played on them. The rate now is 3,250 a day and rising fast. In fact, on the average, an RCA video cartridge is broadcast every 20 seconds.

A big trend, certainly. But why?

Increased flexibility and better quality of output are two big reasons.

So are cost savings and more efficient manpower utilization.

For example, it takes one man about six seconds to run a commercial on a TCR-100. The same commercial takes the same man 155 seconds on a reel-to-reel machine.

That figures out to a total of more than 18,000 man hours saved so far by stations using the "Cart".

Less headwheel wear and lower tape costs are two other big money-saving advantages.

Head-to-tape contact on the "Cart" is 32 seconds for a 30-second commercial as opposed to 140 seconds for a reel-to-reel machine.

What's more, the TCR-100 uses the new RCA Alfecon II headwheel, which gives significantly longer life than anything else available.

All this is only part of the TCR-100's cost-performance story.

One cartridge machine can free up to three or four reel-to-reel machines for production work. It also helps eliminate station-break errors and make-goods. And you won't have to

worry about early obsolescence—it's future-compatible.

And that adds up to bigger profits, too.

TCR-100 Box Score

Number delivered	24
Number of commercials broadcast	550,000*
Present rate (commercials/day)	3,250*
Man hours saved	18,000*

*Estimate

TCR-100's Delivered

KHQ-TV, Spokane, Wash.	WDCA-TV, Washington, D. C.
KIRO-TV, Seattle, Wash.	WFMY-TV, Greensboro, N. C.
KNTV, San Jose, Calif.	WISN-TV, Milwaukee, Wisc.
KPLR-TV, St. Louis, Mo.	WJAR-TV, Providence, R. I.
KSLA-TV, Shreveport, La.	WMAQ-TV, Chicago, Ill.
KTSM-TV, El Paso, Texas	WPTV, West Palm Beach, Fla.
NBC, Network, N.Y.C.	WSB-TV, Atlanta, Ga.
WAFB-TV, Baton Rouge, La.	WTAE-TV, Pittsburgh, Pa.
WAPA-TV, San Juan, P. R.	WTAF-TV, Philadelphia, Pa.
WBAL-TV, Baltimore, Md.	WTVC, Chattanooga, Tenn.
WBAY-TV, Green Bay, Wisc.	WUTV, Buffalo, N. Y.
WBRE-TV, Wilkes Barre, Pa.	WWL-TV, New Orleans, La.

Revolution in the Film Room: Consistent quality for all your films

Year after year, color film reproduction has been a big problem for broadcasters.

Stations get their film from a lot of different sources, and the variations in picture quality are both numerous and obvious. Maintaining continuity of color quality is a difficult and sometimes almost impossible task.

But now, finally, there's a revolutionary new color camera that tackles these problems and solves them—automatically.

It's the new RCA TK-28. And it does for picture quality what no other color film camera has done before.

It actually improves on the reproduction of original film wherever necessary—automatically, dependably, economically.

Result? The kind of performance long needed to achieve continuously uniform picture quality from begin-

ning to end. Even in difficult multi-source sequences.

To realize fully how much the TK-28 can do for your station, you've got to see it in action. But basically, it can correct the following common film faults: low saturation, wide variations in density and contrast, and color errors in the film-base.

Here's how it works.

Exclusive new automatic color circuits maintain color balance and automatically correct for printing errors and color temperature variation from projector to projector. Pre-selected chromacomp, RCA's system of color masking, gives a boost to low saturation color films, compensates for scene-to-scene variations, and corrects dye transfer errors.

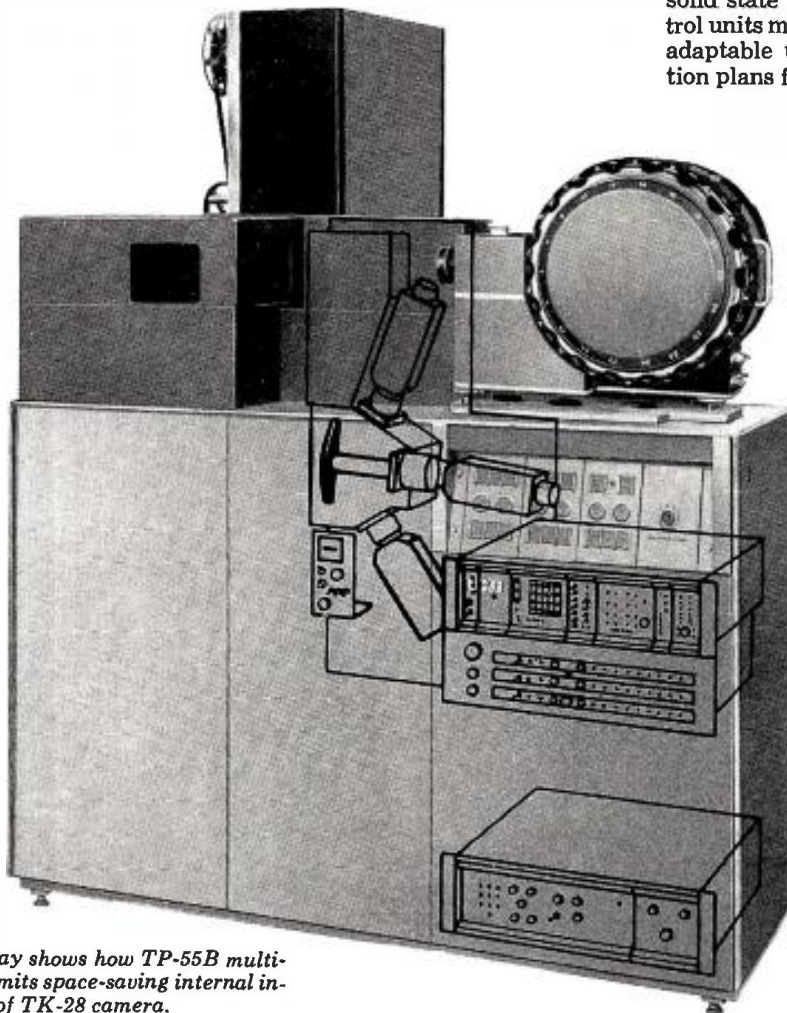
White and black levels are also maintained automatically to handle

wide variations in film density and contrast.

And a new order of circuit simplicity with three tubes (vidicon or lead oxide) gives performance approaching that previously associated only with live camera such as the TK-44B.

Tomorrow Telecine System Today. Couple the TK-28 with RCA's new TP-55B multiplexer and the savings in space are also revolutionary. Two film islands can be installed in essentially the same space now occupied by one. The TP-55B permits numerous configurations ranging from a simple one-projector, one-camera system all the way through an interactive four-projector, two-camera island.

The camera can be installed within the multiplexer cabinet for really compact arrangements. Moreover, solid state logic in multiplexer control units makes such systems readily adaptable to cost-effective automation plans for the future.



Line overlay shows how TP-55B multiplexer permits space-saving internal installation of TK-28 camera.

RCA PRIME TIME

Politics, profits and the TK-44B



The November elections are coming up fast. And political commercials will be a big part of the action—more so than ever before.

For your station, it could mean a nice profit from local production.

Who gets the business, of course, depends on the campaign managers and their advertising agencies. And what they look for are stations equipped to do the best job.

For example, they want a top quality picture—not just in the studio but out in the street or wherever else voters congregate.

They want dependability, too. Political campaigns are run on a tight schedule. Equipment malfunction is no excuse for a broken deadline.

This upcoming business potential makes *now* a particularly good time to consider the RCA TK-44B color camera as a sound investment.

Its picture quality can't be beat either in the studio or on location jobs.

It gets full video level and excellent signal-to-noise at lower than usual light levels, so you can show the can-

didate in more natural lighting situations without distracting smear and noise. And without the stylized studio look.

Low light levels are easier and cheaper to work with, too. And help the subject feel more comfortable and relaxed.

What makes the TK-44B so good? Features like Bias Light to minimize lag in low light. RGB Coring to reduce high frequency noise. And Scene Contrast Compression for picking up detail in shadow areas without washing out the highlights.

What's more, stations keep reporting that it's the easiest to set up and the most stable camera they've ever worked with. Maintenance is low, and the compact design helps simplify difficult location shots.

Helping you make more profits through local production is one big reason for the TK-44B. Why not see your local RCA representative? Ask him how you can get a TK-44B for less than you might think.

Answers to questions about new transmitter trends.

At NAB, RCA demonstrated the use of special purpose computers in unattended transmitter operations. A lot of interest was generated and a number of questions raised. For those who weren't there, here are two of the most frequently asked questions and our answers.

Can I get more than transmitter remote control capability from the computer?

Very definitely. The system shown at NAB demonstrated not only remote control functions, but also a variety of other capabilities as well.

It can keep records for future evaluation. It can aid in preventive maintenance by logging trend data on component aging. What's more, one computer can handle more than one transmitter—a decided advantage to broadcasters operating AM and FM as well as TV transmitters. Similarly, time-sharing is another money-saving possibility.

Can I get the advantages of automatic transmitter operation without adding the computer?

Positively. In fact, many automatic features included in today's RCA VHF transmitters perform like a compensating, built-in computer. Among these automatic functions are: exciter switchover, turn-on sequencing, power output level control and pedestal level control.

Moreover, these new generation transmitters are the most solid state ever made. Because fewer tubes are used, reliability is enhanced, fewer operating adjustments are needed, and maintenance is simplified. And, performance specifications have been significantly improved, resulting in superior color signal quality and stability.

Current RCA VHF transmitters include the highband TT-50FH and lowband TT-30FL, both designed for parallel operation, and the TT-25FL, a lowband 25 kW especially suited

for alternate-main operation.

All are future-compatible—designed for computer-control and unattended operation.

So you can benefit today from the automatic features of transmitters that are right for tomorrow.



Low cost and compact design of new TT-25FL transmitter make it highly suitable for alternate-main operations.

RCA program for reworking Ampex Mark X headwheels enters sixth month.

Since RCA first announced its factory reconditioning service for Mark X headwheel panels, nearly 100 installations have availed themselves of this service.

The reconditioning involves the use of RCA Alfecon II, which significantly increases VTR headwheel life.

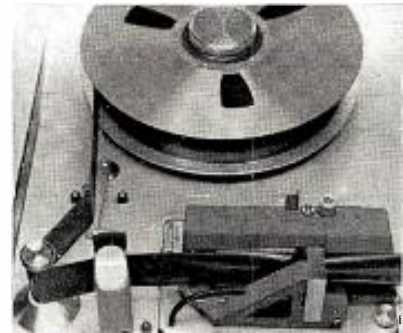
One heavy user, for example, reports more than 1,600 hours of superior highband performance from a reworked unit. And it's still going strong.

The service is available for any Ampex Mark X headwheel panel used on models VR-1100 (Highband), VR-1200 and VR-2000 VTR's.

Alfecon II is also dramatically increasing the life of RCA headwheels.

To date, more than 100 stations have passed the 1,000 hour mark, which makes them eligible for membership in RCA's "1,000 Hour Club".

For more information on how you can profit from Alfecon II headwheel service, see your RCA representative.



Alfecon II headwheel on RCA recorder.

Products in the news.

Remote-control video switcher.

RCA's new TS-18 with eighteen inputs and one output is suited for monitor switching, tape-input switching and house-monitoring systems. It can be used as an additional switching bus for existing production and distribution switchers.

Features of the TS-18 include momentary contact control, silicon-hybrid and integrated circuitry, and audio-switcher tally outputs.

EPIS accessory for the TCR-100.

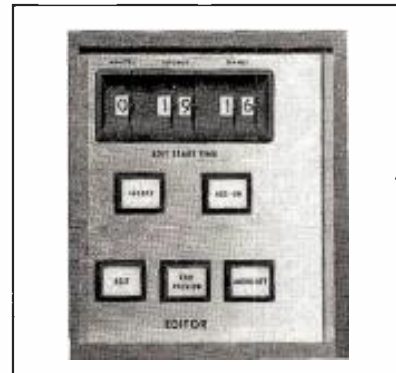
RCA's Electronic Program Identification System provides on-screen identification of cued-up cartridges in the TCR-100 tape transport. Read-out is continuous until the cartridge is played and returned to the magazine.

In addition to the visual read-outs, EPIS provides an output for use in hard-copy printers and for picture-monitor displays, computer verification and billing purposes.

Splicer-Editor Option for the TCR-100.

RCA's Editor simplifies last-minute phone-number, price or dealer-address changes after the spot is already on cart, and avoids redoing the entire spot.

The Editor handles inserts in increments down to a single frame, shifts cue points in single-frame increments, and makes possible A-B edits (editing the end of one cart to the start of another).



Future-compatible broadcast equipment...Tomorrow Systems Today

RCA PRIME TIME

AT&T and Comsat plead their case

Two ask FCC to reconsider rules on satellites which keep them basically apart; commission stays effective date of new policy

The Communications Satellite Corp. and AT&T last week began their effort to undo the knots in which they feel the FCC has tied them in its policy decision on domestic communications satellites.

Both petitioned the commission to reconsider those provisions of the decision that would impose restrictions on their domestic-satellite operations. Apart from those restrictions, the commission on June 16 adopted a policy that generally permits those with technical and financial qualifications to enter the domestic communications-satellite business (BROADCASTING, June 19).

One development favorable to Comsat and AT&T last week was the commission decision to extend the effective date of the domestic satellite policy, which had been July 25. Comsat had asked the commission to stay the processing of any applications to provide the new service until it had considered Comsat's petition for reconsideration (BROADCASTING, July 3).

The commission said it did not appear practicable to give "due consideration" to the pleadings and to act on the request for stay before July 25. However, it said it intended to consider the stay request early in September. The commission will not be at full strength again until after August.

AT&T, in its petition for reconsideration, protested the limitations placed on its initial use of satellites to such monopoly services as message toll telephone, WATS, and AUTOVON private-line Departments of Defense service. Business, like private-line and television transmission service, would be denied it.

And both AT&T and Comsat objected to the commission's barring a proposed agreement between them, under which Comsat would provide a system solely for AT&T. Comsat wants not only to provide a system for AT&T but another one for other customers, including, it hopes, the television networks.

The commission said AT&T could apply for its own satellite or lease facilities from Comsat or anyone else. As for Comsat, it was given the choice of becoming a carriers' carrier—serving AT&T, among others—or operating as an end-to-end carrier, serving customers other than AT&T. The commission also imposed limits on Comsat's opportunity to serve the off-shore points of Alaska, Hawaii and Puerto Rico, which Comsat says limits its ability to compete effectively.

The chance that AT&T and Comsat will see their arguments prevail is considered better than that of most petitioners for reconsideration. For the commission had acted on a vote of 4 to 3,

and one member of the majority, Robert T. Bartley, has since retired and has been replaced by Commissioner Benjamin L. Hooks.

Comsat took note of this factor in its petition for reconsideration, and used it as an additional argument. "At the birth of a new domestic communications era, it is desirable that at least a majority of the commissioners who will be charged with overseeing the future course of developments be in full agreement with the ground rules that will initially set that future course," Comsat said.

In addition, AT&T and Comsat can be encouraged by the vigorous dissent Chairman Dean Burch filed in the proceeding two weeks ago. The statement, in which the other dissenting commissioners, Charlotte Reid and Richard E. Wiley, joined, says "the big loser" in the proceeding is Comsat, "the one applicant with genuine experience in space-segment management," and contends that the commission order may actually "retard the evolution of satellite technology, not get it going" (BROADCASTING, July 17).

The commission majority said its restrictions were designed to foster competition. In limiting AT&T to monopoly services, the commission said it wanted to make competitive entry into the new field of domestic communications-satellite service "meaningful and not just token." And in barring the AT&T-Comsat lease agreement, the commission expressed the fear that Comsat, if its agreement with AT&T were approved, would be inhibited from competing vigorously in the provision of retail, specialized services.

AT&T said the limitations on its services it will be permitted to provide, at least initially, is contrary to commission policy in other proceedings. Furthermore, it said, "Given the opportunity to implement the principle of full and fair competition, the commission with respect to domestic satellites has instead created a 'protective umbrella' by which domestic satellite applicants seeking to provide 'specialized services' would be sheltered from competition."

Comsat said it is being penalized because of AT&T's ownership interest in Comsat. The commission had said its conclusions were affected by AT&T's 29% ownership of Comsat's stock and its ability to name three of the 15 Comsat directors.

But that situation, Comsat said, is sanctioned by Congress, and the commission has never recommended termination. Furthermore, Comsat said, the commission has a variety of direct methods, including incentives and conditions to authorizations, to seek to persuade AT&T to end its corporate relationship with Comsat.

Comsat also said that the commission's fear that it would not compete vigorously with AT&T is baseless. Considering the substantial investment it would make in a multipurpose system and the relative ease of entry for competitive systems, Comsat said, it would have "every incentive to maximize its revenues by competing vigorously."

Comsat said the effect of the commis-

sion's order would actually be to diminish domestic competition to AT&T and reduce the number of choices open to customers of satellite communications services. Comsat said that the antitrust laws would not permit such a division of markets to be accomplished by the applicants acting in concert, and added: "It is equally contrary to the public interest for the order to require it, and curious that it do it in the name of competition."

The order's provisions limiting Comsat in its domestic satellite operations to the continental 48 states has no rational basis, Comsat said, and would impede its ability to offer end-to-end service to customers whose requirements extend to the off-shore points.

The commission indicated it was concerned about the conflict of interest that might result of Comsat served points now served by Intelsat, which it manages. But Comsat said the order virtually insures that traffic between the mainland and the off-shore points will be carried by domestic systems.

Two FM's sabotaged

Two California FM stations—KTAO Los Gatos and KOME San Jose—have resumed operation after their antennas and the tower they share were sabotaged.

The stations were knocked off the air July 10 for about 60 hours when a set of guy wires holding up the antennas was cut and one leg of the tower sawed in half, causing the structure to collapse. Damage to KTAO's antenna was estimated at \$2,000; KWME's at \$5,000. Police are investigating.

Take your time

A new broadcast cartridge, Capitol/Audiopak A-2, has been introduced by Audio Devices, Glenbrook, Conn., a division of Capitol Industries. It is said to have been developed to meet preferences expressed by radio stations in response to surveys conducted by Audio Devices and also conforms to National Association of Broadcasters specifications. It is available in these standard playing times: Empty, 20, 40, 70, 90, 100 and 140 seconds and 2.5, 3.5, 5.5, 7.5, 8.5 and 10.5 minutes. Special customized playing times are also available, officials reported.

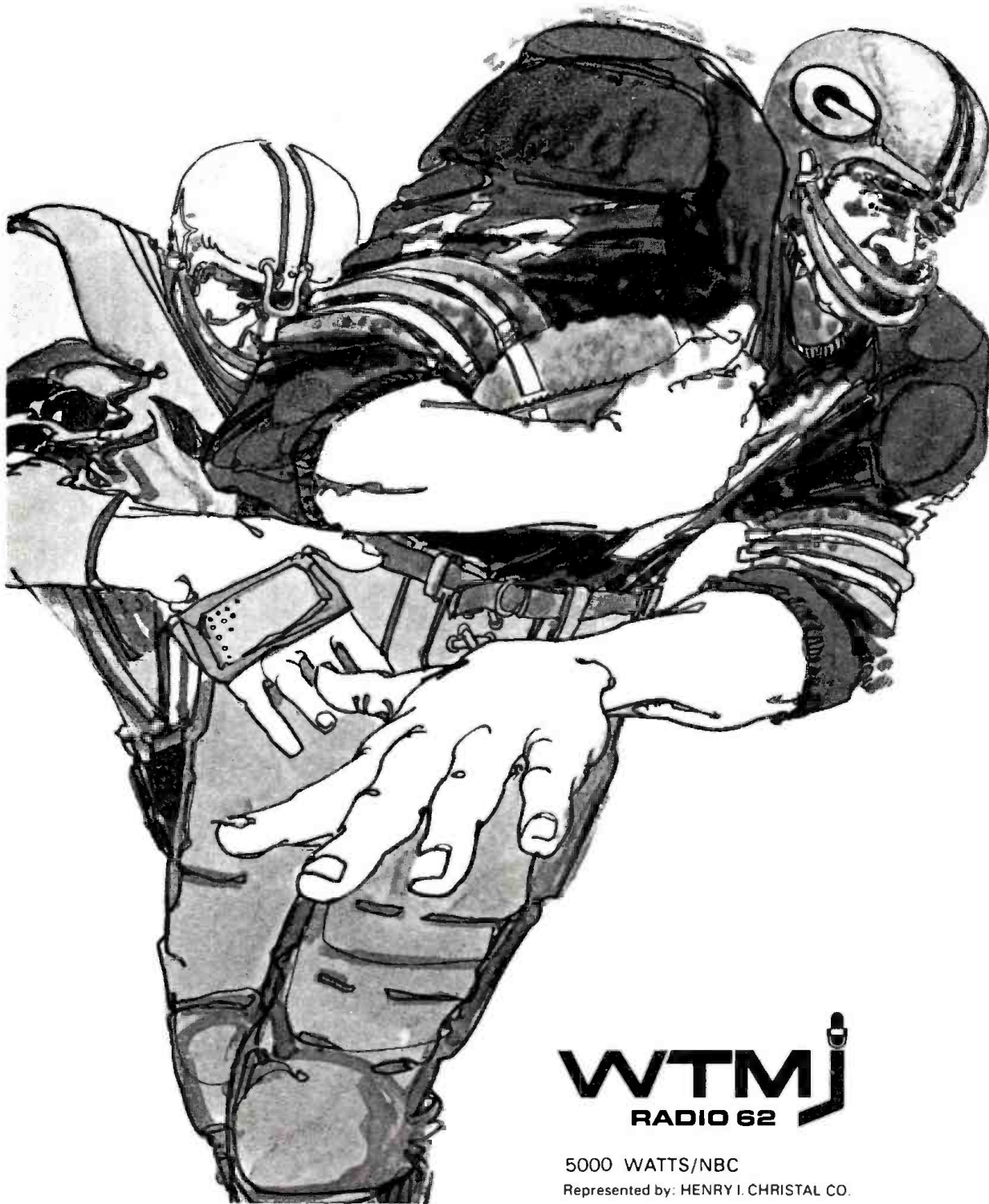
Technical Briefs

License set. Agreement under which Electronic Associates Inc. (EAI), West Long Branch, N.J., will manufacture and market facimile equipment under patents held by Comfax Communications Industries, New York, was announced last week. Comfax patents relate to rapid transmission of microfilm and hard-copy documents using standard telephone equipment and transmission lines.

Up north. Daskin Sales Corp., Montreal, Malton, Ont., and Vancouver, has been named by C-Cor Electronics Inc., State College, Pa., as Canadian sales rep for its cable-television products.

When the Packers score...

**so do we—with exclusive
coverage in Milwaukee!**



WTMJ
RADIO 62

5000 WATTS/NBC

Represented by: HENRY I. CHRISTAL CO.

1972 football will cost broadcasters more than ever

Pros and colleges to pick up nearly \$69 million from networks and stations which in turn report brisk sales to sponsors; upswing is reversal of 1971 when rights dropped slightly from preceding year

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The prices for football broadcast rights, which leveled off in 1971 for the first time in 25 years, are on the rise again. When the total 1972 bill is presented by college and professional teams, it will come to \$68,916,200, \$2.7 million above last year's \$66,226,210.

The major share of the credit for the increase is due to an extra \$1.5 million that ABC-TV will be paying for *NFL Monday Night Football*. In addition, the payments to local pro football clubs for radio rights will escalate \$417,000.

Also significant—since it was the category responsible for the slight drop in football's over-all tab last season—is the turnabout in money for local radio and delayed-TV rights to schools and college. In 1972 it will increase \$174,490, more than offsetting a \$160,165 decline in 1970.

The 1972 radio-TV rights total for all U.S. football, compiled annually by BROADCASTING and based on its own national survey, breaks down this way:

- \$64,650,000 from the networks for college and pro games as opposed to \$62.5 million last year.

- \$2,557,000 in local radio rights to 26 National Football League clubs, compared to \$2,140,000 in 1971.

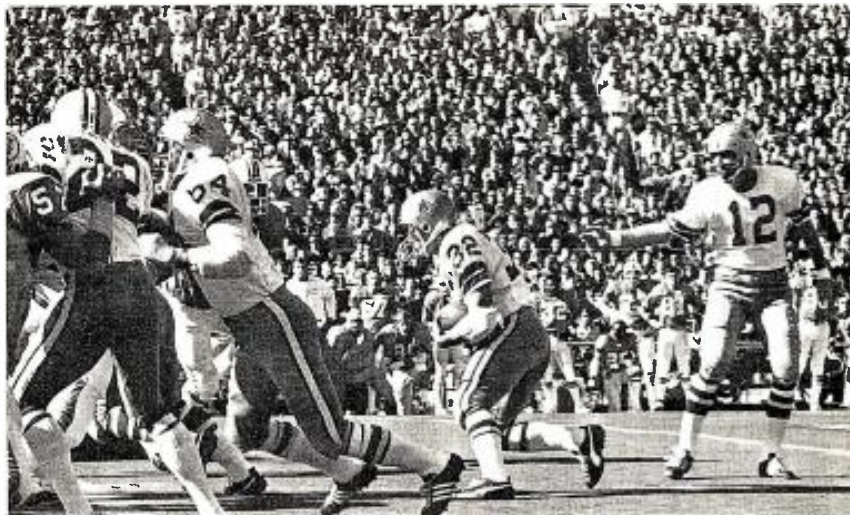
- \$389,500 in local preseason TV for the same NFL teams, a \$51,500 drop under last year's \$441,000.

- \$1,319,700 in local radio and delayed TV rights to schools and colleges, a solid \$174,490 gain over 1971's \$1,145,210.

The rising cost of football, however, isn't causing too much sorrow among broadcasters, most reporting sales well ahead of 1971. One radio rights folder said his station is not only sold out for pro football, but that it is taking standby reservations for 1973.

Others cited the strong growth in regional networks as proof of football's lure. A new rights holder in 1972, KRLD(AM) Dallas, has at least 170 affiliates lined up for Dallas Cowboys football, up from 127 last year. As John Butler, station vice president and general manager, put it: "The Cowboys are no longer simply a Dallas or Texas team; they're now the pride of the entire Southwest."

Here's the way ABC-TV, CBS-TV and NBC-TV have set up their plans for the 1972 season:



Rewriting the ending. The eyes of the TV audience joined the eyes of Texas in witnessing this final moment of the Super Bowl VI in New Orleans last Jan. 16. Defeated in the previous year by the Baltimore Colts as the clock ran out, this time Dallas Cowboy quarterback Roger Staubach (12), running back Walt Garrison (32) and offensive tackle Walt Liscio (64) keyed this play in the Cowboys' 24-3 win over the Miami Dolphins.

ABC-TV will be starting its new two-year contract and its seventh straight year of covering National Collegiate Athletic Association games. The first six games of the season have already been chosen, but the new contract allows ABC to select the rest of the schedule as late as the Monday before each Saturday game.

A total of 37 games, one more than last year, will be televised. The 13 national and 24 regional telecasts will begin with Tennessee at Georgia Tech on Sept. 9.

ABC will pay \$27 million for the rights, to be split evenly over the two years, which is \$3 million more than the last two-year contract. Chris Schenkel (play-by-play) and Bud Wilkinson (color) return as the announcing team.

Rate per minute on the college games is about \$52,000.

Filmed highlights of top games played each Saturday will be featured on *NCAA Football Highlights*. The one-hour program will be on ABC on Sundays at 12-1 p.m. NYT, beginning Sept. 17. The announcer is still to be named.

Participating sponsors are: Continental Insurance (Doyle Dane Bernbach), AT&T's Yellow Pages (Cunningham & Walsh), U.S. Tobacco (Warwick & Legler), Midas Muffler (Wells, Rich Greene), Cotton Inc. (Ogilvy & Mather), Brylcreme (Kenyon & Eckhardt) and Monroe shock absorbers (Aitken, Kynett) Philadelphia.

The Washington Redskins-Minnesota Vikings game at Bloomington, Minn., on Sept. 18 kicks off *NFL Monday Night Football* on ABC-TV which is now in the third year of its four-year \$34 million contract.

In addition to the 13-game Monday night schedule, ABC will televise next Friday's (July 28) contest between the Dallas Cowboys and the College All-Stars from Chicago's Soldier Field at 9:30 p.m. NYT; next Saturday's (July 29) Hall of Fame exhibition between the New York Giants and the Kansas City Chiefs on the *Wide World of Sports* at 4 p.m. NYT; and a preseason Sun-

day night game on Aug. 27 at 9 p.m. NYT, between the Los Angeles Rams and the Kansas City Chiefs.

Howard Cosell, Don Meredith and Frank Gifford will be back on the announcing team again this year.

The asking price per minute on the pro game is \$70,000.

CBS-TV will telecast 83 NFL regular-season games, 64 of them National Conference contests and 19 of them inter-conference games between National and American Conference teams.

The network will carry three NFL preseason games (9 p.m. EDT-conclusion) on Friday, Aug. 25; Saturday, Sept. 2, and Sunday, Sept. 10.

Four NFL post-season games also will be telecast: two National Conference games on Saturday (Dec. 23) and Sunday (Dec. 24); the National Conference championship on Sunday (Dec. 31) and the AFC-NFC Pro Bowl game on a date to be announced.

As in the past, CBS-TV is splitting its games into four packages:

- (1) Three preseason games will be sold to advertisers at \$50,000 per minute or \$25,000 per 30 seconds.

- (2) A national game package, covering 21 dates and 29 games (14 Sunday single and eight Sunday doubleheader contests, two Saturday games, a Thanksgiving date, two NFC play-offs, the NFC championship and the AFC-NFC Pro Bowl) will be sold to advertisers at \$70,000 per minute.

- (3) Twenty-one pregame shows, \$25,000 per minute and (4) twenty-one postgame shows, \$37,000 per minute.

CBS-TV has signed 21 announcers for coverage of the games and pregame and postgame contests. Teams for the games (play-by-play and analyst, respectively) are Jack Whitaker and Jim Morse; Ray Scott and Pat Summerall; Don Criqui and Irv Cross; Jack Buck and Tom Brookshier; Jack Drees and George Connor; Frank Glibber and Alex Hawkins, and Lindsey Nelson and John Sauer.

The postgame hosts for regional broad-

casts are Ron Barr, Frank Clarke, Andy Musser, Bruce Roberts, Tim Ryan, Dick Stockton and Gil Stratton. Pat Summerall and Jack Whitaker will be co-hosts of *The NFL Today*, the 30-minute program that precedes each NFL broadcast. Bruce Roberts will anchor and be host for the 30-minute postgame *Pro Football Report*.

CBS-TV will present during halftime on 20 NFL broadcasts a series of features profiling people involved in the game. Called "NFL Action Profile," the features will be produced by NFL Films Inc. and will be in addition to the pregame programming and the highlight footage the firm provides for *The NFL Today*.

NBC-TV is scheduling a record 93 games, including the Super Bowl next January, during the 1972 season. The pro total, two over last year, includes seven doubleheaders, two Saturday afternoon games, divisional playoffs and the AFC championship game.

The regular season will start with a doubleheader on Sunday, Sept. 17. Preceding will be three preseason night games. The Super Bowl will be held on Jan. 14, 1973 in Los Angeles Coliseum.

An NBC official said the per-minute prices are: preseason games, \$42,000; Sunday single games, \$35,000; Sunday doubleheaders, \$62,000; Thanksgiving game, \$70,000; Saturday games, \$42,000; playoff games, \$55,000; conference championships, \$95,000; Super Bowl, \$200,000; Rose Bowl, \$135,000; Orange Bowl, \$80,000, and Senior Bowl, \$35,000.

NBC said announcers have not all been set but there will be crews headed by Curt Gowdy, Al DeRogatis and Ken Coleman.

The postgame program for AFC telecasts will be sponsored by Gillette (BBDO) and Sperry Rand (Young & Rubicam), with each buying full sponsorship of different games rather than sharing sponsorship of all contests.

Hughes Sports Network will once more telecast the *NFL Game of the Week*, 30 minutes in length. Approximately 140 stations will be receiving the 16-week series, beginning Sept. 16.

Some 140 stations will also link up with Hughes for the 60-minute NFL-produced series, *This Week in Pro Football*, also beginning Sept. 16 for 16 weeks.

In addition, Hughes will carry the Astro-Blue Bonnet Bowl and the East-West game on Dec. 30.

Mizlou Productions will be feeding a TV series of four collegiate bowl games to about 150 stations this season. Although sponsorship of the games is 75% sold, Mizlou declined to name sponsors at this time.

The Fiesta Bowl, originating from Phoenix, will be telecast Saturday, Dec. 23, with Eddie Doucette on color, and the play-by-play man to be announced. Jack Drees, on play-by-play, and Eddie Doucette, on color, will cover the Blue-Grey Bowl from Montgomery, Ala., on Wednesday, Dec. 27, and the Peach Bowl from Atlanta on Friday, Dec. 29. On Sunday, Jan. 9, the American Bowl will be telecast from Tampa, Fla., with Jack Brickhouse covering play-by-play, color man to be announced.

One of the more unusual TV football packages, *Grambling College Football Highlights*, is expected to wind up on about 110 stations this season, the third year it has been in syndication. Created specifically for the 22 million black people in the country, Grambling football is an hour program of video-taped game highlights in color, edited on location and fed directly to markets, including 75 of the top-100 black markets, for showing the following day.

Starting on Sept. 10, 13 weekly programs are being offered to stations by Black Associated Sports Enterprises, Beverly Hills, Calif. This schedule encompasses Grambling College's 10-game schedule and three

special programs on related activities.

Highlight of the schedule is a game on Nov. 11 (available on Nov. 12) with the University of Hawaii from Honolulu. Technical pickup of the game will be provided by KGMV-TV Honolulu. Pickup and editing for the other games will be handled for the first time by Howard Zuckerman's National Teleproduction Corp., Indianapolis.

National sponsors of Grambling Football are Oldsmobile and Anheuser-Busch.

Mutual Radio will be getting a sizeable piece of the pro football action in 1972. Over-all its plans this year include the entire 13-game schedule of NFL Monday night football, the 10 Notre Dame college games, and next Friday's contest between the Dallas Cowboys and College All-Stars.

Buick (McCann-Erickson) will sponsor Friday's game from Soldiers' Field in Chicago at 9:30 p.m. (NYT). Van Patrick and Al Wester will handle the play-by-play and they will also do the NFL Monday games and the Notre Dame contests.

This will be the first year that the NFL Monday games go on radio. At 8:45 p.m. (NYT) each Monday, Morris McLemore and Miami Dolphins coach Don Shula will host a 15-minute pregame show.

Four hundred stations will be joining Mutual as it enters its fifth year of Notre Dame coverage.

Game sponsors include Royal Globe Insurance Co. (direct), La-Z-Boy chairs (Marvin Hahn), DeVoe & Reynolds paints (Doe-Anderson) and Royal Triton Oil (direct).

In addition, a 25-minute pregame show with Ara Parseghian, coach of Notre Dame, is scheduled, to be sponsored again this year by Ford (J. Walter Thompson).

U.S. Military Academy games will once again be broadcast by the Army Black and Gold Football Radio Network, set up by the academy. At this time, 19 stations are set to take the series of 10 games.

The season begins Sept. 23 against Ne-

The football price the networks pay

ABC-TV	Rights	Date
Coaches All-America Game	unannounced	June 24
Coaches All-Star Game	unannounced	July 28
NCAA College Games	\$13,500,000	Sept. 9
NFL Monday Night Football	8,500,000	Sept. 18
Liberty Bowl	unannounced	Dec. 18
North-South Shrine Game	unannounced	Dec. 25
Gator Bowl	unannounced	Dec. 30
Sugar Bowl	unannounced	Dec. 31
Hula Bowl	unannounced	Jan. 6
Total	\$22,000,000	

CBS-TV	Rights	Date
NFC Preseason Games	(2)	Aug. 25
NFC Games	\$20,000,000	Sept. 17
Sun Bowl	unannounced	Dec. 30
NFC Division Playoff	(2)	Dec. 23
NFC Division Playoff	(2)	Dec. 24
Cotton Bowl	unannounced	Jan. 1
NFC Championship	(2)	Dec. 31
AFC-NFC Pro Bowl	1,000,000	Jan. 21
Total	\$21,000,000	

NBC-TV	Rights	Date
AFC Preseason Games	(3)	Aug. 19
AFC Games	\$15,000,000	Sept. 17
AFC Division Playoffs	(3)	Dec. 23
AFC Championship	(3)	Dec. 31
Rose Bowl	1,400,000	Jan. 1
Orange Bowl	700,000	Jan. 1
Senior Bowl	50,000	Jan. 6
Super Bowl	2,500,000	Jan. 14
Total	\$19,650,000	

CBS Radio	Rights	Date
Cotton Bowl	(1)	Jan. 1
NFL Championship	(1)	Dec. 31
Sun Bowl	(1)	Dec. 30
NFC-AFC Pro Bowl	(1)	Jan. 21

Mutual Radio	Rights	Date
College All-Star Game	unannounced	July 28
NFL Monday Night Football	unannounced	Sept. 18
Notre Dame Football	unannounced	Sept. 23

NBC Radio	Rights	Date
AFC Championship	(1)	Dec. 31
Orange Bowl	(1)	Jan. 1
Rose Bowl	(1)	Jan. 1
Super Bowl	(1)	Jan. 14

All networks announced rights	\$62,650,000
Estimate for unannounced games and series	\$2,000,000
Grand total for networks	\$64,650,000

(1) Radio rights included in TV contract.
(2) Rights included in NFL-National Football Conference package.
(3) Rights included in NFL-American Football Conference package.

What major schools get from radio and local TV

Conference	Teams ¹	Radio stations	TV stations	Total rights
Atlantic Coast	7	289	14	\$ 108,150
Big Eight	8	269	15	132,700
Big Sky	7	26	2	12,450
Big 10	10	288	28	199,900
Ivy League	8	45	1	16,270
Mid-America	6	44	4	5,820
Missouri Valley	7	16	3	12,700
Pacific Eight	8	116	12	213,000
Southeastern	10	491	39	242,160
Southern	7	38	3	3,750
Southwest	10	128	19	110,000
Western Athletic	8	83	11	80,200
Others and Independents ²	29	359	15	182,600
Totals	125	2,192	166	\$1,319,700

¹ Does not include conference members not fielding football teams; in case of Southwest Conference, University of Houston does not compete for championship until 1975.

² Independent figures do not include Notre Dame.

**Get a reserved seat now
for an important hearing
in Washington, D. C.**



Sponsorship impact will sell your story to the loyal Redskins fans.

And expect results.

Get the whole case by calling WMAL Sales (202) 686-3050 or McGavren-Guild-PGW Radio. *Now.*

**WMAL RADIO 
Washington D.C. **

Redskins coverage—another reason for leadership in the 7th market.

braska and ends Dec. 2 with the traditional Army-Navy game. Sponsors are to be announced.

On the college football sidelines there will be no bigger supporter than Humble Oil & Refining Co., which plans to sponsor all Southwest Conference games on radio for the 39th consecutive year.

A total of 55 games will be covered this season on regional networks set up by McCann-Erickson, Houston, agency for Humble. A crew of 14 announcers and six engineers will bring the games to 128 stations, up from 121 last year.

McCann-Erickson said that in keeping with its policy is to promote Southwest Conference football while keeping the broadcasts uncluttered, it limits itself to 10 commercials per game.

Other more notable plans for college football radio coverage in 1972:

KIRO(AM) Seattle, which paid \$87,710 for broadcast rights to University of Washington sports, will start with the full schedule of the Huskies starting in September.

Oklahoma New Network Inc., Oklahoma City, announced it will carry the University of Oklahoma schedule on its 50 affiliates in the state and is offering games to out-of-state radio either as a season package or as a six-game deal.

KOZE(AM) Lewiston, Idaho, has lined up 14 other stations for the 11-game schedule of the University of Idaho. Ford Dealers (through J. Walter Thompson) has bought one-third sponsorship and First Security Bank, Salt Lake City (Gillham Advertising) has taken participations.

Following is a rundown of the local preseason and regular-season radio plans of the National Football League's 26 clubs, as well as the local preseason TV outlook. This, of course, does not include regular-season TV that is carried by CBS-TV (National Football Conference), NBC-TV (American Football Conference) and ABC-TV (both conferences on Monday nights).

AFC—Eastern Division

Baltimore Colts

Dethroned last year as NFL champions, the Colts still feel they have a winner in their radio set-up. **WCBM(AM)** Baltimore will be back to originate six preseason and 14 regular-season games for the Colt Football Network that last week totaled more than 30 stations. The regional hook-up is being arranged by Sports Media Inc., Baltimore.

Ted Moore and Ordell Braase will again do the play-by-play and color, respectively. One other returning fixture will be the pregame *Johnny Unitas Show* of the Baltimore quarterback.

The sponsor line-up was incomplete as of last week, but **WCBM** said it expected a sell-out before the preseason opener.

UHF will be edging farther into the sports spotlight with **WBFF(TV)** Baltimore taking over the Colts preseason TV rights. At least two exhibition games from Tampa, Fla. — with the Washington Redskins Aug. 4 and the Pittsburgh Steelers Aug. 26—are definitely scheduled. The change in Colts ownership earlier this month has caused slight delays in planning.

Bob Gallagher, Miami Dolphins announce-



A big one. One reason for the over-all increase in broadcast rights payments to local pro clubs in 1972 is the new three-year contract between **KNBR(AM)** San Francisco and the Oakland Raiders. Formalities that paved way to the preseason opener next week (Aug. 5) against the New England Patriots were completed by **KNBR** General Manager Heber Smith (right) and Oakland Raiders Executive Assistant Al LoCasale. **KNBR** plans an extensive array of programs not only on game day but throughout the week aimed at promoting the Raiders' games (see page 54).

cer during the regular season, will do play-by-play for ch. 45 **WBFF** with Alex Hawkins on color. Bill Lefevre of **WBFF** will be the third man.

Buffalo Bills

Radio coverage of the Bills moves to **wkbw(AM)** Buffalo this season after 12 years with **WBEN(AM)** Buffalo. The first year of the three-year contract provides for full coverage of the 14 regular-season contests and six exhibition games. The games will be fed to five upstate New York stations. Covering the action will be Al Meltzer, play-by-play, Rick Azar, color, and former Bills player Eddie Rutkowski, analysis.

Game day coverage begins with *Buffalo Bills Replay*, a 30-minute review of past highlights narrated by Mr. Azar and sponsored by Henry's Restaurant (through Russell Baker Advertising). Mr. Azar will also be host of *Game Plan*, a five-minute look at the upcoming contest with Bills coaches (to be sponsored). *Line-Up* follows, a 10-minute pre-game show with Mr. Meltzer and Mr. Rutkowski.

Game sponsorship includes one-fifth shares each by M&T Bank (Comstock Advertising) and Genesee Brewing Co. (William Esty). Other participating sponsors are: Tuxedo Junction (Mayport Advertising), Stewart & Benson (Ellis Advertising), Urbanik Transmission (direct), Jet Electronics (Ellis, Singer & Webb), A to Z Television (Creative Concepts) and Port of Sports (direct).

Immediately following the game, Joe Downey will be host of a five-minute *Buffalo Bills Scoreboard*, (to be sponsored). Mr. Azar and Mr. Rutkowski will do *Bills Locker Room*, a 10-minute, post-game interview program, also to be sponsored

In addition to game-day coverage, **wkbw** will air the following vignette reports: *Monday Quarterback*, *Scouting Report* (Thursday), and *Coach's Report* (Saturdays), sponsored by MacDonald's Restaurants (Cala-May Advertising).

WKBW-TV Buffalo, in its seventh year as a Bills broadcaster, will colorcast three exhibition games scheduled for Aug. 15 and 16 and Sept. 3. Two other stations in upstate New York will provide play-by-play with Paul Maguire, former Bills player, on color. Sponsors of the games include Genesee Brewing, (William Esty) 20%, Erie County Savings (Weil, Levy and King) 20% and Super Duper Markets (Lippman Advertising Assoc.) 20%. The remaining time will be sold on a spot basis.

Miami Dolphins

WIOD(AM) Miami which has been carrying the Dolphins games since the inception of the franchise in 1966 will be starting the first year of a new four-year contract negotiated last March. All six preseason and 14 regular-season games of the American Conference champions will be fed to a 14-station Dolphins Network, up from 10 stations in 1971.

Broadcast team remains Rick Weaver, play-by-play; Lou Creekmur, color, and Henry Barrow, field analysis.

Four radio network sponsors are Citgo (through Media Corp. of America) Chevrolet truck (Campbell-Ewald), Union Carbide (William Esty) and National Airlines (F. Wm. Free). Local games sponsors on **wiod** will be Hill York (Sam Crispin) and Household Finance Corp. (direct).

In addition to a Friday evening *Don Shula Show*, which will be sponsored by Jordan-Marsh Department Stores (Alcom), four pregame and postgame shows have been sold on **wiod** only. They are: *Coaches Comment* to Lum's Restaurants (Home Lum Advertising); *Orange Bowl Express* to Orange Motors, Milex and Kentucky Fried Chicken (all Marshall J. Simmons), Ryder truck rental (Mike Slone), Leon Ray Volkswagen (G. M. R. Advertising), Barons Menswear (V&E) and Abercrombie & Fitch (Kelly Scott & Madison); *Rolling Home/Locker Room Show* to U-Haul rental (Marshall J. Simmons), Hollywood Federal (Advertising Marketing Associates), Bonfire restaurant (Michael Weiner) and Bernie Blanck's Menswear (direct).

Other advertisers that have contracted for adjacencies or station breaks on **wiod** in connection with Dolphins games are William Lehman Buick (Irv Greene Advertising), Tall & Big Men's Shop (Retail Advertising Associates), Northside Shopping Center (Marty Nash & Associates), Withers Van Lines (Hume, Smith & Mickleberry), Gerald Volkswagen (G. M. R. Advertising).

WIOD also will have *Dial The Dolphins* on Monday nights, 8-8:45 p.m., preceding its pickup of the new radio coverage of the NFL Monday night football games.

Three preseason games are to be telecast by **wtvj(tv)** Miami: Aug. 4 at Detroit Lions, Aug. 19 at Cincinnati Bengals and Aug. 31 at Washington Redskins. Broadcast team will be Bob Gallagher, former Dolphin Dave Kocourek and Bob Halloran.

WTVJ said that participating sponsors are



"Hitting the BLACK
MARKET with a
BOMBSHELL"

Grambling College Football

A ONE-HOUR COLOR TELECAST

SPONSORED BY:

Oldsmobile, Division of General Motors

Budweiser/Bud Malt Liquor

El Producto/(Consolidated Cigar)

FOR EXCLUSIVE PRESENTATION IN YOUR MARKET AREA

CALL COLLECT: EDDIE HALL, (213) 657-2538

3rd Sensational Season/13 Consecutive Programs, Beginning Sept. 10th thru Dec. 3rd



A Black Associated Sport
Enterprise Production
8825 Olympic Boulevard
Beverly Hills, California 90211
(213) 657-2536

Represented by: Sports Media Sales / 434 N. Rodeo Dr. / Beverly Hills / (213) 278-1740

"Didn't I give Roger Mudd a heck of a beating?"

—Senator Thomas Eagleton



You lose one.

You win one.

Democratic Convention Ratings

Average Rating

Average Share

CBS 11.9 36 percent

NBC 11.0 33 percent

ABC 10.4 31 percent

lead over ABC 14 percent
lead over NBC 8 percent

ABC includes non-convention programming 7:00-9:30 PM (CNYT).
Source: National Arbitron 7:00-11:00 PM (CNYT). Qualifications available on request.

At the Democratic National Convention in Miami, CBS News Correspondent Roger Mudd's name was placed in nomination for the Vice-Presidency by two Wisconsin delegates.

In this totally unprecedented turn of political events, Roger Mudd lost. Which prompted the Democratic Vice-Presidential nominee to preface his acceptance speech with the above remark.

Well, you can't win 'em all.

But Walter Cronkite and the CBS News Convention team, Eric Sevareid, John Hart, Roger Mudd, Dan Rather and Mike Wallace, managed to save the day by winning the endorsement of the viewing public.

Significantly, with all of the three networks turning their cameras on the same event, audiences turned their attention to the CBS News team.

And the critics seconded the choice: "*Cronkite retains his position as dean of the pack,*" *The Pittsburgh Press*. "*CBS came on strong and won all the marbles,*" *Dallas Times Herald*. "*Walter Cronkite...did the finest job of convention coverage,*" *Chicago Daily News*. "*CBS is still No. 1,*" *The Louisville Courier-Journal*.

Being in the Number One spot is nothing new to the CBS News team. They've made a habit of it these past years on the CBS Evening News with Walter Cronkite (Roger Mudd on Saturdays).

Roger and out.



buying into the telecasts with the biggest portion (one-quarter) sold to Southeast Banks (Mike Stone).

New England Patriots

WBZ(AM) Boston, starting its sixth year of Patriot coverage, is to pick up the full 14-game regular season slate plus six exhibition contests. Twenty stations in Maine, New Hampshire, Vermont, Rhode Island and Connecticut are expected to pick up the feeds, nearly triple last year's hook-up.

Game sponsorship is three-quarters sold with equal shares going to F&M Schaefer Brewing (BBDO), New England Chrysler-Plymouth Dealers (Young & Rubicam) and Merit Saveway gasoline (Whittlesey & Partners).

Play-by-play announcer Gil Santos and color commentator Gino Cappelletti will also handle pregame, postgame and half-time programs. Sponsorship, on an alternating basis, has been sold to Household Finance Corp. (Needham, Harper & Steers), Hills Food Service (Dean Wolf Associates) and Union

Carbide Co. for its Eveready batteries (William Esty).

On the television side, WBZ-TV Boston takes over preseason coverage from wsmw-(TV) Worcester, Mass., under a one-year contract. The six exhibitions will also be fed to WJAR-TV Providence, R.I., and WWLP-TV Springfield, Mass.

New York Jets

WOR(AM) New York goes into its second year of a three-year contract as originator of Jets games, with this year's schedule calling for all six exhibitions and 14 regular-season games. So far, about 30 stations in New York, New Jersey, Connecticut, Pennsylvania, Rhode Island and Vermont have agreed to carry wor's feed. Merle Harmon will be back on play-by-play and Sam De Luca, an ex-Jets captain, returns as color man.

WOR plans two pregame shows, a 15-minute *Don Criqui Show* and a 10-minute *Sam De Luca Show*, and one postgame show with Mr. De Luca, called *Locker Room*.

Football's TV network sponsors for 1972

A.C. Sparkplug (Burnett): CBS-TV, NFC games, division playoff.
Alcoa (KM&G): CBS-TV, NFC games.
Allied Radio Shack (Bloom): CBS-TV, NFC games; NBC-TV, AFC games.
Allstate Insurance (Burnett): NBC-TV, AFC games.
American Oil (D'Arcy, McManus): CBS-TV, NFC championship.
American Petroleum (Burnett): CBS-TV, NFC games.
American Tourister (DDB): CBS-TV, NFC games.
AT&T (Ayer): NBC-TV, AFC games.
Aurora Toys (Grey): ABC-TV, Monday night NFL games.
Autolite (K&E): CBS-TV, NFC games, division play-offs.
Avia (B&B): NBC-TV, AFC games.
Bank Americard (D'Arcy-McManus): CBS-TV, NFC games.
Black & Decker (Van Sant, Dugdale): CBS-TV, NFC games.
Boeing (Cole & Weber): CBS-TV, NFC games, divisional playoff.
Chevrolet (Campbell-Ewald): ABC-TV, NCAA games.
Celanese (Grey): NBC-TV, AFC games.
Chanel (NC&K): CBS-TV, NFC games.
Chrysler (BBDO): NBC-TV, AFC games.
Colgate (Bates): CBS-TV, NFC games, NBC-TV, AFC games.
Combe Inc. (Media Insight): CBS-TV, NFC division playoff, Pro Bowl.
Consolidated Cigar (DKG Inc.): NBC-TV, AFC games.
Continental Insurance (DDB): ABC-TV, NCAA games.
Credit Union National Association (Garrison, Jasper Rose & Co.): NBC-TV, AFC games.
Dow Chemical (NC&K): CBS-TV, NFC games.
Dupont (BBDO): NBC-TV, AFC games.
Equitable (FC&B): CBS-TV, NFC games, division playoff, Conference Championship; NBC-TV, AFC.
Fireman's Fund (C&W): CBS-TV, NFC games, division playoff.
Firestone (Sweeney & James): CBS-TV, NFC games; NBC-TV, AFC games.
Ford, Lincoln-Mercury Division (K&E): ABC-TV, NFC games.
Ford, Ford Motor Division (JWT): CBS-TV, NFC games, divisional playoffs, Pro Bowl.
Foundation for Full Service Banks (D-F-S): CBS-TV, NFC games, division playoff, conference championship; NBC-TV, AFC games.
Fram (SFM Media): CBS-TV, NFC games.
General Cigar (O&M): CBS-TV, NFC games.
General Electric (W. B. Donner): NBC-TV, AFC games.
General Motors Corp. (D'Arcy, McManus): ABC-TV, NCAA games.
Gillette (BBDO): ABC-TV, NFL Monday night games.
B. F. Goodrich (Griswold Eshleman): CBS-TV, NFC games.
Goodyear (Y&R): ABC-TV, NCAA and NFL Monday night games; CBS-TV, NFC games, division play-offs, conference championship; NBC-TV, AFC games.
Haaggar (Tracy Locke): NBC-TV, AFC games.
Helene Curtis (Ayer): CBS-TV, NFC games.
Hertz (Carl Ally): CBS-TV, NFC games.
Heublein (Marschall): NBC-TV, NFC games.
Holiday Inn (JWT): ABC-TV, NCAA games; CBS-TV, NFC games, division playoffs, conference championship.
Homelite (SFM media): CBS-TV, NFC games.
E. F. Hutton (B&B): CBS-TV, NFC games, division playoff.
Kentucky Fried Chicken (Burnett): NBC-TV, AFC games.

Levi Strauss (Honig-Cooper & Harrington): CBS-TV, NFC games.
Lincoln Life (Bonsib): NBC-TV, AFC games.
3M (BBDO): NBC-TV, AFC games.
Magnavox (Magnamedia): NBC-TV, AFC games.
Master Charge (ESTV): CBS-TV, NFC games.
Memorex (Burnett): CBS-TV, NFC games.
Mennen (Grey): CBS-TV, NFC games.
Metropolitan Life (Y&R): ABC-TV, NFL Monday night games.
Midas (Wells, Rich, Greene): NBC-TV, AFC games.
Miles Laboratories (Clifford A. Botway): ABC-TV, NCAA games; CBS-TV, NFC games.
Miller Brewing (McCann-Erickson): ABC-TV, NCAA games; CBS-TV, NFC games, division playoffs, conference championship.
Mitchum Thayer (S. R. Leon): CBS-TV, NFC games.
Mobil Oil (DD&B): NBC-TV, AFC games.
Model Products (Humphrey, Browning, MacDougall): CBS-TV, NFC games.
Motorola (Clinton E. Frank): ABC-TV, NCAA games; CBS-TV, NFC games, NBC-TV, AFC games.
New York Life Insurance (Compton): CBS-TV, NFC games, division playoffs, conference championship; NBC-TV, AFC games.
Norelco (McCaffrey & McCall): CBS-TV, NFC games.
Panasonic (Bates): ABC-TV, NFL Monday night games, NBC-TV, AFC games.
J. C. Penney (McCaffrey & McCall): CBS-TV, NFC games.
Pennzoil (Eisaman, Johns & Law): NBC-TV, AFC games.
Philip Morris (Burnett): CBS-TV, NFC games.
Phillips Petroleum (JWT): NBC-TV, AFC games.
Polaroid (DDB): CBS-TV, NFC games.
RCA (JWT): CBS-TV, NFC games; NBC-TV, AFC games.
Remington (Y&R): CBS-TV, NFC games.
R. J. Reynolds (D-F-S): CBS-TV, NFC games, division playoff, conference championship; NBC-TV, AFC games.
Royal Crown (Wells, Rich, Greene): CBS-TV, NFC games.
Ryder Systems (Michael Sloan Inc.): CBS-TV, NFC games, division playoff, conference championship.
Schlitz (Burnett): CBS-TV, NFC games, division playoff, Pro Bowl; NBC-TV, AFC games.
Schick (D-F-S): CBS-TV, NFC games; NBC-TV, AFC games.
Sears Roebuck (various): ABC-TV, NFL Monday night games; CBS-TV, NFC games, conference championship; NBC-TV, AFC games.
State Farm Insurance (NH&S): CBS-TV, NFC games; NBC-TV, AFC games.
Stokely Van Camp (Frank): CBS-TV, NFC games.
STP (Media Buyers): CBS-TV, NFC games, division playoff and conference championship; NBC-TV, AFC games.
Sunbeam (FC&B): CBS-TV, NFC games.
Sunoco (Esty): ABC-TV, NFL Monday night games.
Texaco (Benton & Bowles): ABC-TV, NCAA games.
Travellers Insurance Co. (Carl Ally): ABC-TV, NCAA games.
Union Carbide (Esty): CBS-TV, NFC games; NBC-TV, AFC games.
Uniroyal (DDB): CBS-TV, NFC games; NBC-TV, AFC games.
U.S. Tobacco (W&L): ABC-TV, NCAA games.
Warner-Lambert (JWT): CBS-TV, NFC games, division playoffs, conference championship, Pro Bowl; NBC-TV, AFC games.
Williamson Dickey (SPM Media): CBS-TV, NFC games.

Rotating sponsors on the entire Jets coverage are: Ballantine beer (Needham, Harper & Steers), M & M candies (Ted Bates), Datsun Dealers (Parker Advertising), Manufacturers-Hanover Trust (Young & Rubicam) and Merit-Saveway Service Stations (Whittlesey).

After a seven-year association with WOR-TV New York, the Jets have signed with WNEW-TV New York, which will cover five exhibition games, three live and two on delay. Charley Jones, Kyle Rote and Tom McDonald will handle the announcing. Sponsors signed so far include Pabst Brewing (Kenyon & Eckhardt), Chrysler Corp. and Goodyear tires (Young & Rubicam), Alberto-Culver (Foote, Cone & Belding), Manufacturers-Hanover Trust (Young & Rubicam), Memorex tapes (Hofer, Dieterich & Brown), and Johnson & Johnson male products (Cummins, MacFail & Nutry).

AFC—Central Division

Cincinnati Bengals

Avco's WLW(AM) Cincinnati will be in the second year of its three-year rights agreement with the Bengals this season. It will feed six exhibitions and 14 regular-season games to a regional radio network of about 35 stations in Indiana, Ohio, Kentucky and West Virginia.

Renewing one-quarter sponsorships on WLW are Burger Brewing (Midland Advertising) and Tresler-Comet gasoline (Joel Friedman Advertising). Purchasing one-eighths are B.F. Goodrich (Bartlett Advertising), Ohio Appliances (Progressive Advertising) and Union Central Life Insurance (Adams, Gaffney & Associates).

WLW's three pregame shows, *Coach's Corner*, *Warm-Up* and *Bengals Football Preview*, will be sponsored respectively by First National Bank of Cincinnati (Northlich-Stolley), Silco, manufacturer of laundry equipment and insecticides (Adams, Gaffney & Associates), and Cincinnati Milk Sales (Midland Advertising). Sponsorship for two half-time features has been renewed by Central Trust Bank (Stockton, West, Burkhart) and Shillito's men's store (Carl Press). Fifth Third Bank (Ralph Jones agency) will sponsor the *Star of the Game Show*.

Phil Samp will again do play-by-play, with color supplied by Jimmy Crum.


WLW will again originate the nightly *Paul Brown Show* for 26 weeks, sponsored by Central Trust Bank and Perkins Pancakes (Nolan, Keeler & Stites).

Avco's WLWT(TV) Cincinnati and WLWD-(TV) Dayton, Ohio, and WLEX-TV Lexington, Ky., will carry two exhibition games, Aug. 5 and 28. Phil Samp will cover play-by-play, with Omar Williams on color. Sponsorship is incomplete. Once again, WLWT will be presenting *Quarterback Club*, a series of half-hour programs with Phil Samp and Bengals Coach Paul Brown. Sponsors are to be announced.

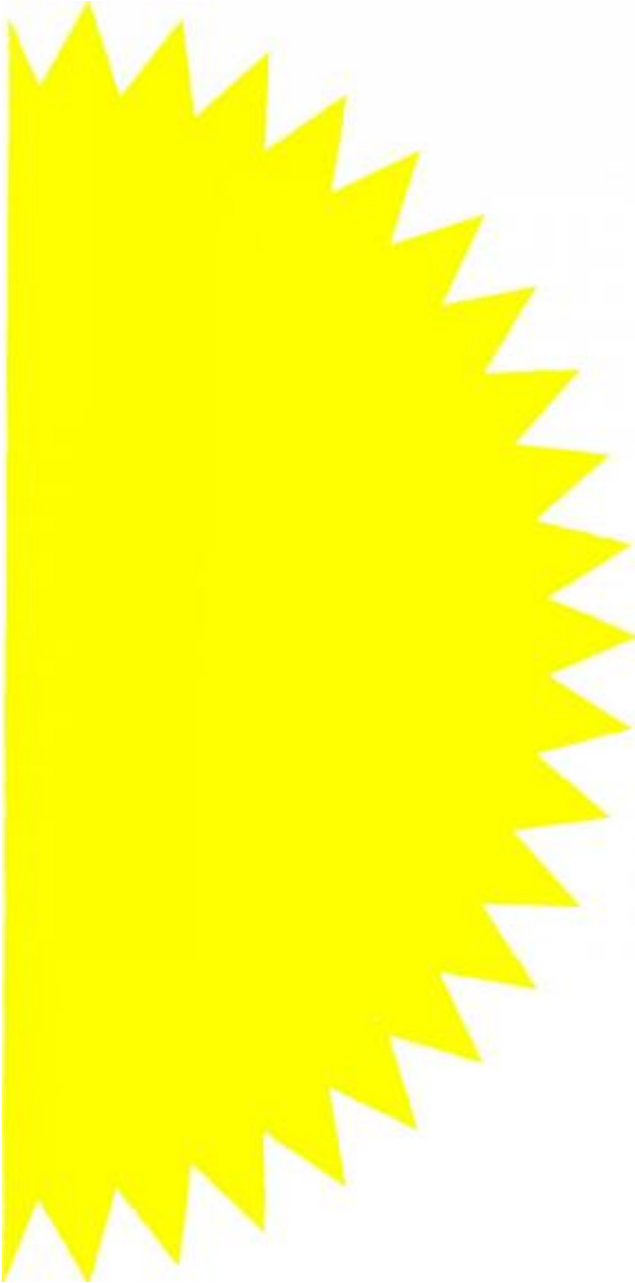
Cleveland Browns

WHK(AM) Cleveland will be in the second year of its renewed three-year rights agreement and plans to originate all six exhibition contests and 14 regular-season games. A re-

Media Payment Corporation



...a service
you can bank on.



*There are two roads to profit.
One is increasing sales.
The other is controlling expense
and cash flow. Media Payment
helps you travel the second path.
You get more cash, faster.
You spend less collecting it.
That's a service you can bank on.*

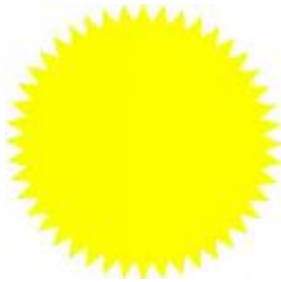
MEDIA PAYMENT CORPORATION

**On the same day every month
Media Payment Corporation pays
your station 100% of money due
from national accounts.**

You supply Media Payment with order and affidavit information. You are paid in full on the 10th of the month following the month in which billing is rendered. For example, April billing is rendered in May . . . you are paid for April on the 10th of June. Payment is made to your bank account. You can draw checks against it that day. An accompanying statement details all items covered by each month's payment.

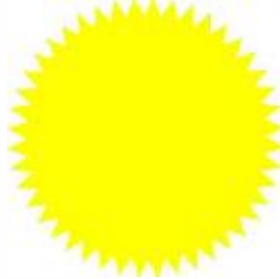
More cash, faster.

Media Payment delivers your money faster than you can collect it. The monthly payments release working capital tied up in national accounts receivables. Your first payment becomes a permanent increase in working capital. Every month you have more cash on hand to meet operating and capital expenses. You know when you'll be paid. You can bank on it.



There is a need.

It used to be that a broadcast station issued invoices to national accounts each month and within 30-40 days it could expect to have been paid about 90% of its receivables. Not any more.



The cash squeeze.

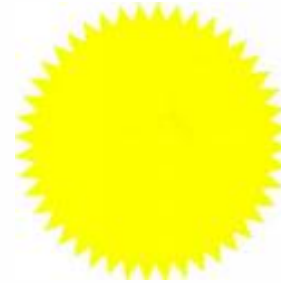
Now, you often wait 50 days for only 50% of your national receivables. It can be months later before you collect the balance. Meanwhile, your station's operating cash shrinks.





The ultimate expense.

It's bad enough when your comptroller spends days haggling with customers over unpaid bills. It's worse when collection agents, credit services and related legal fees are part of your fixed operating costs. But the ultimate expense occurs when your sales managers are forced to become bill collectors. It shouldn't be that way. But it often is.

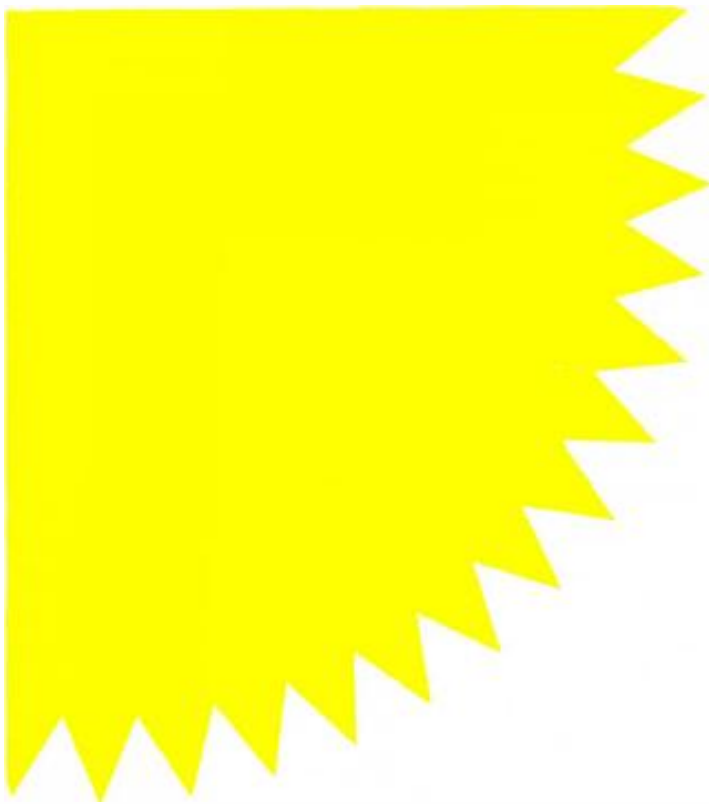


A risky business.

How many dollars did you write off last year? How many items are you carrying now that appear doubtful of collection? Do you know? Unless you know what you are doing, your national sales can buy a bunch of bad debts.

There is a better way.

Let Media Payment handle your billing and collecting. Media Payment will do it for less, and deliver your money faster.



Group discounts.

When all stations in a commonly owned group subscribe to the service, the group earns a discount of 1% per station. For instance, a group of five TV stations earns a 5% discount. A commonly owned radio and TV station earn 2%. Three TV and four radio stations in a group earn 7%. And so on. One exception: Commonly owned AM/FM stations in the same market count as one station.

Charter subscriber discount.

If you contract with Media Payment prior to November 1, 1972, you will receive a discount of 5% for as long as you remain a subscriber. Group and charter discounts are combinable.

What it costs: You pay only \$11.00 per invoice per month.

For example.

The number of invoices per month varies with station billing. Here are some average activity levels for radio and TV stations.

	Annual National Billing	Average Invoices Per Month
Radio Stations	\$ 50,000	20
	400,000	50
	1,000,000	70
TV Stations	\$ 500,000	60
	2,000,000	140
	4,000,000	220

**It costs you less when
Media Payment bills and
collects for your station.**

Smaller staff.

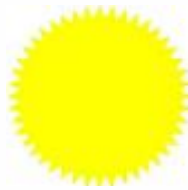
You don't need a big accounting staff to handle the time consuming details of billing and collecting. Media Payment audits affidavits and contracts, prepares and mails invoices, reconciles bills and payments, and collects your money.

Fewer expenses.

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More sales.

Your sales manager doesn't have to collect unpaid bills. He has more time to sell, and he can sell more. With good credit information he can accept orders he might otherwise refuse. And with Media Payment he has a useful statement which summarizes all sales by account.



With Media Payment your bad debt losses are minimized.

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Media Payment gives you the advantage of a larger perspective on the payment performance of an agency or media buying service. Performance is observed by Media Payment over the broad spectrum of many stations, not just yours. You are immediately notified when any account falls seriously in arrears.

Better judgement.

Media Payment has credit profiles on hundreds of national agencies. Each is assigned a credit category indicating the degree of risk a station faces in accepting an order. Informed credit decisions reduce your chances of being stung by account defaults.

The upside.

Experience shows that judicious use of good credit information can add to your sales volume from accounts which might have been refused as unacceptable risks.

The downside.

Your bad debt losses can be reduced with better advance credit data and earlier danger signals. In cases of recent national account failures stations using better information experienced a fraction of the losses of stations working only with their own credit data.

It's easier when you know how.

Billing and collecting are shorthand for a whole series of operations. They spell paperwork, expense, and headache for stations.

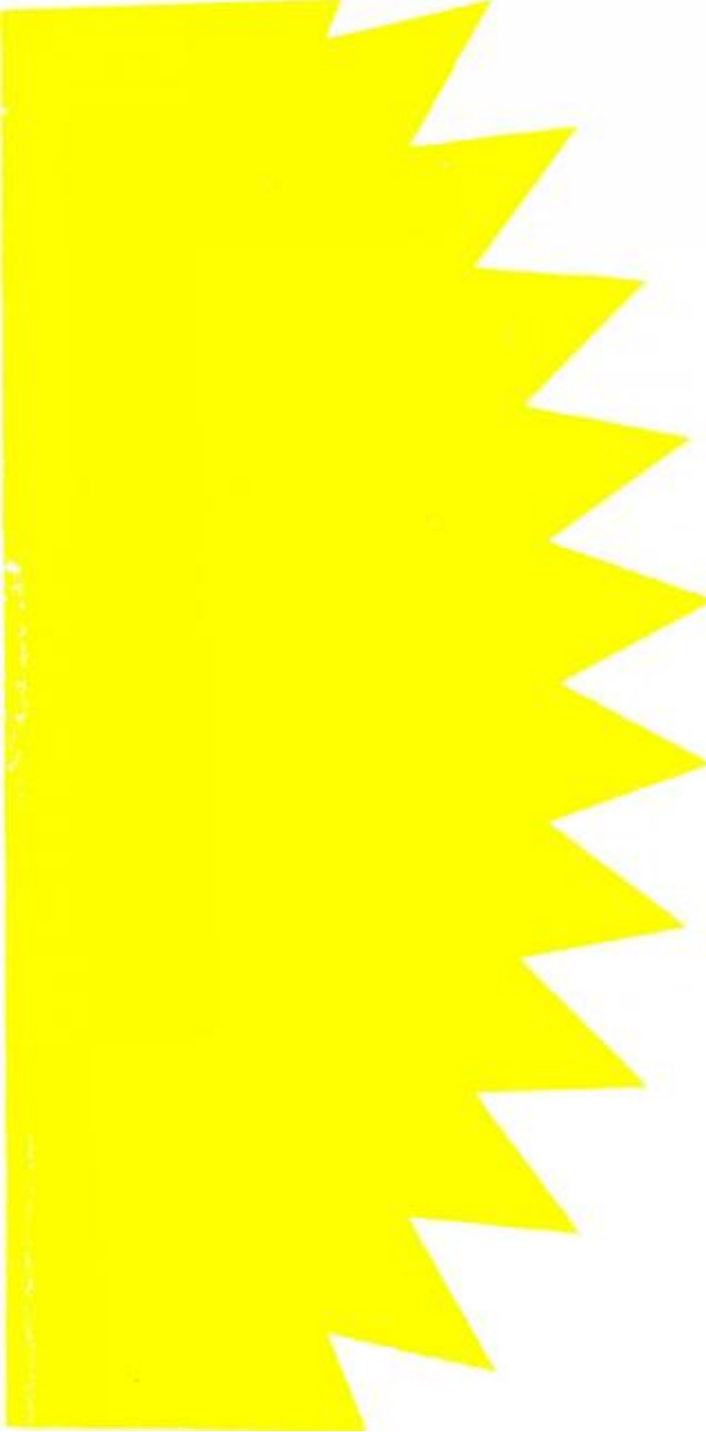
For forty years The Katz Agency, Inc. has been billing, collecting and paying the radio and TV stations it represents. Over these years Katz developed the largest, most highly skilled central accounting unit in broadcast/advertising.

Autonomy and security.

This staff of 80 people is now Media Payment Corporation. It is a separate, autonomous company. All station billing, advertiser and agency data are held secure. Only a subscriber station and its designees have access to its file.

Performance.

Media Payment's staff includes billing, auditing and accounting teams, systems analysts, data processing professionals, credit and collection experts. They handle over 200,000 accounting impressions every month with less than 1% error. They have the systems and financial backing to handle your billing and collecting.



Media Payment Corporation is designed to be the broadcasting industry's paperwork clearinghouse. It is the industry's single most authoritative source of credit information. It standardizes accounting procedures making spot broadcasting less expensive for stations to sell and agencies to buy. Everyone benefits from a central billing, collecting and payment service.

For full details on how we can work
for you and your station please
call or write me - look forward
to hearing from you.

Best,
Kenn Donnellon
212-972-2480



Media Payment Corporation

245 PARK AVENUE, NEW YORK 10017
Kenneth P. Donnellon, President

gional network of about 40 stations in Ohio and Pennsylvania is expected to pick up the feeds.

Two pregame shows are: *Browns Report*, 20 minutes, sponsored by East Ohio Gas (D'Arcy), Union Carbide (William Esty) and Northern Ohio Bank (Meldrum & Campbell), and *The Nick Skorich Show*, five minutes, Realty (Liege Advertising), sponsor. The games will be sponsored by Duke beer (Admark), Greater Cleveland Chrysler-Plymouth Dealers (Young & Rubicam), Blue Cross (Carr-Liggett Advertising) and Household Finance (direct). Coverage will be provided by Gib Shanley, play-by-play, and Jim Graner, color.

Following the game will be *Scoreboard Show*, 10 minutes, Tile House (Ray Cone) and Faflik Shows (Conefeld Advertising) cosponsors; and *Locker Room Report*, 20 minutes, also sponsored by East Ohio Gas, Union Carbide and Northern Ohio Bank.

Wews(TV) Cleveland will carry two exhibition games on Aug. 20 and Sept. 10. Play-by-play will be provided by Jay Randolph and Ray Scott for those respective preseason games. Lever Brothers (J. Walter Thompson) and Genesee Brewing (William Esty) will sponsor half of the time, the remainder to be sold on a spot basis.

Houston Oilers

KILT(AM) Houston, in its ninth year broadcasting Oilers games will carry the six preseason and 14 regular-season games. These will be fed to a regional network that figures to total 20 stations. Dan Lovett and Ron Franklin, sports directors of competing TV stations (KTRK-TV and KHOU-TV, respectively), are the radio voices of Oilers football for the second year.

Three-quarters of the game broadcasts have been sold to advertisers to date, with Houston Area Chevrolet Dealers (placed direct) in for one-quarter; M&M/Mars division of Mars Inc. (Ted Bates) also is buying one-quarter, and Eastern Airlines (Young & Rubicam) and Union Carbide (William Esty) will share a one-quarter sponsorship. Sponsors of pregame and postgame shows are Morgan Homes and Ryder Truck Lines. The half-time show program has been sold to Southwestern Bell Telephone Co.

KTRK-TV Houston will televise four preseason games, two live and two on a delayed basis. Sports Director Dan Lovett and ABC-TV's Don Meredith will be at the mike. There are no sponsorships, only participating advertisers. KTRK-TV has a one-year contract to carry the games.

Pittsburgh Steelers

WTAE(AM) Pittsburgh, which will be going into its third year of originating Steelers coverage, mixed the sounds of the Fourth of July with the happy announcement that its pro football is sold out for 1972. The six preseason and 20 regular-season games will again be fed to a regional network of 37 stations in western Pennsylvania, Maryland, West Virginia and eastern Ohio.

Jack Fleming will return for the play-by-play as will color commentator Myron Cope of *Sports Illustrated*, who is also WTAE sports director. A half-time show by the sta-

tion's Tom Bender will include radio replays of key action in the first two quarters as well as conference calls to other game broadcast booths to discuss action in other ball parks.

Chrysler-Plymouth Dealers has bought one-half the game sponsorship with the other half going to Iron City beer and Pittsburgh National Bank (both Ketchum, MacLeod & Grove).

Other programming includes a pregame show with Mr. Cope and Steelers Head Coach Chuck Noll; a pregame show by Mr. Fleming; a postgame football report by Mr. Bender, followed by *Dressing Room Report* by Mr. Cope. All are completely sold out for the season.

Preseason TV will be handled for the second year by wirc-TV Pittsburgh, which as the NBC affiliate in that city also carries Steelers road and NFC regular-season games. The exhibition play-by-play will be called by wirc-TV Sports Director Sam Nover with color by Paul Martha, former Pitt All-American and Steeler star. They will be assisted by Ray Tannehill.

Game sponsors so far are Koehler Brewing Co. (Lando Inc.) and Chrysler-Plymouth Dealers (Young & Rubicam).

All of the Steelers telecasts will be preceded by an interview show with Mr. Nover and quarterback Terry Hanratty as co-hosts.

AFC—Western Division

Denver Broncos

KOA(AM) Denver will carry five preseason and 14 regular-season games of the Denver Broncos. These radio broadcasts will be to a 42-station network in seven states—Colorado, Wyoming, Montana, Utah, Idaho, Nebraska and New Mexico. Bob Martin will do play-by-play announcing, with Larry Zimmer handling color.

Game broadcast sponsors, their fractions of sponsorship, and agencies of record include: Texaco, one-fourth, (through Benton

& Bowles); Greater Denver Ford Dealers, one-eighth, (J. Walter Thompson); Majestic Savings & Loan, one-eighth (Frye-Sills); Olympia Beer, one-eighth, (Botsford, Ketchum); State Farm Insurance, one-eighth, (direct); Pepsi-Cola Bottling Co. of Denver, one-eighth, (direct), Public Service Co. of Colorado, one-eighth, (direct).

Other sponsors and agencies of pregame and postgame shows and adjacencies include: *NFL Today* adjacency—Swanson Custom Firearms (direct) and Josling (Neuwirth-Koller Advertising). *NFL Today*—Boyd Distributing (J&D Associates), Vernors ginger ale (direct), and Johnny Haas Lincoln-Mercury (Boccard Advertising). *Pregame Report*—Kaufman's Men's Wear (direct), *John Ralston Show* adjacency—Ward Terry, (Wescott Advertising). *John Ralston Show*—O'Meara Ford (Eby & Everson Advertising). Adjacency preceding kickoff—London Tailors (Flesher Advertising).

Also: *NFL Scoreboard* adjacency—Orbach's (Neuwirth-Koller Advertising), and Homelite, (Flesher Advertising). *NFL Scoreboard*—Holly Inns (Neuwirth-Koller Advertising). *Bronco Talk* adjacency—Kurland Ford (Neuwirth-Koller Advertising). *Bronco Talk*—NAPA-Genuine Parts, (Neuwirth-Koller Advertising), and C. H. Christopher, (O'Hearn & Huppe). *Locker Room Report*—Mr. G's Restaurant, (Bernstein, Rein & Boasberg).

Radio KOA's co-owned station, KOA-TV, will carry three preseason games, all live. Bob Martin will do the announcing. Each telecast will be preceded by a half-hour pregame program. The play-by-play and pregame programs will be supported by participating sponsors. KOA-TV is in the first year of a new three-year contract for TV rights to preseason games.

Kansas City Chiefs

KCMO(AM) and KFMU(FM) Kansas City both Meredith stations, will broadcast all preseason and regular-season Chiefs games beginning with the July 29 Hall of Fame



Success begets success. The Dallas Cowboys not only bulldozed their way into the national championship, but also won a healthy new radio contract with KRLD(AM) Dallas. In turn, the station this season will feed the games to an expanded regional network of 170 stations. Inspecting the Cowboys' new home, Texas Stadium, is the on-mike team of (l-r) Verne Lundquist, Frank Lieber and Al Wisk. Station Manager John Barger will coordinate the broadcast activities for the station and network.

contest from Canton, Ohio. The KCMO/KFMU Chiefs network is expected to include 50 stations in Missouri, Kansas, Nebraska, Iowa and Oklahoma. Announcer team for the broadcasts is Dick Carlson doing the play-by-play, and Bill Grigsby with color commentary.

Each of the following five advertisers has one-fifth participation in all Chiefs broadcasts: Interstate Securities Corp. (through Valentine-Radford); Vickers Petroleum Co. (Barickman Advertising); Fairmont/Country Club Dairy (Bozell & Jacobs); M&M/Mars Candy (Ted Bates); Schlitz Brewing (Mace Advertising).

Radio broadcasts also will include both pregame and postgame programs. *Pro Football Reports* will be sponsored by participating advertisers. *Scouting the Chiefs* is to be sponsored by City National Bank (Oliver Advertising). *Wrap Up Show* has been sold to Aamco transmission (Sher-Jones Advertising). B. C. Christopher Co., (O'Hearn-Huppe Advertising) is slated to sponsor *Locker Room*, while the *Around the NFL* program will have participating sponsors.

In addition to coverage of Chiefs games, KCMO also will broadcast a daily series featuring the head coach of the Chiefs. The program, *Here's Hank Stram*, is to be broadcast three times each day and will be co-sponsored by Katz Drug Centers (Imperial Advertising) and Arrowhead Tire Co. (Witcher and Associates).

Metromedia Television's KMBX-TV Kansas City is in the second year of a five-year contract that affords the station rights to the Chiefs preseason games. This year five exhibitions will be telecast, beginning with the game against the Chicago Bears Aug. 5. This will be the only live origination. The others will be on a tape delay. No announcers have been set as yet for these preseason games.

Sponsors for the telecasts, each with a one-fourth piece of the business, are Household Finance Corp. (direct); Wilson Meats (Campbell-Mithun); and Hamm's Beer (J. Walter Thompson). One-fourth is still open.

There also is to be a pregame program, *Len Dawson Takes a Second Look*. It's to be aired 30 minutes prior to each game. Sponsorship of this pregame show has not yet been set.

Oakland Raiders

KNBR(AM) San Francisco last spring acquired radio broadcast rights for all Oakland Raiders football games for the next three years. The Raiders open a 20-game schedule against the New England Patriots on Aug. 5 in the Oakland Coliseum and KNBR will not only carry this preseason contest but five others in addition to 14 regular-season broadcasts. The NBC-owned station will originate the broadcasts for 13 other stations on a regional network. Veteran Raider play-by-play sportscaster Bill King and color analyst Scotty Stirling will broadcast the games.

Game sponsors and their agencies of record include: California Blue Shield, one-fifth (through Coleman Advertising); Pacific Telephone, one-tenth (BBDO); Rhodes Department Stores, one-fifth (Rainbow Advertising); Northern California Toyota Dealers, one-fifth (Gross, Pera & Rockey, division of

Clinton E. Frank, San Francisco), and Union Oil, one-fifth (Leo Burnett).

In addition to play-by-play coverage, KNBR will be broadcasting an extensive package of programs for the Raiders, said to be possibly the broadest in the National Football League. Programs on game day start off with *Raider Countdown*, a two-hour program before every home and away game, with the first program starting Aug. 5. The *Pregame Show* starts 20 minutes before kickoff. Following each game Scotty Stirling will do a 10-minute *Postgame Analysis*. Immediately afterwards Bill King is scheduled to do a five-minute *Locker Room Report*. This is followed by *Raider Report*, a 30-minute wrap-up of the game and scores from around the league.

There are still other pro-football oriented programs that will be spread throughout the week on KNBR. *Raider Report*, at 5:55-6 p.m., Monday through Saturday, got under way July 12. *Ask the Raiders*, which is to start Aug. 8, is a 25-minute program to be presented on Tuesday nights, 7:05-7:30 p.m. *Raider Roundup* is a Friday program at 7:05-7:30 p.m., with the first program starting Aug. 4. *Football for the Gals* is an afternoon program for Wednesdays from 12:30 to 12:35 p.m.

Neither the pregame nor the postgame analysis has as yet been sold on KNBR, but the *Locker Room Report* will be sponsored by Air California (William G. Pereira).

The Raiders have not sold local preseason TV rights.

San Diego Chargers

KDEO(AM) El Cajon, Calif., in the fourth year of a five-year contract, will originate the six preseason and 14 regular-season games. They will be fed to a regional network of 14 stations mostly in Los Angeles and Orange counties, but also extending into Arizona. Stu Nahan, normally sportscaster for KABC-TV Los Angeles, and Ralph Lawler are the announcing team.

The suburban San Diego radio station has so far sold one-fifth sponsorships in the football broadcasts to Bank of America (Grey Advertising); Texaco (Benton & Bowles); Toyota Motor Distributors (Clinton E. Frank/West Coast) and a one-tenth sponsorship to Jack-in-the-Box Restaurants (Doyle Dane Bernbach). There also will be a coach's show and pregame and postgame programs.

KCSR(TV) San Diego, in the first year of a two-year agreement, will carry all six preseason games. Out-of-town games in New Orleans and Minnesota will be carried live. All other games will be presented on a tape-delay basis. Telecasts will be in color with pickups provided by the station's own remote van.

No pregame or postgame programming is contemplated. Announcers are still to be determined. As of July 15 no firm contracts had been signed with any advertisers.

NFC—Eastern Division

Dallas Cowboys

The supremacy of the Cowboys isn't confined to the playing field: The world champions of pro football will have a radio net-

work of at least 170 stations this year, up from 127 in 1971.

KRLD(AM) Dallas has taken over as rights holder for the club. With the networking to be handled by Texas State Network, 21 games will be fed to stations in seven Southwestern states. The pre-preseason game between Dallas and the College All-Stars will augment broadcasts of six exhibitions and the 14 regular-season games.

KRLD Sports Director Frank Glieber and Dallas sports personality Verne Lundquist will do play-by-play. Al Wisk, formerly the voice of the University of Michigan Wolverines, will be the color man.

Preceding each game there will be a 15-minute show by Mr. Glieber and Dallas coach Tom Landry plus a 10-minute pre-kickoff program. KRLD also plans a 10-minute postgame report by Messrs. Glieber and Lundquist and a 15-minute locker-room show by Mr. Wisk.

KRLD has sold its in-game sponsorships to Chevrolet trucks (through Campbell-Ewald), American Airlines (Doyle Dane Bernbach), Household Finance (direct), Schlitz Beer (direct), Jack-In-The-Box (Doyle Dane Bernbach) and M&M Candy (Ted Bates).

Texas State Network reports the following in-game advertisers: Texaco (Benton & Bowles), Lone Star beer (Glenn) and De-Voe paints (Doe-Anderson).

In addition, KRLD has sold its Landry and locker-room shows to Pepsi-Cola (direct) and Wynnewood Bank (direct) and the pregame and postgame shows to Dallas County Chevrolet Dealers (direct) and Neuhoff Brothers (Tracy-Locke).

On the preseason TV side, KDFW-TV Dallas will telecast live the Cowboys' road games with Los Angeles Aug. 12 and New Orleans Aug. 19. Tape-delay telecasts the following day are scheduled for the home games Aug. 5 with Houston and Sept. 9 with Oakland. Sponsor line-up has not been announced.

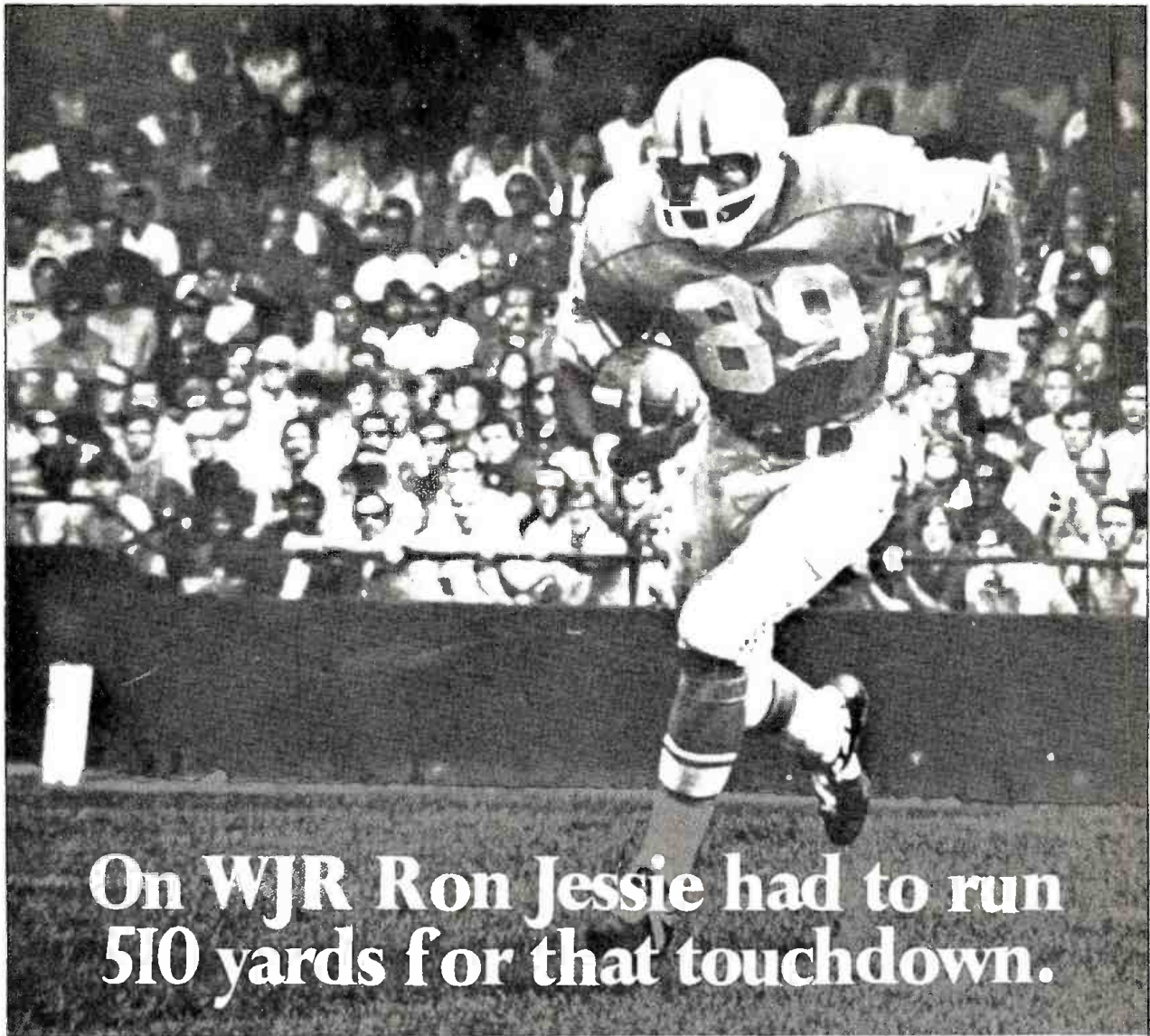
New York Giants

Former NFL linebacker Sam Huff will join WNEW(AM) New York's announcing staff as the station enters its 12th consecutive year of covering the Giants games (and the third year of a three-year contract). A network of about 25 stations in New York, Connecticut and New Jersey will pick up six exhibitions and 14 regular-season games.

Chip Cipolla and Marty Glickman join Mr. Huff for play-by-play, which is completely sold out again this year. The sponsors are Getty Oil (through DKG Inc.), Volkswagen of America (Doyle Dane Bernbach), Manufacturer's Hanover Trust (Young & Rubicam), F & M Schaefer Brewing (BBDO) and Union Carbide (William Esty).

Mr. Cipolla will have a 25-minute pregame show. A postgame *Locker Room Report* will be conducted by Mr. Huff. Both shows will be sponsored by American Airlines (Doyle Dane Bernbach) and the Modern Acceptance Corp., a money-lending agency (Dyna-Mark).

For television, WCBS-TV New York continues with the Giants for the 13th year, with this year's schedule made up of five preseason games, two to be sent out live and three on delay. Ray Scott, Pat Summer-



On WJR Ron Jessie had to run 510 yards for that touchdown.

Tiger Stadium, Detroit: Ron Jessie takes the kick-off and flashes up field, end zone to end zone, 102 yards for a touchdown.

But Jessie's not through yet, because on WJR that run will take place at least four more times: immediately afterwards in Bob Reynolds' recap, later that evening on Bob's sports show, again on the WJR Sports Final. And once more the next morning when WJR's Sports-Nut-in-Residence, J. P. McCarthy, goes over that chewed-up turf once again.

That's five times! 510 yards for 6 points.

Sorry Ron, but it's our policy. There were a few people in the area (all with valid excuses) who didn't hear your triumph live in the immortal words of Van Patrick. And we had to give them every chance to hear about it in detail.

That's why WJR over-works all this town's sports heros. We've been doing it for years to the likes of Al Kaline, Dave Bing, Joe Schmidt and a long line of MSU gridders.

And if we can't squeeze an event on live, we'll bring Detroiters the scores and highlights: golf, bowling, hockey, tennis, soccer. Even special reports right through the fog on the Port Huron to Mackinac yacht race.

We have no choice; WJR is Detroit's Power Station for Sports. And that's one more reason why, in a world of sound-alike radio, WJR stands out.

Bob Reynolds Sports Show: 6:15-6:30 each evening. Sports Final: 11:15-11:30 every night. Sports Magazine: 8:10-9:00 evenings. Tigers, Lions, Pistons, and MSU Football, all live.

Call your KATZ rep. for more information.

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Grambling College Football Highlights (A Base Enterprise Production). 3rd Season. Again sold by Sports Media Sales and sponsored by Oldsmobile Division of General Motors and Budweiser/Budweiser Malt Liquor.

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- Philadelphia 76ers (NBA)
- The Jerry West TV and Radio Show (KTLA-TV, KFI Radio—L.A.)
- The John Wooden Show (KTLA-TV)
- TVS, Inc. (West Coast Sales Rep)
- Hollywood Park Turf Club (TV Show and Daily Program, print)



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all, Frank Glier, Tom Brookshier and Irv Cross will rotate on the play-by-play.

Philadelphia Eagles

WIP(AM) Philadelphia has signed a new three-year contract with the Eagles and will broadcast 14 regular-season games and six exhibitions on a 10-station network in Pennsylvania, New Jersey and Delaware. Play-by-play man Charles Swift and color commentator Al Pollard return as the announcing team.

Game sponsors: Girard Bank (through Aitkin-Kynett); F & M Schaefer Brewing (BBDO); Ron Levitt Used Cars (Sonder, Levitt & Sagsky), MAB Paints (T. L. Reimel Advertising) and Merit/Saveway gas stations (John Back Associates).

The pregame and postgame shows will run 20 minutes each, and the new host is Merrill Reese. These shows will be sponsored by Union Carbide (William Esty), Morville Clothes for Men (Brownstein Advertising), McDonald's food chain (Eckman Advertising) and Cottman transmissions (Ross Advertising). There will also be a five-minute *Warm-Up* before the games, and a five-minute *Wrap-Up* after. Mr. Swift and Mr. Pollard will handle these, both to be sponsored by Giles and Ransom, a local truck-lift firm (Bofinger-Kaplan) and Llanarch Gun Shop (Barsel Advertising).

WCAU-TV Philadelphia begins its 12th year of covering Eagles games, with all six exhibition games to be telecast this year, five on delay. Hugh Gannon replaces Andy Musser on the play-by-play, and ex-Eagle defenseman Tom Brookshier continues as color commentator. Participating sponsors in the telecasts are: F & M Schaefer Brewing (BBDO); MAB Paints (T. L. Reimel); Continental Bank of Philadelphia (Kalish-Rice Advertising), and Getty Oil (DKG Inc.).

St. Louis Cardinals

KMOX(AM) St. Louis will broadcast six pre-season games and 14 regular-season games. One-quarter sponsors are Busch Bavarian beer (through Gardner Advertising) and Household Finance Corp. (Needham, Harper & Steers). Union Carbide (William Esty) and St. Louis Buick Dealers (Winfield Advertising) each have one-eighth. One quarter is open.

Play-by-play is to be handled by Bob Starr with Joe Pollack doing color.

A 10-minute pregame *Larry Wilson Show* is not yet sold. Sponsor of the 10-minute pregame *Coach's Corner* will be St. Louis County National Bank (Winfield Advertising). *Star of the Game*, the 10-minute postgame program, will be sponsored by Aspen American Motors (direct).

KMOX-TV St. Louis will telecast five Cardinals' pre-season games. So far games are three-quarters sold. Bob Buck will do play-by-play with color man not yet announced.

Washington Redskins

WMAL-AM-FM Washington, which has faithfully covered the action of the Redskins since their rinky-dink days of the early sixties, will return this year with the charisma of George Allen and his over-the-hill gang

likely to attract even greater audiences. It will be the ninth consecutive year for the WMAL stations and again six exhibitions and the 20 regular-season games are on the schedule. The Redskins' regional network so far includes 25 stations.

Returning will be Steve Gilmartin on play-by-play and Mal Campbell on color. In-game sponsor list is not yet complete but Household Finance (through Needham, Harper & Steers) has picked up one-fourth of the play-by-play.

A 10-minute pregame show on WMAL will be sponsored by Union Carbide (William Esty) and a 10-minute postgame wrap-up is to be taken by Bank of Virginia.

WMAL-TV Washington will be going into its second year of telecasting preseason Redskins games. Five of the six exhibitions are involved and a regional network of three or four stations is expected with C. D. Chesley Inc., sports network specialists, handling the hook-up.

Mr. Gilmartin will do the TV play-by-play with ex-Redskin Lonnie Sanders on color. Games are being sold on a participating basis with sponsor line-up to be announced soon.

NFC—Central Division

Chicago Bears

It'll be reunion time again for WGN(AM), the Bears and a long list of returning advertisers. The Chicago station will be carrying two preseason games and 11 of the 14 regular-season games. The first three games of the regular season will be pre-empted by WGN's coverage of the baseball Chicago Cubs.

Play-by-play and color will again be handled by Jack Brickhouse and Irv Kupcinet, respectively.

The in-game sponsors that tried Bears football for many years and liked it: Standard Oil Division of American Oil (through D'Arcy, MacManus Advertising) which bought one-third; G. Heileman Brewing (Campbell-Mithun) which picked up one-third, and Household Finance (Needham, Harper & Steers) which bought the other third.

Standard Oil has been in the Bears line-up for 27 consecutive years, Heileman Brewing for 12 straight years, and Household Finance for four years.

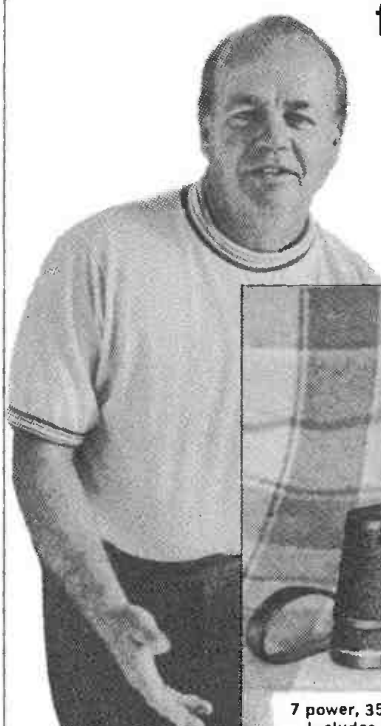
All regular-season games, with the exception of the final one, will be followed by *The Sports Scoreboard* with Jack Brickhouse and *Football Review* with Mike Pyle and Marty McNeeley. All the regular-season games will be preceded by a 15-minute *Mike Pyle Show* and *Football Warm-Up* with Jack Brickhouse.

WGN expects to announce the *Scoreboard* sponsor soon. Clientele in the other pregame and postgame programs include Robert Hall (Arkwright), Pentel (Meyer-Fredricks), Horn Motor Sales (Sander Rodkin), Cotter & Co. (Home Marketing Associates), Sun-Ford Hopkins Co. (direct), and Plywood Minnesota (Dale E. Hoshell).

WBBM-TV Chicago will telecast six pre-season games which are thus far 80% sold. Sponsors are to be announced shortly, WBBM-TV said.

Brent Musburger will do play-by-play

Ray Scott says: "We'll give you these super football binoculars. FREE!"



Ray Scott, selected the nation's best sportscaster by his peers, invites you to program America's best radio football show.



7 power, 35mm Sportview wide angle with new Insta-Focus. Includes case. By Bushnell, division of Bausch & Lomb.

Free with purchase of Computer Kickoff

To honor the fifth big year of this unique radio series, we have a great offer. When you purchase Computer Kickoff for your station, we will send you these marvelous binoculars.

Computer Kickoff projects football scores (both who will win and the score) with uncanny accuracy. Our computer's incredible record: 82% correct winners of nearly 3,000 games in four years. The computer input is from a secret mathematical formula.

Ray Scott, who covers the pros for TV, has fun disputing our electronic brain-bank but even Ray seldom wins.

Starting Sept. 11, we air-mail a weekly tape for Wednesday arrival. Each tape contains four program units for unlimited play:

Weeks of		Length (mins.)
Sept. 11-Jan. 8	Pro (all games)	04:30
Sept. 11-Jan. 8	Pro (top games)	02:15
Sept. 11-Nov. 27	College (regional)	04:30
Sept. 11-Nov. 27	College (national)	02:15

Last year nearly 200 stations carried Computer Kickoff.

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In high school, she was a cheerleader. In college, she was chosen one of the ten most beautiful girls. And in Delta's tough stewardess school, she averaged 97 on her daily exams.

Which goes to show she's cheerful, sociable, pretty and bright. As every Delta passenger who's flown with her knows. Even without reading this ad.

Delta is ready when you are.



and former Bears player George Connor will handle color.

Detroit Lions

WJR(AM) Detroit will broadcast 14 regular-season games of the Lions this year but only one of the team's six exhibitions because the other five conflict with end-of-season Detroit Tigers games. WDEE(AM) Detroit will broadcast two of the five remaining exhibitions and the other three will be handled by WILS(AM) Lansing, WTRX(AM) Flint, both Michigan, and WCWA(AM) Toledo, Ohio.

WJR will send the games out to a 35-station network in Michigan, Indiana and Ohio and is in the second year of a three-year contract with the Lions. Van Patrick does the play-by-play and Bob Reynolds the color.

Sponsors signed so far include Marathon Oil (Campbell-Ewald), Detroit Bank & Trust (Ross Roy), Ford Motor (J. Walter Thompson) and Stroh Brewery (Doyle Dane Bernbach). Planned are two 10-minute pregame shows, *The Joe Schmidt Show* and *Pro Football Today*, and two 10-minute postgame programs, *The Bob Reynolds Show* and *Scores and Highlights*. Sponsorship will be shared by Household Finance

The world of Wold. Broadcasters of some 10 pro football schedules and a number of college schedules will call on Robert Wold Co., Los Angeles, for necessary technical facilities. The Wold company provides such services to football broadcasters, allowing stations to originate road game broadcasts for feed back to home markets. Wold also sets up regional networks for football.

Last year Wold ordered all facilities for radio broadcasts of the Chicago Bears (WGN), Houston Oilers (KILT), Denver Broncos (KOA), San Diego Chargers (KDEO), Los Angeles Rams (KMPC), San Francisco 49ers (KSFO), Washington Redskins (WMAL) and Oakland Raiders (KNEW). This season, Wold expects to handle these same schedules plus the Buffalo Bills (WKBW) and Cleveland Browns (WHK).

In college football, Wold will handle facilities for broadcasts of the University of Southern California (KFI Los Angeles), UCLA (KMPC Los Angeles), Stanford (KSFO San Francisco) and University of Colorado (KOA Denver), among others.

Wold owns radio rights to Washington State University football for 1972. The firm has hired Bob Robertson, sports director of KVI(AM) Seattle, for play-by-play and has set up a network of about 20 stations. Network stations get one-half to sell locally. On a network basis, Wold has sold one-quarter to Ford Dealers of the Northwest, through JWT.

Wold also produces the *Computer Kickoff*. The weekly series, which amounts to an electronic football forecast, is expected to be cleared by some 200 radio stations.

Corp. (Needham, Harper & Steers) and Union Carbide (William Esty). A halftime-scoreboard show will be sponsored by Michigan Mutual Liability (Gray & Kilgore).

Three of the Lions exhibitions will be televised by WJBK-TV Detroit, two live and one on delay. Play-by-play men and participating sponsors are to be announced shortly.

Green Bay Packers

WTMJ(AM) Milwaukee, which has become synonymous with all major sports in the area, will be back with the Packers this season. Its association with the pro football club began with the Packers' first championship in 1929 and, except for two years, has continued since.

This year's six exhibitions and 14 regular-season games will be fed to a network of about 40 stations in Wisconsin and upper Michigan. Play-by-play will again be done by Jim Irwin of WTMJ and color by Gary Bender of WTSO(AM) Madison, Wis.

Sponsors up to mid-July were Pabst Brewing (through Kenyon & Eckhardt), M&M Candy (Bates) and John Deere (Gardner).

Pregame and postgame shows with Messrs. Irwin and Bender are planned with Packers coach Dan Devine on the pregame segments. These features are being made available for local sale by network stations.

WLUK-TV Green Bay, in the first year of a two-year contract, will feed a two-station regional network with six preseason games, three live and three delayed. Sponsorship of games will be on a participating basis, as will an Aug. 27 half-hour pregame show.

Bob Schultz will handle play-by-play and the Packers' publicity director, Chuck Lane, will do color.

Minnesota Vikings

KSTP(AM) Minneapolis-St. Paul will once again feed all five preseason games and 14 regular-season games to a network of some 70 stations in six states. The play-by-play announcer will be Joe McConnell; the color man, former Green Bay star Paul Hornung.

Sponsors will be Twin City Federal Savings & Loan (through Colle & McVoy), Sears, Roebuck & Co. (Mark Zelonovich) and Chrysler-Plymouth Dealers (Y&R).

Sunday will again be Vikings Day, with three hours of pregame broadcasts and two hours of postgame shows. The programs are keyed to a Minnesota tradition, the "tailgate" parties of fans who drive long distances to attend the games and who lunch with friends in the stadium parking lot—sometimes in sub-zero weather.

The segments include *The Pregame Tailgate Show* (two and one-half hours), *Grandstand Quarterback*, *The Bud Grant Show*, *The Point After Show* and *The Postgame Tailgate Show* (90 minutes). The "tailgate" shows will be run by former Viking star Paul Flatley, and will include interviews, reports from around the league, traffic reports, sports results and the like.

KSTP-TV Minneapolis-St. Paul will telecast four preseason games. Tom Ryther will do play-by-play; the color man was still to be selected as of last week. *Vikings Countdown*, a pregame show, will be telecast.

NFC—Western Division

Atlanta Falcons

Since 1966 the Falcons have known no other radio home than WQXI(AM) Atlanta. It'll continue that way this season in the third year of the current three-year contract. The entire preseason and regular-season slate will be fed to at least 50 stations of a regional network in Georgia, Florida, North Carolina, South Carolina, Tennessee and Alabama.

For the seventh straight year, Jack Hurst will do the Falcons play-by-play. Jimmy Orr, former Baltimore Colt, will be on color for the second year.

Play-by-play sponsors will be First National Bank (through Cargill, Wilson & Acree), Standard Oil of Kentucky (BBDO), M&M Candy (Ted Bates) and The Atlanta Dodge Dealers (BBDO).

The Coach's Show, a 15-minute pregame interview of coach Norm Van Brocklin by Mr. Hurst will be sponsored by Bryant Industries (Mark Ad Inc.).

The Pregame Show, the 10 minutes prior to kickoff and featuring Messrs. Hurst and Orr, has been bought by Union Carbide (William Esty) and Ellman's of Atlanta (McDonald & Little). Union Carbide and Ellman's will also sponsor the 10-minute *Postgame Show*.

A final 10-minute segment, *The Locker Room Show* with Mr. Orr interviewing Falcons after the game, has been taken by Capitol TV Service (direct).

All, except *The Coach's Show*, will be fed to the Falcon network.

WQXI-TV Atlanta will telecast five of the Falcons preseason games. Play-by-play announcers will be Don Criqui (for three games) and Bud Campbell (two games).

Sponsors signed so far include Standard Oil, DeKalb County Federal Savings & Loan, Atlanta Gas Light Co. and Walnut Mountain Estates. No pregame or postgame TV shows are planned.

Los Angeles Rams

KMPC(AM) Los Angeles will cover the full Rams slate of preseason and regular-season contests and feed the play-by-play to a radio network of 20 other stations. Included in the network are four stations in Arizona, one in Nevada and one in Hawaii.

Rams football on KMPC and the special network will be sponsored by Household Finance (Needham, Harper & Steers); Continental Airlines (also NH&S); Southern California Datsun (Parker Advertising); Standard Oil (BBDO), and Anheuser-Busch (D'Arcy, MacManus, Intermarco).

The pregame and postgame shows, *Ram Warm-Up* and *Ram Report*, will be presented by Colonel Sanders (Kauffman & Associates); and Sears (Star Advertising).

The Ram coach's *Tommy Prothro Show*, which will precede each Ram broadcast on KMPC and possibly other stations. It will be sponsored by Gillette Platinum Plus (Morgate Agency). Harris & Frank (Bob Svenson Agency) is to present the *Post Game News Summary*. Dick Enberg, Dave Niehaus and Steve Bailey will again make up the KMPC broadcast team.

Four of the preseason games to be played by the Rams will be carried on a delayed tape basis by KNXT(TV) Los Angeles. Gil Stratton and Don Paul will return to report the action and color.

New Orleans Saints

All six exhibition and 14 regular-season games of the Saints will be covered again by WWL(AM) New Orleans under a new contract announced last February. A total of 35 stations have definitely signed for a regional network with the possibility that the number may reach 40.

Bill McColgon will do play-by-play. Jim Taylor will be on color.

In-game sponsors for one-quarter each are: DeVoe Paints (through Doe-Anderson), Mars candy (Ted Bates), Burger King (direct) and Texaco (Benton & Bowles).

Berner's Inc., local retailer (Bill Elliott Advertising) which bought the pregame show in 1971 and Union Carbide (William Esty) which sponsored the postgame show last season, will again pick up the tabs for those radio programs. Both will be fed to the regional network.

WWL-TV New Orleans will telecast the Saints' six preseason games, with John Ferguson handling the play-by-play and Steve Stonebreaker the color. Sponsors are Burger King, Shell Oil, Old Milwaukee beer, Eden Isles (real-estate developer) and McKinnon Chevrolet, with a one-eighth sponsorship still open as of last week.

San Francisco 49'ers

KSFO(AM) San Francisco will be back for 16th consecutive season originating play-by-play coverage for 13 stations on a so-called Golden West Radio Network. In all, six preseason and 14 regular-season games will be carried with Lon Simmons returning to call the game action and former 49er player Gordon Soltau handling the color report.

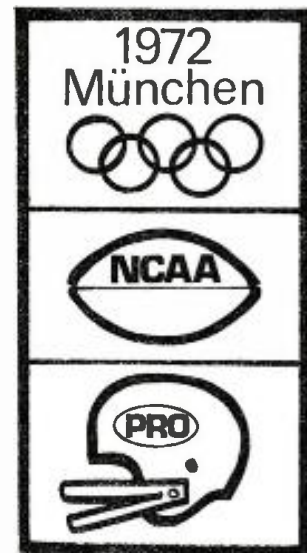
With the football schedule starting so early and with KSFO also committed to San Francisco Giants baseball games, several conflicts will take place. On Aug. 13 and 27 and on Oct. 1, 49er games will follow Giants baseball by tape delay.

Play-by-play sponsors, with each taking one-fifth sponsorships, are: Bank of America (through D'Arcy/MacManus/Intermarco); Standard Oil (BBDO); Roos/Atkins stores (Argonaut & Associates); Chevrolet (Campbell-Ewald) and Metropolitan Life (Young & Rubicam). Pregame and postgame programs will have American Bakeries (A/Media) and Air California (Pereira Advertising) as alternating sponsors.

KTVU(TV) Oakland-San Francisco will televise the Aug. 5 preseason game between the New York Jets and the 49ers from New York at 5 p.m. The station's other televised game of the season is set for Aug. 19, a night game when the 49ers meet the Chargers at San Diego. No announcers have been set. All advertisers will be on a participating basis.

(This special report was principally written by Frederick M. Fitzgerald, senior editor, Washington, with assistance from the bureaus.)

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BASIC ABC AFFILIATE

Feeling its oats, ABC redesigns broadcasting operations

TV and radio are separated; radio man Schwartz will head TV; Neal will run radio; programing is taken out of network area with Starger at the helm and an eye toward future expansion

A basic restructuring of the ABC broadcast division, with Walter A. Schwartz named to head all TV operations and Harold L. Neal Jr. all radio operations—and with the TV program department and planning/development functions taken out of the TV network and set up as independent units—was announced last week by Elton H. Rule, president and chief operating officer of the parent, American Broadcasting Companies Inc.

Mr. Rule, speaking after the ABC board had approved the changes on Monday (July 17), said they were designed to enhance the performance of all ABC broadcast operations at a time when all those operations were “already doing well” and the company was in its strongest position ever, and thus to insure substantial future gains “in all areas from operations to earnings.”

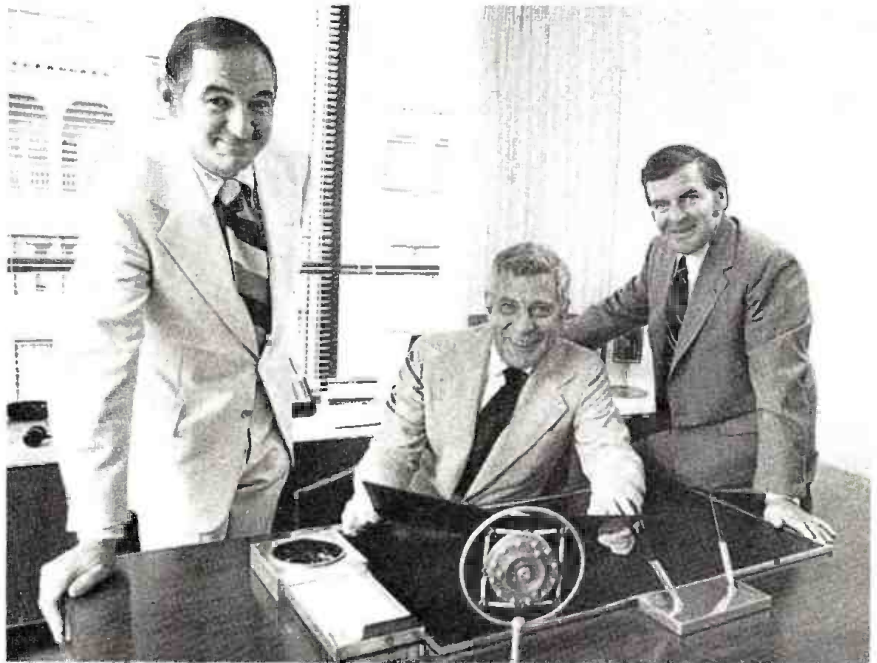
Mr. Schwartz, president of four-service ABC radio network since 1967, becomes president of ABC Television. Reporting to him are the ABC-TV network, headed by James E. Duffy; the program department of the TV network, reconstituted as ABC Entertainment with Martin Starger, who has been vice president in charge of ABC-TV programing, as its president; a new unit known as ABC Television Planning and Development with Frederick S. Pierce, who has been vice president for planning and assistant to the president of the ABC-TV network, as vice president in charge; ABC Owned TV Stations, which will continue to be headed by President Richard A. O’Leary, and ABC Sports continuing under the presidency of Roone Arledge.

Mr. Neal, president of ABC Owned Radio Stations since 1963, becomes president of ABC Radio. Reporting to him are the ABC radio network, with Edward F. McLaughlin, vice president and general manager of ABC’s KGO(AM) San Francisco, brought in to succeed Mr. Schwartz as president; ABC-Owned AM Radio Stations with Charles A. DeBare, vice president for legal and business affairs for the ABC radio network and ABC-owned radio and TV stations, coming in as president; and ABC FM Spot Sales and ABC-Owned FM Stations continuing under vice presidents Martin Percival and Allen Shaw respectively.

In an unrelated announcement, Ellis



The television side. This is a key part of the executive echelon that emerged last week in charge of the television activities of the American Broadcasting Co. The man at the helm is Walter A. Schwartz (seated, second from right), new president of ABC Television. From left: James E. Duffy, president of ABC-TV; Frederick S. Pierce, vice president in charge of ABC Television Planning and Development, and Martin Starger, president of ABC Entertainment. Not on hand to be pictured: Roone Arledge, president of ABC Sports, and Richard A. O’Leary, president of the ABC-Owned Television Stations, who also report to Mr. Schwartz.



The radio side. The man in the middle is Harold L. Neal Jr., new president of ABC Radio. With him are Edward F. McLaughlin (l), named president of the ABC Radio Network, and Charles A. DeBare, named president of the ABC-Owned AM Radio Stations. Also reporting to Mr. Neal are Martin Percival, vice president of ABC-FM Spot Sales, and Allen Shaw, vice president, ABC-Owned FM Radio Stations.

O. Moore, public-relations vice president for the ABC broadcast division, was named public-relations vice president for ABC Inc., reporting to Mr. Rule, and Richard L. Freund, labor-relations vice president for the broadcast division, was named labor-relations vice president for ABC Inc., reporting to Everett H. Erlick, senior vice president and general counsel of ABC Inc.

Irving Novick, labor-relations director

for the broadcast division since 1962, was subsequently named to succeed Mr. Freund as vice president and director of labor relations for the division. Mark Roth, an ABC general attorney for eight years, succeeds Mr. DeBare as vice president and general attorney for ABC owned stations and the radio network.

The restructuring came as a surprise, and it contained two especially surprising elements: (1) the choice of Mr.

Schwartz, a veteran radio executive, as head of television, particularly since it meant skipping over Mr. Duffy, whose ABC-TV presidency has been marked by considerable progress that is expected to make 1971 the first profitable year for ABC-TV networking since 1961, and (2) the transfer of two traditional network functions, planning and development and especially the bedrock network function of programing, from the network structure into independent status of their own.

Of the selection of a radio executive for the top TV post, Mr. Rule said that "there are no great secrets about television that are hidden from radio," and of Mr. Schwartz in particular he emphasized that "he is a top-flight executive," a "broadcaster" as distinguished from a "radio" man, and a veteran with "great expertise" with stations and groups and in other areas where radio and TV lines often cross.

ABC executives from Mr. Rule down praised Mr. Duffy unstintingly and insisted he had not suffered demotion either from being passed over for the top TV job or from having the programing department and planning functions taken out of the network organization. Reports persisted that top management, to show its regard for Mr. Duffy and his performance, had taken the unusual step of offering him a contract, reportedly for a two-year period.

Mr. Rule, in an interview, may have indirectly given some of the rationale for the changes while recalling some of his own experiences as president of the ABC-TV network from 1968 to March 1971. The pressures on the president, he remembered, are so heavy and from so many sources, seemingly all at once, that "sometimes you have trouble remembering your name."

It was also during his network presidency, he said, that he came to appreciate that network program departments had far outgrown their original concepts. "The program department is so big and so complex that it's not a program department any more—it's a film and tape-production company," he said. "We produce more programs than some major studios."

Thus in one swoop the restructuring took some of the pressures off the network presidency and at the same time established the programing department as an independent center on its own. In the process, Marty Starger, as president of the new ABC Entertainment, gets further recognition for his role as network programing chief, as well as added prestige and authority. The department also "becomes responsible for its own financial destiny."

In practice, however, Mr. Rule doesn't regard this change as representing "as dramatic a departure as it looks at first blush." Program scheduling will still be handled by the program board, made up of the TV network's major department heads, subject to final approval by Mr. Rule, who has been an ex officio member of the board, and by Leonard H. Golden-son, ABC Inc. chairman and chief executive officer.

The network president has been chairman of the program board in the past, but

Money-maker. Broadcasters enriched the FCC's coffers by nearly \$9.8 million during fiscal 1972, and cable interests by \$1.6 million, the commission announced last week. Those figures were disclosed in a public notice announcing the total amount in fees collected by the commission's six bureaus during the fiscal year.

In total, the commission received \$23,981,361 during the period, an increase of \$8 million over fiscal 1971—the first year of operation under the commission's new fee schedules.

According to the commission's notice, each bureau took in the following amounts: Broadcast Bureau \$9,688,547; Chief Engineer \$335,947; Cable TV Bureau \$1,616,059; Field Engineering Bureau \$1,557,567; Safety and Special Bureau \$6,803,065; Common Carrier Bureau \$3,979,759; miscellaneous \$417.

Mr. Rule plans to take that role for the foreseeable future. Presumably it will go eventually to Mr. Schwartz, but the intricacies of programing and counterprograming are so great that, as Mr. Rule put it, "Wally couldn't be expected to just walk in and take on this from the beginning."

Mr. Duffy continues as a member of the program board, as does Mr. Starger. The board is also being expanded to include, in addition to network department heads, Elmer Lower, president of ABC News, President Arledge of ABC Sports and President O'Leary of ABC-Owned TV stations.

The assigned responsibilities of the new ABC Entertainment unit are "providing entertainment programing for the TV network as well as developing various other entertainment productions." Network programing will undoubtedly be the bulk of its work for the immediate future, although some sources mentioned programing for video-cassette players as an ultimate area of diversification. For some time, ABC has had an agreement with Britain's Associated Television (ATV) looking to production of cassette programing.

With the changes, Mr. Duffy's responsibilities embrace network sales, affiliate relations, advertising and promotion. He will also continue to act as spokesman for the network on industry, public and related issues.

Pressures like those that Mr. Rule spoke of in reference to his tenure as network president presumably also figured in the decision to put the broadcast division under two presidents, one for TV and one for radio, rather than put it all under a single executive, as it was when Mr. Rule headed the division from March 1971 until he was elected president of ABC Inc. in January of this year.

Mr. Schwartz has had a record of success both as president of the ABC Radio Network and its innovative four-network-service concept, which is expected to make the network division profitable this year for the first time in many years, and as a station operator at ABC-owned WABC(AM) New York and in various

management and sales posts at Westinghouse and other stations extending back to 1955.

Mr. Neal, his radio counterpart in the new structure, also has a record of success spanning nearly 30 years, all of them with ABC. He, too, is a former general manager of WABC having preceded Mr. Schwartz in the post, and is credited with a key role in making the station one of the highest-rated in the U.S. As president of ABC Owned Radio Stations for the last nine years, he has led what is generally regarded as one of the most profitable AM radio groups in the country and also pushed FM by separating AM-FM station management and creating a separate FM stations division and FM spot-sales unit.

Rallying around the WMAL decision

What was called precedent is used as precedent in replies to challenges to Philadelphia renewals: A station's service area is not just the city of license

Communications attorneys are already embracing the legal groundwork laid by the U.S. Court of Appeals in Washington in its decision three weeks ago upholding the license renewal of WMAL-TV Washington. Such indications were available in several filings at the FCC last week in which challenged Philadelphia licensees responded to petitions to deny filed against their facilities earlier this month (BROADCASTING, July 10).

In its WMAL-TV ruling, the court is seen to have upheld the existing FCC policy of affording licensees substantial discretion in the areas of programing, employment and community-needs ascertainment—the three issues that have consistently been under attack by challenging citizens groups in license-renewal proceedings. And in so doing, it was contended in the broadcast filings last week, the court nullified several popular challenger arguments.

One such argument has been that a licensee is required to gear an amount of his programing to the minority audience proportionate with the percentage of minorities in the city of license. The court's ruling on this issue, however, was that the licensee is equally obligated to serve all those living within his entire coverage area. This point was emphasized last week by WPHL(TV) in responding to a black group that contended since Philadelphia's total population is 33.6% black, that station should have dedicated 33.6% of its programs (rather than the alleged 13%) to its black viewers.

WPHL stated that, based on the WMAL opinion, it is obligated to serve all those in its Area of Dominant Influence, the population of which is only 14.5% black. Therefore, the station claimed, its past performance "satisfies even petitioners' mechanised approach."

Essentially the same argument was advanced by several licensees included in

a petition by a group calling itself the Communications Coalition, which requested that the commission force 28 of the city's 36 broadcast stations to cease operating in violation of the equal-employment requirements. The gist of that petition was that since the named stations do not look to the black community for 33.6% of their work forces, they are guilty of employment discrimination on the basis of race (the group arrived at this conclusion through the submission of statistical data compiled from the individual stations' equal employment affirmative-action plans on file at the FCC). The feeling among the licensees responding last week was that the court refuted this argument in *WMAL*. What's more, Metromedia Inc., in response to the Communications Coalition petition, claimed that the equal-employment provisions (section 403 of the Communications Act) "vests no right to third parties." This means, Metromedia claimed, that the coalition's petition must be denied since it fails to show that the petitioners will be directly harmed by renewal of the licenses of Metromedia's *WIP(AM)-WMMR(FM)*, or any of the other stations named in the brief. Metromedia claimed that the petition did not include a single affidavit from an individual alleging discrimination against himself by any of the affected stations.

This opinion was shared by two other stations named in the petition, *WPBS(FM)* and *WWSH(FM)*. Stating that documents it has previously filed with the commission demonstrate that it has complied with the equal-employment rules, *WWSH* suggested that the coalition apparently feels compliance is not sufficient proof that a station warrants renewal. *WPBS* emphasized another point: Taking into consideration the rapid turnover of employees inherent in the broadcast industry—particularly at small outlets such as *WPBS*—it would be "both unfair and unrealistic" to conclude that a station has discriminated against a particular minority group solely on the basis of statistical data covering one short period of time. *WPBS* claimed that "merely to file a statistical report without asserting any individual acts of discrimination does not constitute any basis for commission action."

Also responding at the commission last

week were five stations challenged by a black group named Concerned Communicators. All five argued that the petitions the group filed against them should be dismissed because they did not conform to FCC filing procedures. The stations, CBS's *WCAU-AM-FM-TV* and *WHAT(AM)-WWDB(FM)*, claimed Concerned Communicators had violated the technical filing requirements on several grounds, including its alleged failure to include a certification of service with the petitions, untimely filing and failure to provide the stations with a copy of the petition at the same time it was filed at the FCC. Those points were made two weeks ago by *WDAS-AM-FM*, which were challenged by the same group (*BROADCASTING*, July 17). In addition, *WHAT-WWDB* claimed that there is a "serious question" as to whether Concerned Communicators tampered with some of the affidavits it submitted with its petitions. It noted that virtually all of the affidavits accompanying the various petitions the group filed were identically worded. And although each of these documents was apparently signed by the individuals from which they originated, the stations said, blank spaces were left for call letters and other information, which were subsequently penned in—presumably by another person, since a different color ink was used and the handwriting styles were different.

Schroeder is told to give something up

The general manager of *WORV(TV)* (formerly *WOOD-TV*) Grand Rapids, Mich., was given a choice by the FCC last week—to dispose of his 51% interest in *WOOD Broadcasting Inc.*, licensee of *WOOD-AM-FM* Grand Rapids, or terminate his employment at the TV station.

Last December the commission granted the purchase of *WOOD-AM-FM* from Time-Life Broadcast Inc. (which retained *WOOD*) by *Wood Broadcasting* on the condition that the TV station's general manager, Willard Schroeder, within 120 days would either resign from his post or resolve the cross-interest situation.

WOOD Broadcasting had advised the FCC that Mr. Schroeder wanted to continue as general manager of the TV station for two to four years to complete

his TV career and to provide for management continuity during the early tenure of McGraw-Hill Inc., which had contracted to buy *WOOD-TV* from Time-Life. It said the voting rights of Mr. Schroeder's radio stock had been placed in a five-year trust that could be terminated any time prior to June 21, 1976, if Mr. Schroeder ceased to be general manager of the television station.

The commission last week said that the voting trust arrangement does not eliminate the violation of the cross-interest policy. And it pointed out there is no need to provide continuity of management of *WORV* since the sale of the station to McGraw-Hill will not be consummated. (To settle a protest by minorities, *WOOD-TV* was taken out of a transfer of all Time-Life television stations to McGraw-Hill.)

Other side tries for Nixon's ear

Citizen groups and their attorneys ask President to hear their views, as he heard broadcasting executives

Representatives of citizen groups and lawyers who have represented them have written President Nixon to request, in effect, equal time.

The President and several of his aides concerned with communications matters, the citizen groups noted in their letter last week, met last month with 30 executives of major broadcast companies who expressed their views on many issues of concern to them, including the rising number of challenges to license-renewal applications (*BROADCASTING*, June 26).

Now, said the citizen groups, all of whom have participated in license-renewal challenges, it would be appropriate for those whose views differ significantly from those of the industry to meet with the President. Besides license-renewal matters, the letter noted reports that the broadcasters had discussed counteradvertising and cable television with the President or his aides.

There was no immediate comment from the White House.

The letter's signatories include representatives of blacks (Black Efforts for Soul in Television and the Black Coalition on Fair Media), chicanos (The Colorado Committee on Mass Media and the Spanish Suramed and the Mexican American Legal Defense Fund), a women's group (National Organization for Women), a parent group (Action for Children's Television), and lawyers who have represented them, Janice Goodman, of the Center for Constitutional Rights; Earle K. Moore, counsel for the Office of Communication of The United Church of Christ; Tracy Westen, of the Stern Community Law Firm; Geoffrey Cowan, of the Center for Law and Social Policy; and Albert H. Kramer and Robert Jay Stein of the Citizens Communications Center.

BEST's William Wright last week noted that there were no black, chicano or female broadcasters at the President's

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Grassroots persuasion. Whenever an FCC commissioner shows up at a broadcasters' meeting, the local radio station is under orders to grab him and whisk him on a tour of the facilities. That's a project instituted by Charles F. Jones, director of the Radio Information Office of the National Association of Broadcasters. Two weeks ago, at the

Colorado Broadcasters Association meeting at Aspen, Colo., KSPN(FM) followed orders. Here, in picture on the left, new FCC Commissioner Ben L. Hooks (second from left) is being given the treatment by (l to r) Stephen A. Heater, general manager; Jon L. Busch, station manager, and Cathy Grady, news director, who is editing copy

while on the telephone. In the right-hand picture, FCC Commissioner Charlotte Reid (r) is being shown KSPN's music-library facilities by (l to r) Messrs. Busch and Heater and A. Donovan Faust, vice president-station operations for GE Stations; Mr. Faust makes his headquarters at GE's KOA-AM-FM-TV Denver.

meeting "even though participation by minorities in broadcasting was one of the central issues of discussion."

In their letter, the groups sought to counter what they said was the broadcasters' argument that license-renewal challenges constitute a threat to the broadcast industry's "stability and profitability." The letter said that "no more than two or three broadcasters have lost their licenses as a result of citizen participation" and that the effect of that participation has been the establishment of a dialogue between the broadcaster and his community that permits "previously disenfranchised segments of the society to participate in controlling the media's impact on their lives."

They also said that their participation in the regulatory process not only results from the "failure of broadcasters generally to tailor their broadcast operations to local concerns" but "has been condoned and approved by the courts," including judges nominated by President Nixon—Chief Justice Warren E. Burger and District of Columbia Circuit Judge Malcolm R. Wilkey.

"Just as the regulatory processes must reflect divergent viewpoints," the letter concludes, "so too must there be an opportunity for different perspectives to be directly heard at the presidential level."

Broadcasters urged to political action

NAB leaders say it's needed to protect licenses, advertising

License renewal and counteradvertising are the broadcasters' two big battles in Washington—and it's beginning to look as if they might be won. That was the word of Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the National Association of Broadcasters, to the New York State Broadcasters Asso-

ciation meeting in Cooperstown, N.Y., last week.

"These are the two areas that the NAB is concentrating its fire power on," Mr. Chapin said. "We are not ignoring other areas, but these two are labeled 'must win' at NAB headquarters." And, he added, there are encouraging signs in Congress on license renewal legislation, as well as in newspaper editorial support against counteradvertising.

The role of the broadcaster in political action was discussed by Andrew M. Ockershausen (Evening Star Stations, Washington), who is chairman of the NAB's radio board, and by Robert E. King, Capital Cities Broadcasting Corp. Both termed the forthcoming broadcasters' political-fund committee as essential for the preservation of the free-enterprise system of broadcasting, and as enlightened self-interest.

The threat of the loss of over-the-counter drug advertising to television (see page 16) was termed "a serious matter" by Norman E. (Pete) Cash, president of the Television Bureau of Advertising.

New additions to Pastore subcommittee

Hollings goes aboard to push for passage of renewal bill; Beall also joins Senate unit

The Senate Commerce Committee has expanded the membership of its Communications Subcommittee with the addition of Senators Ernest F. Hollings (D-S.C.) and J. Glenn Beall Jr. (R-Md.).

Senator Hollings, a member of the Commerce Committee since he began his Senate career in 1966, had requested membership on the subcommittee. He has expressed interest in broadcast legislation, particularly the National Association of Broadcasters' license-renewal bill.

Senator Beall had been seeking a slot on the subcommittee since he joined the Commerce Committee last fall.

The subcommittee, of which Senator John O. Pastore (D-R.I.) is chairman, now has seven Democrats and six Republicans.

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Bull session on bureaucracy. An overview of the broadcast regulatory scene, with emphasis on license renewals, counteradvertising and the new political-spending law, was presented at the New York State Broadcasters Association meeting last week in Cooperstown by panel members (l-r) Robert K. King, executive vice president, Capital Cities Broadcasting; Andrew M. Ockershausen, vice president and assistant general manager, Evening Star Stations and radio board chairman of the National Association of Broadcasters, and NAB officials Grover C. Cobb, executive vice president, government relations; John B. Summers, general counsel, and Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., joint-board chairman.

WNYS-TV control goes to Outlet

Settlement with minority group precedes government approval

The Outlet Co., Providence, R.I.-based group broadcaster, last week received FCC approval to acquire control of W.R.G. Television Inc., licensee of WNYS-TV Syracuse, N.Y. The transaction is for Outlet stock valued at \$4.8 million.

Outlet is acquiring the stock of four of five companies that operate the joint-

venture licensee. The companies involved are W.R.G. Baker Inc., which owns 40%; Six Nations Broadcasting Co., 20%; Onondaga Broadcasting Co., 18%, and Salt City Broadcasting Co., 2%. Outlet already owns half of Salt City and is acquiring the other half. When the sale is consummated Outlet will own 80%. A fifth company, Syracuse TV Inc., is retaining its 20% interest.

Outlet, a publicly held company, owns WJAR-AM-FM-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla., and KSAT-TV San Antonio, Tex. It also owns a chain of department stores and has 75% in-

terest in Com-Cable TV Inc., operator of CATV systems in California.

The FCC set the grant fee for the transfer at \$95,363.53. In the same action it granted WNYS-TV's license-renewal application. WNYS-TV, in channel 9, is an ABC-TV affiliate.

The renewal application had been opposed by the Syracuse Coalition for the Free Flow of Information in the Broadcast Media, which contended that WNYS-TV's programming failed to meet the needs of local minority and women's groups and that the station's hiring policy was discriminatory. But the petition to deny was withdrawn in June 1971, when Outlet agreed to provide a new 30-minute weekly program in cooperation with local minority and women's groups.

Changing Hands

Announced

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

▪ **KFI(AM)** Los Angeles: Sold by the estate of the late Earle C. Anthony to Cox Broadcasting Corp. for \$15.1 million (see page 14).

▪ **WFMS(FM)** Indianapolis: Sold by Martin Williams Sr. to Susquehanna Broadcasting Co. for an estimated \$500,000. Mr. Williams established WFMS as that city's first FM facility in 1957. Susquehanna, a York, Pa.-based group broadcaster, operates WSBA-AM-FM-TV York; WARM(AM) Scranton/Wilkes Barre, Pa.; WHLO(AM) Akron and WHLQ(FM) Canton, both Ohio; WICE(AM) Providence, R.I.; WGBB(AM) Freeport, N.Y.; WQBA(AM) Miami; WKIS(AM) Orlando, Fla., and WLQR(FM) Toledo and WLQA(FM) Cincinnati, both Ohio. WFMS operates on 95.5 mhz with 25 kw and an antenna 275 feet above average terrain. Broker: R. C. Crisler & Co.

▪ **WMOH(AM)-WHOH(FM)** Hamilton, Ohio: Sold by Hamilton Broadcasting Co. to Raymar Communications Inc. for \$550,000. Bill McRae, formerly vice president and national sales manager for HR Representatives Inc. and vice president, sales, WDVR(FM) Philadelphia, is president of Raymar. Richard Delaney, WDVR national sales manager, is vice president of firm. WMOH operates on 1450 khz with 1 kw day and 250 w night. WHOH is on 103.5 mhz with 3.36 kw and an antenna 255 feet above average terrain. Broker: R. C. Crisler & Co.

▪ **WWAB(AM)** Lakeland, Fla.: Sold by WWAB Inc. to David C. Blossman and Hugh Hughes for \$230,000. Truman A. Morris is president of the selling firm. Mr. Blossman has interests in WRKN(AM) Brandon, Miss.; KWCL(AM) Oak Grove, and WARB(AM) Covington, both Louisiana. Mr. Hughes is general manager of WMAG(AM)-WQST(FM) Forest, Miss. WWAB operates on 1330 khz with 1 kw day. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week



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72-33

(for other FCC activities see "For the Record," page 77).

▪ **KRCH(FM)** St. Louis: Sold by Foreground Music Inc. to Bartell Media Inc. for \$650,000. Bartell, which is controlled by Downe Communications Inc., operates **WOKY(AM)** Milwaukee, **WCBQ(AM)** San Diego, **WADO(AM)** New York, **WMYQ(FM)** Miami and **WDRQ(FM)** Detroit. **KCRH** is on 98.1 mhz with 100 kw and an antenna 225 feet above average terrain. Broker was R. C. Crisler & Co.

▪ **KBBQ(AM)** Burbank, Calif.: Sold by estate of George E. Cameron Jr. to Burbank Broadcasting Co. for \$2.2 million. Burbank Broadcasting is a partnership of 14 southern California businessmen and civic leaders. E. H. Bookasta, realtor/developer; Dr. Manuel De J. Castillo, surgeon; Joe A. Gonsalves, state assemblyman; Jack P. Gonsalves, founding director of United Dairyman's Association; Neil and Sam Visser, partners in Visser Bros. Dairies; Anthony and Kathleen Coldeway, owners of a chain of auto speedways; Robert L. Goe Sr., president of Economic and Environmental Development Corp.; Michael A. Colicigno, legislative advocate; Chet Dowling, TV writer-producer; Peter Prestininzi, lumber and business executive; Edith S. C. Mitchell, vice president, Honduras Inc. **KBBQ** operates 1500 khz with 10 kw day and 1 kw night.

▪ **KRUX(AM)** Glendale and **KTXT(AM)** Tucson, both Arizona: Sold by Leland Bisbee Jr. and others to Arizona Lotus Corp. for \$1.36 million. Mr. Bisbee has less than a 2% interest in Triad Stations Inc., licensee of **WFRL(AM)**-**WELL(FM)** Freeport, Ill., and **WALM(AM)** Albion and **WALM-FM** Marshall, both Michigan. A petition filed by Phil Richardson, who claimed he had an option to purchase a 5% interest in licensee and requested that the sale be held up pending resolution of the ownership question, was denied by the FCC, which claimed the issue was a matter to be decided by the local courts, not itself. Lotus was instructed to complete a modification of **KTXT**'s daytime directional pattern within 60 days of the sale's consumation. Buyer is owned by Lotus Theater Corp., licensee of **KWKW(AM)** Pasadena, Calif. Lotus theatres are wholly owned by Howard A. Kalmenson. **KRUX** is on 1360 khz with 5 kw day and 500 w-directional at night. **KTXT** operates on 990 khz with 10 kw day and 1 kw night.

▪ **WARD-AM-TV** Johnstown, Pa.: 50.2% sold by Benjamin C. Werk, Norman W. Sponseller and Dustin C. Lewis to John E. Gelormino for \$886,593. The FCC waived its one-to-a market rules barring single-interest acquisitions of TV-radio combinations in the same market in approving the sale, noting that the **WARD** stations are economically and technically interdependent (**WARD-TV** is on channel 19). Mr. Gelormino previously owned 49.8% of the stations and has no other broadcast interests. The commission's grant fee was set at \$17,732. **WARD-TV**, a CBS-ABC affiliate, operates with 215 kw visual and 21 kw aural and an antenna 652 feet above average terrain. **WARD-**

(**AM**) is on 1490 khz with 1 kw day and 250 w night.

▪ **WNYS-TV** Syracuse, N.Y.: 79% sold by W.R.G. Baker Television Corp. to The Outlet Co. for stock valued at \$4.8 million (see page 64).

No break for break-ups of AM-FM combinations

RKO gets FCC rejection slip for tax certificate for proposed 'voluntary' divestiture

The FCC has ruled that licensees who voluntarily divest themselves of radio stations in order to break up an AM-FM combination in the same market will not be issued certificates allowing them to avoid paying capital-gains taxes on the transaction.

The commission's action last Wednesday (July 19) came in response to a request for a declaratory ruling by group-broadcaster **RKO General Inc.** **RKO** has resolved to undertake a "corporate one-to-a-market plan" aimed at splitting up its AM-FM combinations ("Closed Circuit," June 19). It has AM-FM-TV combinations in Boston, Los Angeles, New York and Memphis and AM-FM operations in San Francisco and Washington. The firm asserted that its plan would be "more prudently" achieved if it were allowed a tax break on the various sales on which the plan would be contingent.

Under the commission's one-to-a-mar-

ket rules, the sale of a radio-VHF combination to a single interest is prohibited. A current rulemaking proposal would also require divestiture of such combinations. No prohibitions of AM-FM pairs, or like proposals, presently exist.

RKO had asked the commission to rule "that tax certificates will be issued, not only upon separation of aural and television facilities, but also upon disposing of any of the commonly held radio stations."

The commission ruled, however, that although it will authorize a tax break for the voluntary divestiture of co-located VHF-radio stations—and where necessary to comply with new policies on radio ownership—"the basic authorizing language of Section 1071 [of the Internal Revenue Code] never comes into play" in the case of AM-FM combinations.

TV is for broadcasting

Special interest, point-to-point programs are not "broadcasting" and therefore should not be offered over broadcast frequencies, the FCC ruled last week.

The decision came in response to a request by Spanish International Broadcasting Corp., a group UHF broadcaster, which had proposed to provide instructional and informational material on request to business interests. The programs would have been point-to-point communication for specific business purposes.

SIBC contended that the commission has previously authorized such special

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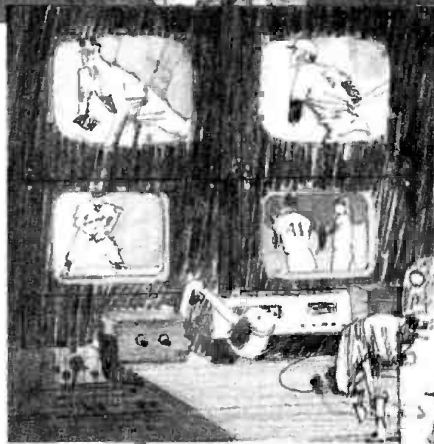
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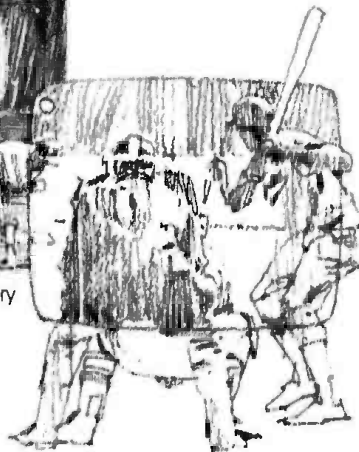
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Benjamin Lenhardt and Louis Kuppenheimer are deeply involved in CATV. Currently The First provides financing to several MSOs, plus a number of unit systems.

uses of the broadcast band, when it permitted subsidiary communications services in addition to regular FM broadcast service, and when it authorized Spanish-language programming. The company asked for one of two rulings: that special-interest programming such as it proposed is a "broadcasting service," or that SIBC be permitted to present the special-interest programs under a two-year waiver of the rules.

The commission denied both requests and rejected the reasoning behind them. It said that subsidiary communications service operates on a subcarrier of the main FM carrier, is transmitted simultaneously with regular programming, and does not disrupt that programming. As for Spanish-language programming, the commission said that it is a type of broadcast service, intended for reception by the general public.

The vote was 6 to 0, with Commissioner Benjamin L. Hooks not participating.

Media Briefs

Stark moves. Howard E. Stark, media broker has moved New York office: 445 Park Avenue 10022. Telephone remains (212) 355-0405.

To CBS Radio. KARM(AM) Fresno, Calif., has signed as affiliate of CBS Radio network.

Back to CBS. WUOK(AM) Cumberland, Md., reaffiliated with CBS radio network after two-year absence.

Better times for RCA

Sarnoff reports record sales, earnings, despite leftover losses from computers

RCA Corp. achieved record revenues and income in the second quarter of 1972, and sales in the first half also reached a new high.

Robert W. Sarnoff, RCA chairman, announced last week that the net income for the second quarter was \$40.1 million, a 14% rise over 1971 second-quarter earnings from continuing operations and 106% over reported net income for the same period. The reported net income for the 1971 period included a \$15.7 million loss from computer-related operations that were discontinued last September.

Revenues for the second quarter were \$925 million, a jump of 9% over sales of \$850 million from continuing operations in 1971's comparable period and slightly above the quarter's previously reported sales of \$903 million, including discontinued operations.

Mr. Sarnoff pointed out that revenues and income in the first half were substantially ahead of the 1971 period.

Revenues and income were reported to have increased comfortably for both the second quarter and the first half for all of RCA activities except for the Hertz Corp., whose profits dropped slightly from last year.

NBC revenues and income according to

Mr. Sarnoff, are running ahead of last year and "the strong improvement in NBC's daytime program structure produced a vigorous advertising response."

Additionally, Mr. Sarnoff said, "the economy's over-all performance is having a positive impact on RCA's diversified operations, particularly in consumer-related areas." Mr. Sarnoff concluded, "A continuation of this trend will contribute favorably to RCA's long-term goal of sustained sales and profit growth. We feel we are moving ahead at a good pace."

For the six months ended June 30:

	1972	1971
Earned per share	\$ 0.99	\$ 0.55
Revenues	\$ 1,850,000,000	\$ 1,689,000,000
Net income	\$ 76,400,000	\$ 88,200,000

Financial Briefs

Loan accord. Ampex Corp., Redwood City, Calif., which previously announced that it had completed interim working agreement to extend company credit position to June 30, now says new long-term loan accord has been reached with creditors. New agreement extends company's credit until July 31, 1974. It replaces interim agreement that has been in effect since April. Ampex had loss of \$89.7 million in fiscal 1972, which ended April 29 (BROADCASTING, July 17).

Cablecom-General Inc. Denver, reported decline in net income for current six-month period over same period last year because of "increased charges for interest, depreciation and other costs associated with the development of new CATV systems, together with a less than anticipated rate of growth in subscriber revenues in such systems." Cablecom is eighth largest CATV operator.

For six-month period ended May 31:

	1972	1971
Earned per share	\$ 0.12	\$ 0.19
Revenues	\$ 8,895,507	\$ 7,778,981
Net income	\$ 1,986,792	\$ 1,998,999

The Grass Valley Group Inc., Grass Valley, California, manufacturers of TV equipment, reported 39% increase in sales, 69% increase in net income for six months ended June 30:

	1972	1971
Earned per share	\$.28	\$.18
Sales	\$ 2,006,000	\$ 1,444,000
Net income	\$ 391,000	\$ 232,000

Scripps-Howard Broadcasting reported increases in revenues and income for six months ended June 30, 1972, compared with same period last year. For six months ended June 30:

	1972	1971
Earned per share	\$ 0.92	\$ 0.79
Revenues	\$ 12,731,801	\$ 11,607,657
Net income	\$ 2,380,273	\$ 2,037,500

Transamerica Corp., San Francisco-based diversified parent of United Artist Corp., reported record earnings for first half of 1972, including improved earnings from entertainment holdings.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.67	\$ 0.48
Revenues	\$ 956,089,000	\$ 770,725,000
Net income	\$ 45,410,000	\$ 32,285,000
Shares outstanding	67,213,000	66,795,000

Notes: Earned per share based on shares adjusted to reflect 4% stock dividend payable to stockholders of record July 6.

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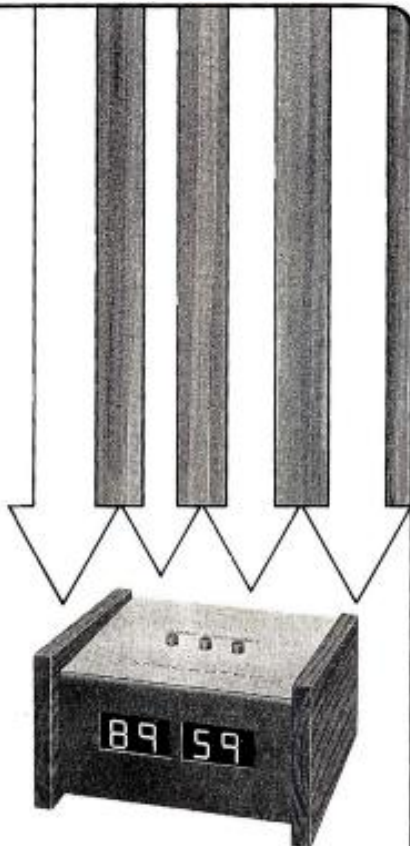
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Broadcasting										
ABC	ABC	N	74 1/2	76	- 1 1/2	- 1.97	78	51 1/4	8,418	627,141
ASI COMMUNICATIONS	ASIC	O	2	2 1/8	- 1/8	- 5.88	5	2	1,815	3,630
CAPITAL CITIES	CCB	N	59 1/2	58 3/4	+ 3/4	+ 1.27	64 1/4	48	6,446	383,537
CBS	CBS	N	55	54 1/8	+ 7/8	+ 1.61	57 7/8	45 1/2	28,096	1,545,280
COX	CDX	N	43 3/8	43 1/2	- 1/8	- .28	49 3/4	36 1/4	5,827	252,746
FEDERATED MEDIA	O		2 7/8	4 1/8	- 1 1/4	- 30.30	4 1/8	2 7/8	820	2,357
GROSS TELECASTING	GGG	A	16 3/4	17 1/4	- 1/2	- 2.89	23 7/8	12 1/4	800	13,400
LIN	LINB	O	12 7/8	13 1/2	- 5/8	- 4.62	22 3/8	12 7/8	2,296	29,561
MOONEY	MOON	O	10 1/2	11 5/8	- 1 1/8	- 9.67	11 5/8	4	250	2,625
PACIFIC & SOUTHERN	PSDU	O		13 1/2		.00	18 1/4	10 3/8	1,929	26,041
RAHALL COMMUNICATIONS	RAHL	O	16 1/2	17 1/4	- 3/4	- 4.34	29	8	1,037	17,110
SCRIPPS-HOWARD	SCRIP	O	22 3/4	21 1/4	+ 1 1/2	+ 7.05	27	18	2,589	58,899
STARR	SBG	M	26	25	+ 1	+ 4.00	28 1/4	15 1/2	1,182	30,732
TAFT	TFB	N	51 5/8	49 3/8	+ 2 1/4	+ 4.55	57 1/4	41 3/4	4,064	209,804
								TOTAL	65,569	3,202,863
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	5	5		.00	8 3/4	4 1/2	1,250	6,250
AVCO	AV	N	14 5/8	15 1/4	- 5/8	- 4.09	20 7/8	13 7/8	11,489	168,026
BARTELL MEDIA	BMC	A	4 1/8	4 1/2	- 3/8	- 8.33	7 1/8	4 1/8	2,257	9,310
BOSTON HERALD-TRAVELER	BHLD	O	16 1/2	15	+ 1 1/2	+ 10.00	30	11	589	9,718
CHRIS-CRAFT	CCN	N	6 1/2	6 5/8	- 1/8	- 1.88	8 3/4	5 5/8	3,999	25,993
COMBINED COMMUNICATIONS	CCA	A	31 3/8	31 1/4	+ 1/8	+ .40	42 1/2	29 5/8	3,148	98,768
COWLES COMMUNICATIONS	CWL	N	11 3/8	11 1/4	+ 1/8	+ 1.11	12 1/2	9 1/2	3,969	45,147
OUN & BRADSTREET	DNB	N	76 3/4	76	+ 3/4	+ .98	80 1/4	63	12,867	987,542
FUQUA	FQA	N	20 5/8	22 5/8	- 2	- 8.83	27 7/8	20 5/8	8,282	170,816
GABLE INDUSTRIES	GBI	N	24 1/2	24 7/8	- 3/8	- 1.50	32 1/4	23 1/2	2,220	54,390
GENERAL TIRE & RUBBER	GY	N	27	27 3/8	- 3/8	- 1.36	32 5/8	24 5/8	19,483	526,041
GLOBETROTTER COMMUNICATION INC	GLBTA	O	12	13	- 1	- 7.69	20 1/2	9 1/4	2,820	33,840
ISC INDUSTRIES	ISC	A	7 3/8	7 7/8	- 1/2	- 6.34	9 1/8	6	1,646	12,139
KANSAS STATE NETWORK	KSN	O		7 1/2		.00	7 7/8	6 1/2	1,621	12,157
KINGSTIP INC.	KTPP	O		14 3/4		.00	22	14 1/2	1,154	17,021
LAMB COMMUNICATIONS	O		4	3 3/4	+ 1/4	+ 6.66	4 7/8	2	475	1,900
LEE ENTERPRISES	LNT	A	27 7/8	28 1/4	- 3/8	- 1.32	30	17 1/2	3,289	91,680
LIBERTY CORP.	LC	N	19 1/8	20	- 7/8	- 4.37	21 5/8	17 1/2	6,753	129,151
MCGRAW HILL	MHP	N	16 3/8	16 3/8		.00	20 7/8	16 1/8	23,327	381,979
MEREOUTH CORP.	MDP	N	19 7/8	19 3/8	+ 1/2	+ 2.58	30 3/4	19	2,772	55,093
METROMEDIA	MET	N	35 3/8	33 1/2	+ 1 7/8	+ 5.59	39	27 1/4	5,956	210,693
MULTIMEDIA INC.	O		40 1/2	40 1/4	+ 1/4	+ .62	44	14	2,408	97,524
OUTLET CO.	OTU	N	13 1/8	13 3/8	- 1/4	- 1.86	19 3/8	13 1/8	1,335	17,521
POST CORP.	POST	O		24 3/4		.00	30	9	942	23,314
PUBLISHERS BROADCASTING CORP.	PUBB	O	3 1/2	3 5/8	- 1/8	- 3.44	4 7/8	1 5/8	919	3,216
REEVES TELECOM	RBT	A	3 1/8	3 1/8		.00	4 1/4	2 3/8	2,292	7,162
RIDDER PUBLICATIONS	RPI	N	30	30		.00	34 1/2	26	8,324	249,720
ROLLINS	ROL	N	42 3/8	42 3/8		.00	43 1/4	33	12,135	514,220
RUST CRAFT	RUS	A	34 1/4	34 3/8	- 1/8	- .36	36 3/4	24	2,318	79,391
SAN JUAN RACING	SJR	N	30 5/8	33	- 2 3/8	- 7.19	34 3/4	30	1,958	59,963
SCHERING-PLOUGH	SGP	N	113 3/4	118 5/8	- 4 7/8	- 4.10	120 3/4	82 5/8	25,471	2,897,326
SONDERLING	SDB	A	13 1/8	14 1/8	- 1	- 7.07	30 3/4	12 7/8	1,005	13,190
STORER	SOK	N	43 1/2	44	- 1/2	- 1.13	47 1/2	31	4,223	183,700
TURNER COMMUNICATIONS	O		5 3/4	6	- 1/4	- 4.16	7	2	1,328	7,636
WASHINGTON POST CO.	WPO	A	34	33 3/4	+ 1/4	+ .74	35 1/2	23 1/2	4,789	162,826
WOMETCO	WDM	N	23 5/8	23 5/8		.00	25 7/8	18 1/2	5,789	136,765
								TOTAL	194,602	7,501,128
Cable										
AMECO	ACD	O	2 1/4	2 3/4	- 1/2	- 18.18	12 3/4	1 1/2	1,200	2,700
AMERICAN ELECTRONIC LABS	AELBA	O	5 3/8	5 3/4	- 3/8	- 6.52	9 3/4	3	1,670	8,976
AMERICAN TV & COMMUNICATIONS	ANTV	O	39 7/8	42	- 2 1/8	- 5.05	43 1/2	17 1/4	2,462	98,172
BURNUP & SIMS	BSIM	D	23 1/4	22 7/8	+ 3/8	+ 1.63	23 1/4	6 3/4	6,572	152,799
CABLECOM-GENERAL	CCG	A	11 1/2	12 3/4	- 1 1/4	- 9.80	18 1/4	11 1/2	2,395	27,542
CABLE INFORMATION SYSTEMS	D		3 1/4	3	+ 1/4	+ 8.33	4 3/4	1 3/4	955	3,103
CITIZENS FINANCIAL CORP.	CPN	A	10 5/8	11	- 3/8	- 3.40	15 1/4	10 1/4	2,355	25,021
COLUMBIA CABLE	CCAB	O		20 1/4		.00	29	17 1/4	900	18,225
COMMUNICATIONS PROPERTIES	COMU	O	12 1/2	12 1/4	+ 1/4	+ 2.04	27 3/8	11 1/8	1,917	23,962
COX CABLE COMMUNICATIONS	CXC	A	34 1/2	31 3/8	+ 3 1/8	+ 9.96	34 5/8	23 1/4	3,555	122,647
CYPRESS COMMUNICATIONS	CYPR	O	19 1/2	20 1/2	- 1	- 4.87	23	7	2,707	52,786
ENTRON	ENT	A	4 1/4	4 1/2	- 1/4	- 5.55	9 1/4	3 5/8	1,320	5,610
GENERAL INSTRUMENT CORP.	GRI	N	28 1/2	29 1/4	- 3/4	- 2.56	31 1/2	20 3/4	6,501	185,278
LVO CABLE INC.	LVOC	O	14 1/8	13 7/8	+ 1/4	+ 1.80	16 1/2	6 3/4	1,466	20,707
STERLING COMMUNICATIONS	STER	D	5 1/4	5 3/8	- 1/8	- 2.32	7 3/4	3 1/2	2,162	11,350
TELE-COMMUNICATIONS	TCOM	O	27 1/4	27 1/2	- 1/4	- .90	30 3/8	15 1/2	3,856	105,076
TELEPROMPTER	TP	A	37 3/8	38	- 5/8	- 1.64	43 3/8	28 1/8	15,551	581,218
TIME INC.	TL	N	45 3/8	46 1/8	- 3/4	- 1.62	64 3/4	44 5/8	7,278	330,239
VIACOM	VIA	N	18 5/8	18 3/4	- 1/8	- .66	28 1/2	15 1/2	3,836	71,445
VIKOA	VIK	A	10 3/8	10 7/8	- 1/2	- 4.59	19 3/4	8	2,333	24,204
								TOTAL	70,991	1,871,060
Programming										
COLUMBIA PICTURES	CPS	N	11 3/8	11 7/8	- 1/2	- 4.21	14 7/8	9 1/8	6,342	72,140
OISNEY	OIS	N	186 3/4	185 7/8	+ 7/8	+ .47	196	132 3/4	13,223	2,469,395
FILMWAYS	FHY	A	6 3/4	6 3/8	+ 3/8	+ 5.88	8	4 7/8	1,868	12,609

	Stock symbol	Exch.	Closing July 19	Closing July 12	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
GULF & WESTERN	GW	N	33 7/8	34 1/4	- 3/8	- 1.09	44 3/4	28	15,816	535,767	
MCA	MCA	N	25	26 1/2	- 1 1/2	- 5.66	35 7/8	24 1/4	8,182	204,550	
MGM	MGM	N	17	17 1/2	- 1/2	- 2.85	21 1/2	16 3/4	5,895	100,215	
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4		.00	3 3/4	1 1/8	534	1,201	
TELE-TAPE PRODUCTIONS	O	O	1 7/8	2	- 1/8	- 6.25	2 7/8	1	2,190	4,106	
TRANSAMERICA	TA	N	17 1/8	17 1/4	- 1/8	- .72	23 1/2	16 1/4	67,154	1,150,012	
20TH CENTURY-FOX	TF	N	9 5/8	9 1/2	+ 1/8	+ 1.31	17	9 3/8	8,562	82,409	
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 3/4		.00	4 1/8	1 3/8	2,203	3,855	
WARNER COMMUNICATIONS INC.	WCI	N	42 1/2	45 1/4	- 2 3/4	- 6.07	50 1/4	31 1/4	16,221	689,392	
WRATHER CORP.	WCO	A	12 3/8	13 1/4	- 7/8	- 6.60	17 7/8	9 7/8	2,164	26,779	
Service									TOTAL	150,354	5,352,430
JOHN BLAIR	BJ	N	17 3/4	19	- 1 1/4	- 6.57	22 3/8	16 3/4	2,600	46,150	
COMSAT	CQ	N	53 5/8	52 3/8	+ 1 1/4	+ 2.38	75 3/8	52	10,000	536,250	
CREATIVE MANAGEMENT	CMA	A	11	12 1/4	- 1 1/4	- 10.20	15 1/2	9 3/8	1,056	11,616	
DOYLE DANE BERNBACH	DOYL	O	31 1/4	31 1/2	- 1/4	- .79	34 3/4	24	1,925	60,156	
ELKINS INSTITUTE	ELKN	O		3 1/2		.00	16 3/8	2 3/4	1,664	5,824	
FOOTE, CONE & BELDING	FCB	N	12 3/4	13 1/8	- 3/8	- 2.85	14	10 5/8	2,176	27,744	
GREY ADVERTISING	GREY	O	17 3/8	16 5/8	+ 3/4	+ 4.51	18	9 1/4	1,209	21,006	
INTERPUBLIC GROUP	IPG	N	34 3/8	34 5/8	- 1/4	- .72	35	22 3/4	1,843	63,353	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 1/4	15	- 3/4	- 5.00	17 3/4	5 7/8	825	11,756	
MCCAFFREY & MCCALL	O	O	13 3/4	14	- 1/4	- 1.78	16 1/2	7	585	8,043	
MOVIELA8	MOV	A	1 7/8	2 1/8	- 1/4	- 11.76	3 1/8	1 5/8	1,407	2,638	
MPO VIDEOTECHNICS	MPO	A	3 7/8	4 1/4	- 3/8	- 8.82	7 1/8	3 3/4	547	2,119	
NEEHMAN, HARPER & STEERS, INC.	NOHMA	O	33	34 1/8	- 1 1/8	- 3.29	34 1/8	21 1/2	911	30,063	
A. C. NIELSEN	NIELS	O	54 3/4	54 7/8	- 1/8	- .22	54 7/8	37 5/8	5,299	290,120	
OGILVY & MATHER	OGIL	O	45	48 1/2	- 3 1/2	- 7.21	48 1/2	16	1,716	77,220	
PKL CO.	PKL	O	2	1 5/8	+ 3/8	+ 23.07	9 1/2	1 5/8	778	1,556	
J. WALTER THOMPSON	JWT	N	40	40 1/8	- 1/8	- .31	49 1/4	40	2,711	108,440	
WELLS, RICH, GREENE	WRG	N	22 1/4	21 3/8	+ 7/8	+ 4.09	27 7/8	19 5/8	1,618	36,000	
Manufacturing									TOTAL	38,870	1,340,054
ADMIRAL	AOL	N	18 5/8	19	- 3/8	- 1.97	27	17 1/8	5,163	96,160	
AMPEX	APX	N	7 1/8	7 1/8		.00	15 1/8	7	10,875	77,484	
CARTRIDGE TELEVISION INC.	O	O	25 1/2	24	+ 1 1/2	+ 6.25	43 1/2	16 1/2	7,557	192,703	
CCA ELECTRONICS	CCAE	O	4 1/4	4 3/8	- 1/8	- 2.85	6 1/4	2 1/4	881	3,744	
COLLINS RADIO	CRI	N	13 7/8	14 1/4	- 3/8	- 2.63	19 7/8	13 1/4	2,968	41,181	
COMPUTER EQUIPMENT	CEC	A	3	3		.00	4 5/8	3	2,421	7,263	
COMRAC	CAX	N	30 3/4	31 1/2	- 3/4	- 2.38	39 3/8	27 1/8	1,259	38,714	
GENERAL ELECTRIC	GE	N	63	64 7/8	- 1 7/8	- 2.89	70 7/8	58 1/4	182,183	11,477,529	
HARRIS-INTERTYPE	HI	N	51 7/8	52	- 1/8	- .24	59	48 1/4	6,365	330,184	
MAGNAVOX	MAG	N	31 1/4	30 1/8	+ 1 1/8	+ 3.73	52 1/4	30	17,685	552,656	
3M	MMM	N	81 1/8	79	+ 2 1/8	+ 2.68	83 3/8	74 1/4	112,659	9,139,461	
MOTOROLA	MOT	N	115 3/4	115 3/4		.00	122 3/4	80	13,481	1,560,425	
OAK INDUSTRIES	OEN	N	14 1/4	13 3/4	+ 1/2	+ 3.63	17 1/2	9 5/8	1,638	23,341	
RCA	RCA	N	34 5/8	33 3/8	+ 1 1/4	+ 3.74	45	32 1/8	74,352	2,574,438	
RSC INDUSTRIES	RSC	A	2 7/8	2 3/4	+ 1/8	+ 4.54	4 3/8	2 1/2	3,458	9,941	
TEKTRONIX	TEK	N	57 1/4	57 1/2	- 1/4	- .43	60 7/8	32 3/4	8,128	465,328	
TELEMETRON	TLMT	O		7		.00	13 3/4	6	1,050	7,350	
WESTINGHOUSE	WX	N	48 1/8	49 3/8	- 1 1/4	- 2.53	54 7/8	43	86,927	4,183,361	
ZENITH	ZE	N	41 7/8	43 3/4	- 1 7/8	- 4.28	50 1/2	41 3/8	19,031	796,923	
									TOTAL	558,081	31,578,186
									GRAND TOTAL	1,078,467	50,845,721

Standard & Poor's Industrial Average

118.78

119.57

-.79

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Calling the shots as they see them still credo of network newsmen

So three executives advise New York broadcasters, while asking for local support to meet critical onslaught

Despite intensifying pressures on the performance of broadcast journalism, "we will call shots as we see them." And irrespective of criticisms and attempts at intimidation, the network news organizations expect to make news decisions, or judgments, based on what appears to be fact.

This reaffirmation of the news role in broadcasting came last week from three network news executives, panelists in a session held at the 11th annual conference of the New York State Broadcasters Association in Cooperstown, N.Y. The news panel shared the spotlight with other panels in a far-ranging view of regulatory and advertising problems in broadcasting (see page 63).

Panelist Richard C. Wald, NBC News executive vice president, drew a round of applause when he referred to network news organizations calling their shots as they see them, and added that he expected stations to support the network news operations when mistakes are made (and "we make whoppers") in the same manner as "when we do the right things."

In a give-and-take session between

broadcasters and the panel—which also included Emerson Stone, vice president, CBS News, radio, and William Sheehan, ABC News vice president—one broadcaster suggested that the network news arm was not aware of the pressures to which management may be subjected, pressures that could impact on a sensitive relationship between broadcasters and federal, state or local regulators. Mr. Wald said this was a "romantic idea but not realistic," noting that network management was as aware of such pressures as are the broadcasters themselves. But, he said, "this is not a game we are playing. It is real. We try to be as pure as Caesar's wife."

He said that he has met local broadcasters who say of network news organizations, in effect, "You are killing me. I have to live here, in this community."



News views. News panel at the New York State Broadcasters Association meeting last week in Cooperstown was made up of (l-r) Emerson Stone, vice president, CBS News, radio; Richard C. Wald, executive vice president, NBC News, and William Sheehan, vice president, ABC News.

I find few among broadcasters who say they are the equal of the local newspaper and that 'we have rights, too, in living here.'

The broadcast industry problem, Mr. Wald said, "is that your general backing may be needed in an area that may hurt you."

Mr. Sheehan suggested that broadcast journalism would be subjected to closer scrutiny "for errors" during this year's political campaigns than at any time in history, and that "while we have a responsibility to management that we be right and not be subject to pressures, we will look to you broadcasters for support when we are right."

In response to a suggestion by Leslie G. Arries, vice president and general manager, WBEN-TV Buffalo (a CBS affiliate), that local operations must "bear the brunt of explanation to audiences" of what the "networks do nationally" in the area of "balance," CBS News's Mr. Stone said that "balance in news in 1972 has been adhered to in the same way as it was in 1962 and in 1952, with a trained, experienced news staff who are permitted to work in an objective manner." He said he was aware that there are younger journalists who believe in advocacy journalism but that they "are not persuasive at CBS News." He said that because news basically reports change, the news "disturbs" some people and leads to their beliefs that news is either unfair or unbalanced.

NBC's Mr. Wald agreed—"I second the motion. There is not much different daily in what we do." But, he said, there are subtle changes in mood: At one time, he said, broadcast journalists believed "everybody loved them—now they know there are a lot of people out there who don't like them." Moreover, he said, network news "managers" would appear to have a greater sensitivity that "there are some things which get us in trouble. We are more aware of certain troubles and problems."

Mr. Wald said that "nationally we get the same dislike you get locally" and that "we are attempting not to make mistakes and not let mistakes intimidate us."

In another area—that of government regulation in broadcasting—Mr. Wald said that broadcasters have generally accepted the role of FCC as a traffic cop whose job has evolved from the initial function of directing traffic flow to heed-

ing the "do-gooders" and congressmen who believe the FCC should also "say who should be in the cars."

Mr. Wald said in his opinion this was a "liberal fallacy" of "we'll tell you what's good for you; Nick Johnsonism; cultural fascism of the FCC."

Mr. Sheehan defended instant analyses delivered by network correspondents after an important political address and, at the same time, sounded a warning that some of the pressures now applied to news media spring from an apparent "calculated effort to discredit media." He said "an antagonism" was not only expected between government and the news media but "good and healthy" because the natural interest of each "collide along the way."

But when government's sensitivity, he said, goes beyond this scope and becomes a move to discredit the credibility of news media, the conflict there could well undermine the foundations of either.

Mr. Wald in his formal presentation also suggested that noncommercial broadcasting, which he said was "facing its crucial year," be the medium of record and cover major political and public governmental proceedings in full, and leave what he called "the perspective" to the role of the commercial broadcaster.

Mr. Wald said that as an example he would suggest that the full proceedings of a political convention be covered as they appear to those who are actually in the hall, that is, "people ought to be able to just watch the platform and listen to the speeches, if that's what you wish to do. You will gain an insight as to what a convention is really like and convince you that even what your wife has to say" would, by comparison, "make more sense."

Mr. Stone, who with his colleagues from ABC and NBC went to Cooperstown after coverage of the Democratic national convention at Miami Beach, said CBS News executives had witnessed proceedings of the last night of the convention (which ran into the early hours of Friday morning) with disbelief. It would appear a must for the future, he said, that reports on rules procedures would be submitted in memoranda and not in speeches. Mr. Stone said it was obvious from the broadcasters' point of view that the Democrats must learn to shorten their speeches "by hours" and, for that matter, that "all of the speakers could use good editors."

On the rocks: press and Milwaukee mayor

RTNDA enters into dispute between owner of newspaper and radio-TV and local official

The Radio-Television News Directors Association has been unsuccessful in its attempt to help bring about an end to the dispute between Milwaukee Mayor Henry Maier and the Journal Co., publishers of the *Milwaukee Journal* and *Sentinel* and owners of WTMJ-AM-FM-TV in that city.

Tom Frawley, chairman of RTNDA's Freedom of Information Committee, in a letter to the mayor expressed concern about Mr. Maier's alleged refusal to answer questions from *Journal* and WTMJ reporters at news conferences.

Mr. Frawley wrote that "For better or worse there has always been a kind of benign adversary relation between government and press in this country . . . but government, because it is government, has the bigger clout. It is worrisome that this power can be used to reduce the freedom of the press."

Robert J. Welch, the mayor's communications director, wrote back that such an adversary relationship was "exacerbated by the fact that there is an undue concentration of communications power in our community, vested in the hands of the Journal Company. This, too, is worrisome and it produces the kind of clout that comes with ownership of two newspapers, an AM radio station, an FM radio station, a television station, a CATV network, a microwave relay system and assorted printing operations of a diverse and varied nature."

He said that WTMJ newsmen "are not forbidden to ask questions of the mayor and may participate in the regularly scheduled conferences and the impromptu sessions called from time to time. . . ." But Mr. Welch pointed out that the mayor may decline to answer questions from Journal Co. representatives on the advice of counsel because the mayor and the Journal Co. "remain potential litigants in a libel suit."

Mr. Welch referred to an incident last December in which the *Milwaukee Journal* excised a paragraph from a column the mayor had been writing for the newspaper and informed the mayor that particular paragraph was "libelous." The mayor then canceled the column and allegedly said he would no longer entertain questions at news conferences from Journal Co. representatives.

Another part of the dispute involves allegations by the mayor that the Journal newspapers and stations were biased in favor of his opponent in coverage of the last mayoralty campaign. Although he was re-elected in April, the mayor announced he would file a complaint against the WTMJ stations with the FCC. Last month while he was in Washington, the mayor discussed the situation with FCC Chairman Dean Burch (BROADCASTING, May 29), but the complaint has not yet been filed.

Giant step for pay cable

Cablecom, Getty-backed HTN agree in principle to start nationwide, nightly programming

Cablecom-General Inc. is jumping into pay television in a big way. The Denver-based multiple system owner has entered into an agreement in principle with Home Theater Network Inc., Los Angeles, to provide pay programs on an unidentified system by November, and on all Cablecom systems within two years.

Under the agreement, Cablecom will lease two channels on its systems for 10 years to HTN, which in turn will provide films, sporting events and other programs at prices of \$2 to \$3 each.

The service will utilize set-top converters, which the subscriber can activate by dialing a local telephone number. The number will be connected to a distant computer by a WATS line. The subscriber will send a coded message to a computer, which in turn will log the order and send out a response. The response will open a circuit and enable the subscriber to view his requested program. When the program ends, the subscriber's set will be turned off automatically unless new instructions are given to the computer.

A spokesman said last week that HTN's programming will consist of first-run feature films, blacked-out sporting events ("if we can get them"), rock concerts, symphonies, and special-event programs that HTN will originate—such as *The Music Store*, a musical variety program.

HTN intends to offer six programs a night, beginning in November. There will be two hours of programming per evening on each channel or three programs per channel on two different channels. Some will be generated by HTN; others will come from deals with various motion-picture companies and sports promoters, if possible.

The operation would be nationwide. HTN has microwave applications pending for channels from Tele-Communications, Western Union, Penn Microwave and other companies. If the FCC approves, programs could be transmitted from either New York or Los Angeles.

HTN agreed to pay Cablecom \$10,000 as an advance for channel rental, against 12% of its net receipts for programs. The Los Angeles company has a 10-year lease and an option to renew for up to 40, but it can also extract itself from the agreement if it is losing money.

Two other firms, Optical Services Inc. of Los Angeles and Theatlevision Inc., a New York firm, announced during NCTA convention week their plans to experiment with pay cable on systems in San Diego, Sarasota, Fla., and Vancouver, B.C. But the HTN-Cablecom venture shapes up as the most ambitious yet.

Home Theater Network was launched this year during the week of the National Cable Television Association convention (BROADCASTING, May 22), with a capitalization of \$1 million and the announced

intention of using WATS lines for nationwide program ordering and billing. Its president is Richard Lubic, former cable executive with Time-Life and Trans World Communications. Its backers include oil billionaire J. Paul Getty and his son Ronald, a film producer.

Cablecom General has over 50 cable systems and serves more than 170,000 subscribers.

Teleprompter settles on its president

Shafer assistant Bresnan will fill top post succeeding pro-tem Schlafly, who moves to executive vice president

William J. Bresnan, vice president and assistant to the chairman of the Teleprompter Corp., was designated president of the company last week, succeeding Hubert J. Schlafly, who becomes executive vice president for technological development.

Raymond P. Shafer, chairman and chief executive officer, said Mr. Schlafly had been serving as president on an interim basis, and, at his own request, was moved from the presidency into the area of broadband communications technology, in which he is considered an authority. Mr. Schlafly, one of the founders of Teleprompter in 1950, was named president in April 1971 when Irving B. Kahn, board chairman-president, resigned both posts after he and the company were indicted on charges of bribery and conspiracy in the award of a CATV franchise to the corporation in Johnstown, Pa.

Mr. Bresnan, 38, has been in the cable field since 1958, starting as an engineer-designer. In 1965, he was named vice president in charge of engineering for Jack Kent Cooke's systems, and became executive vice president of H & B American Corp. in 1969. In 1970 H & B was merged into Teleprompter and he was appointed vice president in charge of Western operations. Last February Mr. Bresnan was named vice president and assistant to the chairman.

Mr. Bresnan, who also was elected to Teleprompter's board of directors, is chairman of the National Cable Television Association and chairman of the Broadband Communications Section of the Electronics Industries Association.

Commercial tests set for cable

Five Teleprompter systems will be sites for study of ad effectiveness

A TV-commercial pretesting service employing feature motion pictures on cable-TV systems was announced last week by Television Testing Co., New York, a joint venture of the Audits & Surveys Inc. research organization and Teleprompter Corp., the country's largest CATV operator.

Officials said finished or rough commercials may be tested by inserting them

in breaks in top-rated movies on Teleprompter systems in five designated markets. Beforehand, TTC interviewers will question 3,000 men and women in the test markets to determine their attitudes toward the brands to be advertised. After the cablecasts, this group will be re-contacted and those who saw the program will be tabulated as a "pre-exposure sample." Another group of viewers will also be sampled on the day following the cablecasts, and their answers will be matched by computer against those of the pre-exposure sample. Differences between the responses of the two samples, according to TTC, will reflect the effects of the test commercials.

Paul Murphy, TTC president, said his company, formed in 1967, maintains permanent interviewing and cablecasting operations in 12 key markets. In the new service, he said, no more than 10 commercials will be tested in any one study and these must be for noncompeting brands or companies. Five different movies will be used in each test, and the pre-exposure and post-exposure samples will consist of about 400 viewers each, according to Hal Daume, TTC vice president.

FCC sticks with rules on pay cable television

It rejects petitions of those that wanted more stringent policy, but leaves room for more comments

Petitions for reconsideration of FCC rules on pay cablecasting and CATV sports programming were denied by the commission last week. But the commission invited additional comments on the rules because of the importance of the issues.

In June 1970 the FCC adopted rules for pay cable identical to those applicable to over-the-air subscription television (STV). They are designed to prohibit the removal of programs from over-the-air television for presentation on a payment basis. Last March the commission changed the STV rules to extend from two to five years the length of time a sports event would have to be off free TV before it can be broadcast on STV.

The commission had proposed comparable changes in the cable-television rules, but did not adopt them, indicating that it would consider comments on sports rules for cablecasting at a later date.

In filings with the commission last June, the three networks and the National Association of Broadcasters supported a petition by the Association for Maximum Service Telecasters that called for reconsideration of the antisiphoning rule and called on the FCC to apply it to cable operations as well (BROADCASTING, June 12). But the National Cable Television Association supported the FCC decision to deal later with the application of the rules to cable.

In denying the petitions, the FCC said that additional comments would provide useful new material.

It pointed out that the issue involved is

how best to regulate pay-cablecasting without undermining over-the-air television service. But it said that comments may be submitted on any aspect of the matter, including the differences between STV and pay-cablecasting, protecting the public by less restrictive means than the present rules, administration of rules on access and leased-channel cablecasting not under the control of the CATV operator and whether there have been changes in the motion picture industry that should be reflected in the rules.

Comments are due Sept. 15 and reply comments by Sept. 29.

Storer grows in cable

Two cable subsidiaries of Storer Broadcasting Co. last week announced the purchase of five Southern CATV systems.

The companies, Storer Cable Television of Florida Inc., and Storer Cable Communication Inc., acquired systems serving the cities of Williston, Fla.; Prattville, Ala.; and Tifton, Nashville, Sparks and Adel, all Georgia.

The systems were purchased from a Jacksonville group headed by Michael J. Donziger, A. H. Edwards and Isaac L. Levy. No financial details were disclosed.

The five operations serve about 4,500 homes and bring Storer's subscriber total to over 80,000.

Future talk

The impact of cable television "will rival that of any existing medium of communications—including even the telephone," Cypress Communications President Burt I. Harris predicted last week.

Speaking in Los Angeles, Mr. Harris told Town Hall of California, a men's educational forum, that the CATV industry's capabilities indicate "truly revolutionary effects" in the nation's communications. Cable television's ultimate promise, Mr. Harris said, is "to restore a sense of community to Americans" and he suggested that this promise would be fulfilled through cable TV's potential for bringing people together and enabling them to communicate more directly.

According to Mr. Harris, many new cable-TV services—and he listed many of them—"will have a profound effect on the future of the American public." He acknowledged that wiring the nation will require "an expenditure in the billions," but expressed confidence that "once the transmission networks are laid down in the big cities our dependence upon mass-appeal programs will wither away, because we will have a bridge to the future in which cable services are delivered on a demand basis, supported according to their social utility, not by advertisers." Mr. Harris further predicted that within five or six years cable TV will be in some 25 million U.S. homes.

Tele-Communications buys Calif. systems

Tele-Communications Inc., Denver-based multiple-CATV owner, has announced its agreement to purchase several California

cable systems owned by the Evening Telegram Co., Superior, Wis.

The systems serve over 12,500 subscribers in the communities of Pacifica, Half Moon Bay, Daly City and Fremont, all located in the San Francisco area.

Bob Magness is president of TCI, which has cable systems in 22 states serving 249,000 subscribers. It also operates a major common-carrier microwave communications network.

Mrs. Morgan Murphy, widow of Morgan Murphy who died early last year, is president of the Evening Telegram Co., which publishes the *Superior Evening Telegram* and several other newspapers. Its broadcast interests are WISC-TV Madison, Wis.; KTHI-TV Fargo-Grand Forks, N.D.; KVEW(TV) Kennewick, KXLY-AM-FM-TV Spokane and KAPP(TV) Yakima, all Washington.

Another step toward two-way

Patent in hand, Video Information plans installation in New Jersey

Video Information Systems Inc. has been granted a patent for a two-way communication system that it tested last year in New York. The patent covers both the system and the bidirectional terminal.

The two-way operation will be permanently installed late in 1973 on a cable system in South Orange, N.J. About 3,000 viewers in that city would be able to shop, vote, be polled, receive pay-TV programs and report fires or burglaries over the cable.

Video Information, a subsidiary of multiple-system-owner Cable Information Systems Inc., New York, says its two-way operation may also be used as an educational tool in the school system, and—in a simplified version—for hotel and motel pay TV.

The operation permits a viewer to make selections by pressing buttons on his converter. The impulses are fed into a computer which records the message, be it a vote, a shopping order or whatever. Joseph Beck, vice president of Video Information, said the terminal unit is compatible with any two-way transmission system.

The hardware was tested for seven months last year on the Sterling Manhattan cable system in New York City.

ATC acquisition

American Television & Communications Corp., Denver, has agreed in principle to acquire stock of Coaxial Cable Co., operating cable TV system now serving some 5,000 subscribers in Franklin, Pa. Terms of acquisition were not disclosed. ATC, one of nation's major publicly owned cable-TV, already operates in Pennsylvania, currently serving more than 27,000 subscribers in Reading and new transaction is expected to be completed by end of this month. ATC has agreed to a merger with Cox Cable Communications (see page 15).

How tight a rein on cable imports of distant sports?

That's subject of argument that FCC hears before lapsing into extended summer doldrums

The FCC broke camp for about six weeks last week after hearing two days of oral argument on an issue that could be as controversial as any that the commission has dealt with in connection with CATV—cable carriage of sports.

For what is involved, as a number of the speakers reminded the commission, is the American public's demonstrated devotion to watching sports events on television, whether received by cable or over the air.

At issue is a proposed rule that would prohibit a CATV system within the grade B contour of a station in a professional sports team's city from carrying a broadcast of a game in that sport without the consent of the home team when it is playing at home.

But representatives of professional football, baseball, basketball and hockey, and of broadcasting said the rule did not go far enough. And they warned of the dire consequences to their respective leagues and ultimately the fans if it were not expanded.

Cable interests said the proposal went too far. And William Dimmerling, president of the Pennsylvania Cable Television, who said there should be no protection for televised coverage of sports events, said the "outcry" against the proposed rule on the part of subscribers has been "terrific." The cable position was supported by two members of Congress—Representatives Fred Rooney (D-Pa.) and Robert Mollohan (D-W. Va.).

The professional sports representatives—Pete Rozelle, commissioner of the National Football League; Don V. Ruck, vice president of the National Hockey League; Walter Kennedy, commissioner of the National Basketball Association, and Bowie Kuhn, commissioner of baseball—all expressed concern about the impact on the gate of imported sports attractions.

But although the "unrestricted" importation of sports events that some mentioned is impossible under the existing cable rules, with their limitations on the number of signals that systems may import, the representatives of professional sports made it clear they want more than a simple home-game blackout rule. John Vanderstar, counsel for the NFL, said the league wants the same kind of regional control over cablecasting that the law permits it to exercise over on-the-air television—the right to veto the showing of a game in a league city even when the home team is away.

As he explained it, the ratings in Denver of a Denver-Boston game played in Boston would suffer if CATV were transmitting some other game in Denver.

NBA's Mr. Kennedy put basketball's position this way: "The NBA . . . sub-



Murderers row. Representatives of four professional sports leagues last week urged the FCC to impose strict regulation on CATV coverage of sports events. They are (l-r) Walter Kennedy, commissioner of the National Basketball Association; Pete Rozelle, commissioner of the National Football League; Don V. Ruck, vice president of the National Hockey League, and Bowie Kuhn, commissioner of baseball.

mits that the league, and each of its teams, should have the right to prohibit the carriage of distant signals of its games, not only in its home city under the blackout concept, but also in any other areas."

Michael Horne, counsel for the Association of Maximum Service Telecasters, warned there would be a drop-off in sports telecasts if the proposed rule were not adopted—and even that proposal, he said, falls short of what is needed. AMST's solution, he said, is "no distant-signal carriage of sports."

Mr. Horne said that sports is not a profitable television commodity; he called it a "loss leader." And he warned that CATV carriage of distant sports events would fragmentize audiences for locally televised sports contest—to the point where advertisers who he said now pay a high cost per thousand to buy time in them would finally abandon them as advertising vehicles.

But cable interests expressed concern about what programming would be left to CATV if the commission's rule were adopted. David Foster, president of the National Cable Television Association, noted that the leapfrogging restrictions in the new CATV rules limit cable systems as to the stations they can import and

that the new exclusivity requirements deny cable systems "a significant number of motion pictures and the more popular syndicated series."

Now, he said, the commission is proposing to deny cable subscribers the access to sports programming they would otherwise have. He said there are cable systems in 28 major-league sports markets that could under present rules import one or more of the 16 independent stations that carry home and/or away games.

Mr. Foster left no doubt about his attitude toward the proposed rule. He said it is "unnecessary, discriminatory, overly protective of broadcast stations, broadcast networks and sports owners, a usurpation of the prerogatives of Congress, contrary to the spirit of the cable television consensus agreement [which led to the commission's adoption of the new CATV rules], and most important of all, flagrantly against the legitimate interests of the consumers served by cable television."

A less unequivocal position was staked out by Alfred R. Stern, president and chairman of the board of Television Communications Corp. He indicated he would not object to a blackout rule that affected a 35-mile area rather than the entire service area of a station out to its Grade B contour. Such a rule, he said, would be

"more than adequate" to protect the gate without disrupting the viewing of subscribers who he said have a right to CATV-relayed sports events.

The commission is not expected to be grappling with the problem—or other major issues—until September. Chairman Dean Burch was to leave over the weekend for a three-week tour of Israel (where he will attend the opening of a communications-satellite earth station) and Europe. And, with commissioners and many staffers taking vacations in August, the commission expects to deal only with emergency items at its regular Wednesday meetings until September.

FCC begins to move on cable certificates

The FCC last week moved its first batch of cable-television applications for certificates of compliance through the mill. Thirteen systems that will operate in 23 communities were involved. Backed up in the pipeline are more than 800 applications.

The action was related to the subject on which the commission last week heard two days of oral argument—sports programming. Each of the 13 had been opposed by sports interests seeking general restrictions on carriage of sports by the CATV systems, but without making specific charges as to possible economic impact. The commission rejected the complaints on the ground that the pending rulemaking is the appropriate forum for resolving the issues that were raised.

In addition, the commission delegated authority to its Cable Television Bureau to dispose of similar complaints against applications for certificates of compliance in the same manner. Officials also indicated that the delegation of authority would probably extend beyond generalized sports complaints to nonspecific complaints about other matters that are the subject of commission proceedings.

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Broadcast Advertising

William E. Bishop and **Guild Copeland**, account supervisors, **Ted Bates**, New York, elected VP's. **Bob Burns**, VP, appointed management representative.

Alan B. Fendrick, senior VP, secretary and treasurer, **Grey Advertising**, New York, named executive VP and member of agency's policy council.

J. Brian Barry, **Alan R. Grazio** and **Joseph W. Wells Jr.**, account supervisors, **SSC&B**, New York, elected VP's.

Charles N. Blakemore, creative director; **John B. Kellett**, creative director; **Joseph T. Plummer Jr.**, manager, special task force, and **William P. Youngclaus III**, account supervisor, **Leo Burnett**, Chicago,

named VP's. **Dennis Skigen**, with **Burnett**, appointed copy supervisor.

Harry Kinsie, VP and general manager,

Researchers elect. **James M. Rupp**, marketing VP of **Cox Broadcasting Corp.** and manager of **Cox's New York office** has been elected president of the **Radio and Television Research Council** for 1972-73. **William S. Hammill**, **A. C. Nielsen Co.** VP and eastern regional sales manager for its **Nielsen Station Index (NSI)** service, was named president-elect. **Helen Johnston**, VP and director of media research for **Grey Advertising**, New York, was elected secretary-treasurer.

strike-force division, **Knox Reeves Advertising**, Minneapolis, named senior VP. **Howard Englander**, associate creative director, named VP. **Richard F. Creighton**, VP-director of research, named senior VP and director.

William H. Lucas, director of creative services, **RCA Records**, New York, joins **Grey Advertising** there as VP and account supervisor.

Edwin J. Benedict, VP, **Marshall Co.**, New York, elected senior VP. **Clark G. Ford**, account supervisor, **Alan Berkowitz**, media supervisor, and **David L. Meister**, director of electronic programming, elected VP's. **Andrew Aliprandi**, financial administrator, **Interpublic Group of Companies**, New York, and **John R.**

Maxim, VP, Tinker, Dodge & Delano, New York, elected VP's of Marshalk. Tinker and Marshalk are members of Interpublic Group.

Wallace Butterworth, L.E. Gallagher Jr., W. E. Sprague and Alexander C. Thompson, VP's and management supervisors, Ketchum, MacLeod & Grove, Pittsburgh, named senior VP's.

Currie Brewer, VP and marketing director, Weber, Cohn & Riley Advertising, Chicago, named VP and general manager, Bozell & Jacobs, Phoenix office.

Ray Sutton, manager, Western sales, NBC-TV, appointed director, Western sales, NBC-TV, with headquarters in Burbank, Calif.

Paul A. Wischmeyer, sales manager, KRON-TV San Francisco, appointed general sales manager. **George D. Davidson**, assistant sales manager, succeeds Mr. Wischmeyer as sales manager.

William Katsafanas, with WTAE-TV Pittsburgh, appointed national sales manager.

Alvin W. Outcalt, director of communications, Ludlow Corp., Needham Heights, Mass., joins C.I.T. Financial Corporation, New York, in newly created position of director of corporate advertising.

J. Bryson Cooke, sales manager, WTAC(AM) Flint, Mich., named VP, sales.

Melvin Waskey, staff supervisor, automotive advertising, *Baltimore Sun*, joins WFBR(AM) Baltimore as general sales manager.

Bill Burchett, local sales manager, WSPD(AM) Toledo, Ohio, appointed general sales manager.

David L. Graham, supervisor of regional network services, CBS-TV sales, New York, appointed to newly created position of manager, regional network services.

John Silvestri, national sales manager, WWJ(AM) Detroit, named manager, Detroit sales office, NBC Radio.

Madeleine H. Schreiber, research manager, CBS-FM sales, New York, joins Blair Radio there as assistant research director.

John Hokin, account executive, RKO Radio Representatives, Chicago office, appointed sales manager there.

Virginia Dietrich, broadcast buyer, Stockwell-Marcuse Inc., Southfield, Mich.-based agency, appointed radio-TV director.

Lawrence A. Rodkin, director of broadcasting, Sander Rodkin Advertising Ltd., Chicago, named VP.

James A. Baar, communications executive, General Electric, Schenectady, N.Y., named VP and director of public relations, Lewis & Gilman, Philadelphia-based advertising and public-relations agency.

Melvin S. Wolff, media buyer and planner, Benton & Bowles, New York, joins Helitzer Advertising there as associate media director.

James E. Gorman, public-relations and advertising manager, Getty Oil, New



Miss Peterson

York, joins Humbert & Jones, advertising agency there, as account management supervisor. Mr. Gorman continues as president of East Wind Communications, Glen Cove, N.Y., specializing in public-relations firm.

Per Anderson, account executive, the Strategy Workshop, New York; **Doug Song**, account executive, with Ogilvy and Mather, New York; **John T. Vinson**, account executive, Clyne Maxon, New York, and **Richard C. Hawkins**, senior business analyst, General Foods, White Plains, N.Y., appointed account executives, Dancer-Fitzgerald-Sample, New York.

Maryanne (Micky) Trentin, with Katz Radio, Detroit, named saleswoman.

John A. Slattery Jr., product manager, American Home Foods, New York, joins Albert Jay Rosenthal and Co., Chicago agency, as account executive.

Jonah Ben Morse, VP, production and office management, Lennen and Newell, New York, joins Allerton Berman & Dean, advertising and public-relations firm there, as production coordinator.

Down to business. Burbank Broadcasting Co., which last week received approval for acquisition of KBBQ(AM) Burbank, Calif. for \$2.2 million (see page 65), announced new management team of radio executives hired away from cross-section of major Los Angeles area stations. Gary Price, station manager of KHJ-FM Los Angeles, appointed VP and general manager of KBBQ. Lee Larson, sales manager of KHJ(AM) joins KBBQ as general sales manager. Leo McElroy, news director of KABC(AM) Los Angeles, named director of news and public affairs for KBBQ. Johnny Darin, program director of KRLA(AM) Pasadena takes over that responsibility with new operation. **James Ross**, assistant business manager for KFWB(AM) Los Angeles, rounds out new management team at KBBQ as director of business affairs.

In a name. Lord, Geller, Federico and Partners, New York, became Lord, Geller, Federico, Peterson Inc. last week to reflect the addition of Nadeen Peterson to the agency as partner, member of the board and senior VP-director of creative services. Miss Peterson served most recently as senior VP and creative director for New York of D'Arcy-MacManus-International. Earlier, she was VP and senior associate creative director of Norman, Craig & Kummel, New York, and VP-associate creative director, Foote, Cone & Belding, New York.

Morton Needelman, assistant to director, Bureau of Consumer Protection, Federal Trade Commission, named assistant director for evaluation; **Joan Z. Bernstein** and **John M. Cunningham**, FTC attorneys, appointed assistants to director of bureau.

Paula Saunders, musician/lyricist, joins Jingle Jungle Inc., Great Neck, Long Island commercial-music producers, as account executive.

Media



Mr. Cowden

John P. Cowden, VP, information services, CBS-TV, named VP and assistant to President Robert D. Wood.

R. Thomas Crook, general manager WKBW(AM) Buffalo, N.Y., and Eugene McCurdy, general manager, WPVI-TV Philadelphia, elected VP's of Capital Cities Broadcasting Corp., group station owner.

George B. Hagar, VP and general manager, WQXI-TV Atlanta, Pacific & Southern Broadcasting station, joins Arthur R. McCoy, former P&S president, as founding partner in new broadcast company. Mr. Hagar will be executive VP. Sales of P&S stations KHON-TV Honolulu and KYXI(AM) Oregon City, Ore., to Mr. McCoy are pending FCC approval.

John J. Nugent, with KSTP-TV Minneapolis-St. Paul, named general manager, KSTP-AM-FM.

George C. Castrucci, business manager, financial controls and planning, broadcast operations, Taft Broadcasting, Cincinnati, appointed business manager, broadcast division. **Carlyle J. Wagner**, general manager, Taft-owned WTVN(AM) Columbus, Ohio, named VP.

F. Berry Smith, executive VP and general manager, WTVW(TV) Evansville, Ind., named president, Evansville Television Inc., licensee of WTVW.

Harold Sundberg, director of acquisitions, Shepard Broadcasting Co., group owner, joins WUHQ-TV Battle Creek, Mich., as general manager.

William F. Blake, general manager, WJLS(AM)-WBKW(FM) Beckley, W. Va., named VP and general manager of licensee, Personality Stations.

Dave Overton, announcer and program director, WSM(AM) Nashville, appointed station manager, WSM-FM there.

James F. Collier, promotion manager, KNXT(TV) Los Angeles, appointed manager, promotion and information services.

Charles Porter, news reporter, KTRK-TV Houston, appointed community-relations director. **Kitty Borah**, with promotion department and children's show hostess, appointed public-service director.

Robert B. Gordon, controller, WPEN-AM-FM Philadelphia, joins noncommercial WNVN(TV) Annandale, Va., as business manager.

Programing



Mr. Ringquist

Lennart Ringquist, director of syndicated sales, MGM Television, New York, appointed program manager of WNEW-TV there, effective today (July 24).

Al Newman, VP, programming, Golden West Broadcasters (radio division), assumes responsibility for programming on GWB-owned KSFO(AM) San Francisco, while continuing as consultant to group's other stations—KMPC(AM) Los Angeles; KEX(AM) Portland, Ore.; and KVI(AM) Seattle. **Pete Scott**, program director of KSFO, continues with station as on-air personality.

Vincent H. Jefferds, VP-sales promotion, Walt Disney Productions, Burbank, Calif., elected to newly created position of VP, merchandising and promotion.

Jon Eichstaedt, marketing director, Bill Burrud Productions Inc., Hollywood, named to VP, marketing and business affairs.

David W. Field, business manager, technical operations, NBC-TV, Hollywood, appointed manager, operating budgets, program business office.

Marlene DeMarco, with promotion department, KDKA-TV Pittsburgh, appointed associate producer.

Ruth Williams, continuity director, wow-AM-TV Omaha, appointed creative director. **Michael Baylor**, television director, appointed production manager.

Don Ridell, post-production supervisor,

Politics. **Bill Daniels**, president of Daniels Properties Inc., Denver, CATV broker and owner of several cable systems, has been elected Republican national committeeman at the Colorado state convention. Mr. Daniels, who is also president of American Basketball Association and president of Utah Stars basketball team, defeated Bob Flanigan, brother of White House aide Peter Flanigan, in the election held July 15.

John Urie & Associates, Los Angeles-based commercial producer, joins The Wolper Organization there in similar position.

Donald E. Kates, radio-television coordinator, College of Continuing Education, University of Wisconsin-Oshkosh, joins noncommercial WPNE-TV Green Bay, Wis., as program director.

Gary Mercer, with CKWS-AM-FM-TV Kingston, Ont., appointed program director and music director, CKWS(AM).

Steed Richards, with Apple Records, London, joins Dick Starr's Professional Programming studios, Miami, as associate producer-director.

Broadcast Journalism

Mike Parker, on-air newsman, for KFI(AM) Los Angeles, appointed news director.

Vic Wheatman, public-affairs coordinator, WBZ-FM Boston, joins WBUR(FM) Boston as news and public-affairs director.

Jack Hicks, news anchorman, KAKE-TV Wichita, Kan., appointed television news director.

Laura Lawrence, former head of research

for *Make a Wish* children's series on ABC-TV, joins WNBC(AM) New York news department as assignment editor.

Michele Clark, CBS News reporter, Chicago bureau, appointed CBS News correspondent there.

Frank Scott, formerly reporter, KOMA(AM) Oklahoma City, joins KOCO-TV there as on-air reporter. **Ron Hudson**, correspondent, KOCO-TV, appointed to newly created position of chief correspondent. **Bob Duff**, correspondent, appointed anchorman, morning report. **Ray Gaskin**, correspondent, appointed sports reporter and anchorman, weekend sports reports.

Clarence Jones, investigative reporter, WHAS-TV Louisville, Ky., joins WPLG-TV Miami in same capacity.

William Moore Jr., reporter, WAYS(AM) Charlotte, N.C., joins WMAL-TV Washington in same capacity.

James Keeler, weekly news moderator, WKYC-TV Cleveland, and **W. Leigh Wilson**, associate producer, NBC News, New York, appointed coordinating producers, NBC News bureau, Cleveland. WKYC-TV is NBC-owned.

Bob Starr, sports broadcaster, KMOX(AM) St. Louis, appointed play-by-play announcer, all Cardinal professional and University of Missouri football games. **Don Scott**, anchorman, WIND(AM) Chicago joins KMOX as news announcer and program host.

Ronald T. Barr, with news department, WSMW-TV Worcester, Mass., joins KIRO(AM) Seattle, as staff meteorologist.

Music

Louis Weber, sales and licensing executive, American Society of Composers, Authors and Publishers, New York, appointed to new position of director of broadcast licensing. He succeeds **Jules Collins**, who performed same function under title of sales manager until his retirement June 1 (BROADCASTING, June 5).

Karl F. Lowenstein, with Crane School of Music, State University of New York, Potsdam, joins WSLU-FM Canton, N.Y., as coordinator of concert-music programming.

Ed Couzens with WVOJ(AM) Jacksonville, Fla., appointed music librarian.

Cable

Arthur C. Belanger, manager-operations, G. E. Cablevision Corp., Latham, N.Y., named VP.

Stanley Gerendasy, telecommunications consultant to Ford Foundation, joins Cable Television Information Center, Washington, as director of applications; he will study and advise on uses of cable to meet social and economic needs. **Victor Nicholson**, chief applications engineer, Jerrold Corp., joins Cable Tele-



Mr. Weber



Mr. Kasmire



Mr. Eiges



Mr. Rukeyser



Miss Hoffman

New order. In realignment of key executives in NBC public relations last week, **Robert D. Kasmire**, VP, corporate information, NBC, New York, was named VP, public relations, a new post, with continuing executive responsibility for NBC's corporate information, publicity, advertising, promotion and broadcast-standards activities. He will continue to report to Chairman David C. Adams. **Sydney H. Eiges**, VP, public information, will concentrate on NBC special-information projects and assignments for President Julian Goodman, to whom he will report (in the past he has reported to Mr. Kasmire). **M. S. (Bud) Rukeyser Jr.**, VP, press and publicity, was named VP, corporate information, with responsibility not only for press and publicity but also for NBC staff corporate information function (Harold Queens, director) and special projects function (Michael Lawrence, director), and will report to Mr. Kasmire rather than to Mr. Eiges as in past. **Bettye K. Hoffman**, manager, corporate information, was appointed director, audience services, reporting to Mr. Kasmire rather than to Mr. Queen. **John Scuoppo**, VP, promotion, and **Paul Mosher**, director, program merchandise, who have been reporting to Mr. Eiges, will report to Mr. Kasmire. **Gerald E. Rowe**, VP, advertising, and **Herminio Travesas**, VP, broadcast standards, continue to report to Mr. Kasmire.

vision Information Center as senior engineer.

Lisle J. Smith, manager, Oceanside Cablevision, Southern California, joins Peninsular TV Power Inc., Sunnyvale, Calif., CATV operators, as general manager.

Equipment & Engineering

James F. McGovern, head of own consulting firm, Management Concepts and Practices, Saratoga, Calif., joins Ampex Corp., Redwood City, Calif., in newly created position of director of production and inventory management.

Gene R. Liggett, staff engineer, Taft Broadcasting, Cincinnati, appointed assistant to engineering VP.

Richard K. Schreiber, marketing administrator, Sperry Flight Systems, Phoenix, joins Ameco Inc., Phoenix, CATV equipment manufacturer, as contract administrator. **Lee A. Prins**, director, advertising and public relations, Kaiser CATV, joins Ameco in similar position.

Deaths

John C. Davidson, 41, VP/executive art director, Dancer-Fitzgerald-Sample, New

York, died July 1 in Buffalo, N.Y., after lengthy illness. He is survived by his wife, Sally, and four children.

Thomas P. Coleman, 54, retired broadcast executive of AP, New York, died Wednesday (July 19) after long illness. He had been in charge of Western division of AP broadcast department, coordinating membership activities in Western and Midwest states and also responsible for photographic services offered TV stations throughout North America, for 16 years before taking disability retirement in April. He is survived by his wife, Clare, and five children.

For the Record®

As compiled by BROADCASTING, July 11 through July 18, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Applications

■ Waterloo, Iowa—State Educational Radio and Television Facility Board. Seeks UHF ch. 32 (578-584 mhz); ERP 916 kw vis., 183.2 kw aur. Ant. height above average terrain 1820 ft.; ant. height above ground 1923 ft. P.O. address: c/o John A. Montgomery, Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$859,250; first-year operating cost \$153,702; revenue none. Geographic coordinates 42° 18' 59" north lat.; 91° 51' 31" west long. Type trans. Gates BT-110U. Type ant. RCA TFU-42-J-DAS. Legal counsel Pierson, Ball & Dowd, Washington, consulting engineer Don D. Saverail, director of engineering. Principals: Dr. Robert F. Ray, Lester Menke, et al. Dr. Ray is dean and professor at University of Iowa. He is also chairman of Facility Board. Mr. Menke is farmer. He is also vice chairman of Facility Board. Ann. July 6.

■ Philadelphia—First Delaware Valley Citizen Television Inc. Seeks VHF ch. 6 (192-198 mhz); ERP 182 kw vis., 27.4 kw aur. Ant. height above average terrain 1,155 ft.; ant. height above ground 1136 ft. P.O. address: c/o Harold E. Kohn, 1214 IVB Building, 1700 Market Street, Philadelphia 19103. Estimated construction cost \$3,599,400; first-year operating cost \$9,200,000; revenue \$12,800,000. Geographic coordinates 40° 02' 31" north lat.; 75° 14' 11" west long. Type trans. RCA TT-35 FH-(PC). Type ant. RCA TW-9A10R. Legal counsel Welch and Morgan, Washington; consulting engineer Walter L. Davis, Cohen and Dippell, Washington. Principals: Solomon Katz (34%), Harold E. Kohn (35%), et al. Mr. Katz is chairman of board and 20% owner of Strick Corp., truck trailer manufacturer in Fairless Hills, Pa. Mr. Kohn is attorney. Ann. July 6.

Actions on motions

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted request by Broadcast Bureau and extended to July 14, time to file responsive pleadings (Docs. 18295, 18297-8, 18300). Action July 7.

■ Hearing Examiner David I. Kraushaar in Norfolk, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.) TV proceeding, granted petition by Hampton Roads for leave to amend its application in order to specify change in petitioner's corporate officers (Docs. 18791-2). Action July 7.

Rulemaking action

■ Grand Junction, Colo.—FCC proposed amendment of TV table of assignments in notice of proposed rulemaking, by assignment of VHF ch. 8 for second commercial outlet at Grand Junction,

Colo. Woodland Broadcasting Co. (KBUC[AM] Montrose, Colo.) requested assignment. Action July 6.

Existing TV stations

Final actions

■ FCC denied request by Storer Broadcasting Co. for waiver of "off-network" restrictions of prime-time access rule to permit WGA-TV Atlanta, WITI-TV Milwaukee and WJBK-TV Detroit to carry one-hour *National Geographic* programs. Provision, which becomes effective Oct. 1, prohibits TV's in top 50 markets from airing programs previously shown on network during prime-time hours from which network programs are excluded. Action June 28.

■ WOXI-TV Atlanta—Broadcast Bureau granted CP to change vis. ERP to 302 kw; aur. ERP to 60.3 kw; change type trans. and type ant.; ant. height 1060 ft. Action July 7.

■ WICS(TV) Springfield, Ill.—FCC granted application by Plains Television Corp. for CP to make changes in facilities of WICS(TV) ch. 20 Springfield. WICS is authorized to operate with maximum vis. ERP 141 kw from HAAT 1,430 ft. Action July 12.

■ WUHO-TV Battle Creek, Mich.—Broadcast Bureau granted request for authority to operate remote control from 5200 Dickman Road, Battle Creek. Action July 7.

■ WSKG(TV) Binghamton, N.Y.—Broadcast Bureau granted mod. of license covering change in radio location to 3311 East Main Street, Endwell, N.Y. Action July 7.

■ New York—FCC denied petition by Forum Communications for review of review board order adding community ascertainment issue against Forum in WPIX New York TV proceeding (Docs. 18711-2). Action July 12.

■ WSWA-TV Harrisonburg, Va.—Broadcast Bureau granted CP to change type trans. Action July 7.

■ WMAL-TV Washington—Broadcast Bureau granted license covering alt. main trans. Action July 7.

Actions on motions

■ Hearing Examiner Isadore A. Honig in matter of

Alabama Educational Television Commission, for renewal of licenses for WAIQ(TV) Montgomery, Ala., set certain procedural dates with rescheduled hearing date of Nov. 8, 1972 remaining unchanged with hearing to be commenced in Birmingham, Ala. (Docs. 19422-19430). Action July 7.

■ Hearing Examiner Isadore A. Honig in matter of Alabama Educational TV Commission, for renewal of license for WAIQ(TV) Montgomery, corrected order released July 10 (Docs. 19422-9). Action July 12.

■ Hearing Examiner Forest L. McClennning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by RKO General for leave to amend its application to report filing in U.S. District Court for Southern District of Florida of Civil Action alleging violation of Sherman Act by General Tire and Rubber Co.; ordered that any renewal of RKO General Inc.'s license to operate WNAC-TV is without prejudice to any action commission might deem appropriate as result of disposition of civil action (Docs. 18759-61). Action July 11.

Call letter action


■ WOOD-TV Grand Rapids, Mich. — Granted WOTV(TV).

New AM stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex., Colorado Springs and Boulder, both Colorado (A. V. Bamford and Brocade Broadcasting Co.), FM and AM proceeding, granted joint petition for approval of agreement; approved agreement between Brocade Broadcasting Co. and Bamford with slight reduction in reimbursable expenses; dismissed application of A. V. Bamford for Colorado Springs; granted petition by Brocade for immediate grant without hearing; granted Brocade's application for new AM to operate on 1190 khz with 1 kw power, D only, at Boulder and terminated proceeding (Docs. 19089, 19158-9). Action July 7.

■ Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex., Colorado Springs and Boulder, both Colorado (A. V. Bamford, et al.), AM and FM



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Summary of broadcasting

Compiled by FCC June 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,351	4	17	4,367	55	4,422 ¹
Commercial FM	2,302	1	49	2,352 ²	116	2,468
Commercial TV-VHF	504	1	6	511 ³	13	524 ²
Commercial TV-UHF	184	0	6	190 ³	60	250 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	504	1	17	521	78	599
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	119	0	6	125	11	136
Total educational TV	203	3	10	214	13	227

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

proceeding, corrected memorandum opinion and order issue July 7 and released July 11 (Docs. 19089, 19158-9). Action July 12.

■ Hearing Examiner Millard F. French in Sanford, Pine Castle-Sky Lake, all Florida (Blue Ridge Broadcasting Co. and Hymen Lake), AM proceeding, granted request for dismissal of application by Blue Ridge and dismissed application with prejudice; dismissed as moot petition of dismissal of application with prejudice filed by Hymen Lake (Docs. 19431-2). Action July 13.

Call letter action

■ Community Broadcasting Co. of Hartsville, Hartsville, N.C.—Granted WSDC.

Existing AM stations

Final actions

■ KEST San Francisco—Broadcast Bureau granted renewal of license. Action July 13.

■ KGMB Honolulu—Broadcast Bureau granted CP to change ant.-trans. site to 331D Kamani Street, Honolulu, to share existing tower facilities with KIKI, KORL, KHVH and KZOO, all Honolulu. Action July 13.

■ KCIA Humble City, N.M.—Broadcast Bureau granted license covering new AM. Action July 12.

■ WHN New York—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 400 Park Avenue, New York; conditions. Action July 6.

■ WBT Charlotte, N.C.—Broadcast Bureau granted CP to change nighttime maximum expected operating values in direction of KFAB Omaha. Action July 13.

Actions on motions

■ Hearing Examiner Forest L. McClenning in White Castle, La. (Shedd-Agard Broadcasting Inc. [KLSU]), for revocation of license, granted petition to intervene by Big League Broadcasting Co. to extent that Big League is made party to proceeding and denied in all other respects (Doc. 19514). Action July 13.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (Kaye Broadcasters Inc.), for renewal of license of KAYE, denied motion to compel production of documents filed by KAYE except to extent indicated (Doc. 18929). Action July 12.

■ Hearing Examiner Chester F. Naumowicz in matter of Star Stations of Indiana Inc., for renewal of licenses of WIFE-AM-FM Indianapolis, ordered that opposition to petition to enlarge issues filed by Indianapolis Broadcasting Inc. is removed from public docket and placed under seal pending further action by review board and certified matter to review board for determination as to whether subject pleading should be considered confidential (Docs. 19122-25). Action July 7.

Fine

■ KAWA Waco-Marlin, Tex.—FCC ordered Morbro Inc. (KAWA Waco-Marlin), to pay forfeiture of \$500 for repeated failure to observe terms of its station authorization by failing to make available records of monthly field intensity measurements from Oct. 4, 1970, to March 2, 1971. Action July 12.

New FM stations

Applications

■ Auburn, Me.—Andy Valley Broadcasting System Inc. Seeks 100.1 mhz, 3 kw. HAAT 167 ft. P.O. address 88 Court Street, Auburn 04210. Estimated construction cost \$18,767; first-year operating

cost \$1,200; revenue \$2,000. Principals: John J. Pineau (30%), Gerard R. Pineau (30%) and James M. Aikman (40%). John Pineau is president, general manager and 49% owner of WGHM Showhegan, Me. Gerard R. Pineau is 51% owner of College Pharmacy Inc. in Lewiston, Me. Mr. Aikman is employed by Sunday W. James, advertising, publicity and public relations in Lewiston. He is also employed by WLAM(AM) Lewiston. Ann. June 30.

■ *Franklin, Mass.—Dean Academy and Junior College. Seeks 91.3 mhz, 10 w. HAAT 95 ft. P.O. address 99 Main Street, Franklin 02038. Estimated construction cost \$7,735; first-year operating cost \$1,500; revenue none. Principals: Cameron S. Thompson, Richard A. Berenson, et al. Mr. Thompson is chairman, executive committee. Mr. Berenson is vice chairman of executive committee.

■ *Columbia, Mo.—New Wave Corp. Seeks 89.7 mhz, 10 w. HAAT 73 ft. P.O. address 1106 North Garth, Columbia 65201. Estimated construction cost \$845; first-year operating cost \$2,500; revenue none. Principals: Gerald P. Keleher, Jeffrey S. Mintz, et al. Mr. Keleher is president and director of New Wave. Mr. Mintz is director of New Wave. Ann. June 30.

■ *Newport, Wash.—Newport Consolidated Joint School District #56-415. Seeks 91.5 mhz, 10 w. HAAT 80 ft. P.O. address 2nd and Washington, Newport 99156. Estimated construction cost \$4,332; first-year operating cost \$5,890; revenue none. Principals: Ben R. Larson, Lloyd M. Stratton, et al. Mr. Larson is superintendent of school district. Mr. Stratton is chairman, school board of directors. Ann. June 30.

■ *Ft. Gay, W. Va.—Wayne County Board of Education. Seeks 88.9 mhz, 10 w. HAAT none. P.O. address Box 6, Fort Gay 25514. Estimated construction cost \$8,928.58; first-year operating cost \$350; revenue none. Principals: Samuel D. Hubbard, Dr. Fred H. Brown, et al. Mr. Hubbard is superintendent, board of education. Dr. Brown is board member. Ann. June 30.

Start authorized

■ KPTL-FM Carson City, Nev.—Authorized program operation on 97.3 mhz, 52 kw (horiz.), 31 kw (vert.) and HAAT 2,240.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig, in partial initial decision, found A. V. Bamford, applicant for new FM in Corpus Christi, Tex., and AM in Colorado Springs, qualified to be licensee. In separate but related action, Examiner Ehrig dismissed Mr. Bamford's Colorado Springs application and granted Brocade Broadcasting Co.'s application for new station on 1190 khz with 1 kw-D at Boulder, Colo. (Docs. 19089, 19158-9). Action July 11.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, on request of Harvit re-scheduled hearing for Oct. 31 (Docs. 18456-7). Action July 11.

■ Hearing Examiner David I. Kaushaar in Gallon, Ohio (The Tuscarawas Broadcasting Co., Radio Gallon, Inc.), FM proceeding, granted opposition of taking of deposition and request for protective order by Tuscarawas and ruled Radio Gallon may not question any financial item, during deposition session, that commission itself has not questioned in order, released March 15, that consolidated two applications and designated them for hearing; suggested that deposition session be held after Aug. 21, inasmuch as examiner may be unavailable to rule on possible objections that may be raised during session if it is held between Aug. 1 and Aug. 21 (Docs. 19461-2). Action July 11.

■ Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston, the Sandhill Com-

munity Broadcasting Inc.), FM proceeding, set certain procedural dates and scheduled hearing for Oct. 2 (Docs. 19349-50). Action July 10.

Other actions

■ Review board in Live Oak, Fla., FM proceeding, rescinded its order of July 7, in view of pending appeal by WNER Radio Inc., from ruling by hearing examiner, dismissing as moot WNER Radio's motion to further enlarge issues in Live Oak FM broadcast proceeding and reinstated motion (Docs. 18975-6). Action July 12.

■ Review board in Laurel and Ellisville, both Mississippi, FM proceeding, granted petition by Southland Inc. for further extension of time through July 17 to reply to responsive pleadings to its petition to enlarge issues, filed May 24. Proceeding involves applications of Southland Inc., Laurel, and South Jones Broadcasters Inc., Ellisville, for new FM facilities (Docs. 19415-6). Action July 12.

Call letter application

■ California State University, Long Beach, Calif.—Seeks *KSUL(FM).

Call letter actions

■ J & R Electronics Inc., Iron Mountain, Mich.—Granted WJNR-FM.

■ Brookdale Community College, Lincroft, N.J.—Granted *WBJB-FM.

■ Hampden-Sydney College, Hampden-Sydney, Va.—Granted *WWHS-FM.

Existing FM stations

Final actions

■ WKRG-FM Mobile, Ala.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 96 kw; ant. height 800 ft. Action July 6.

■ KEBR(FM) Sacramento, Calif.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 115 kw (horiz.) 89 kw (vert.); ant. height 380 ft.; remote control permitted; conditions. Action July 12.

■ WFIM(FM) Elkhart, Ind.—Broadcast Bureau granted CP to change trans. location; ERP 14.5 kw; ant. height 570 ft. Action July 6.

■ WGAN-FM Portland, Me.—Broadcast Bureau granted CP to install new ant. and change transmission line. Action July 6.

■ WBCN(FM) Boston—Broadcast Bureau granted CP to install new aux. ant. at main trans. location; ERP 19.5 kw; ant. height 710 ft. Action July 6.

■ WCOP-FM Boston—Broadcast Bureau granted license covering aux. trans.; ERP 4.2 kw; ant. height 500 ft. Action July 6.

■ *WLTJ(FM) Lowell, Mass.—Broadcast Bureau granted license covering changes; ERP 1.70 kw; ant. height 39 ft. Action July 12.

■ KNOF(FM) St. Paul—Broadcast Bureau granted CP to install new trans. and ant.; make changes in transmission line; ERP 3 kw; ant. height 250 ft. Action July 6.

■ KSHE(FM) Crestwood, Mo.—Broadcast Bureau granted CP to install new trans. to be operated by remote control from studio location at 9434 Watson Road, Crestwood; install new ant.; change transmission line; ERP 100 kw; ant. height 510 ft. Action July 6.

■ WSUS(FM) Franklin, N.J.—Broadcast Bureau granted CP to make changes in transmission line and install new ant. Action July 12.

■ WHUG(FM) Jamestown, N.Y.—Broadcast Bureau granted license covering changes; ERP 2.9 kw; ant. height 300 ft. Action July 6.

■ WEVD-FM New York—Broadcast Bureau granted CP to make changes in transmission line; change ERP (horiz. 5.3 kw, vert. 3.8 kw); ant. height 1,220 ft.; remote control permitted; condition. Action July 12.

■ WRCN-FM Riverhead, N.Y.—Broadcast Bureau granted license covering changes; ERP 2.6 kw; ant. height 320 ft. Action July 12.

■ WMRN-FM Marion, Ohio—Broadcast Bureau granted CP to install new trans.; new ant.; change transmission line; ERP 25 kw; ant. height 340 ft.; remote control permitted. Action July 5.

■ WCAU-FM Philadelphia—Broadcast Bureau granted CP to install new trans., new ant.; make changes in ant. system; ERP 8.9 kw; ant. height 1,000 ft. Action July 12.

■ WCAU-FM Philadelphia—Broadcast Bureau granted CP to install new alt. main trans. Action July 12.

■ WMVO-FM Mount Vernon, Ohio—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 20 kw; ant. height 370 ft.; remote control permitted. Action July 7.

■ WYSH-FM Clinton, Tenn.—Broadcast Bureau

Professional Cards

<p>JANSKY & BAILEY Atlantic Research Corporation Shirley Hwy. at Edsall Rd. Alexandria, Va. 22314 (703) 354-2400 Member AFCCE</p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFOEB</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p>COHEN & DIPPILL CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Munsey Bldg. (202) 783-0111 Washington, D. C. 20004 Member AFCCE</p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFOEB</p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telear Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFOEB</p>	<p>LOHNES & CULVER Consulting Engineers 1242 Munsey Building Washington, D. C. 20004 (202) 347-8215 Member AFOEB</p>	<p>ROBERT E. L. KENNEDY 1302 18th St., N.W., 785-2200 WASHINGTON, D.C. 20036 Member AFCCE</p>
<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFOEB</p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 Member AFOEB</p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFOEB</p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member AFOEB</p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFOEB</p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCCE</p>
<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517—278-6733</p>	<p>ROSNER TELEVISION SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEER 9616 Pinkney Court Potomac, Maryland 20854 (301) 299-8272 Member AFCCE</p>	<p>TERRELL W. KIRKSEY Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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granted CP to install new ant.; ERP 3 kw; ant. height 75 ft. Action July 6.

■ *WMOT(FM) Murfreesboro, Tenn.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 89.5 mhz ch. 208, for auxiliary purposes only; ERP 6 kw; ant. height 210 ft.; remote control permitted. Action July 6.

■ KNHC(FM) Seattle—Broadcast Bureau granted mod. of CP to change trans. and ant. Action July 12.

■ WQFM(FM) Milwaukee — Broadcast Bureau granted CP to install new trans. and new ant.; ERP 30 kw; ant. height 185 ft. Action July 6.

Call letter applications

■ *KFCA(FM) Phoenix—Seeks *KMCR-FM.

■ KOIT(FM) San Francisco—Seeks KYA-FM.

■ KORU(FM) Tulsa, Okla.—Seeks KHUL(FM).

■ KWIL-FM Albany, Ore.—Seeks KHPE(FM).

Call letter actions

■ WRMN-FM Elgin, Ill.—Granted WJKL(FM).

■ WPEX-FM Pensacola, Fla.—Granted WMEZ(FM).

■ WPKM(FM) Tampa, Fla.—Granted WEZX(FM).

■ KMED-FM Medford, Ore.—Granted KTMT(FM).

■ *KPCS(FM) Tacoma, Wash.—Granted *KPEC-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux. and SCA's where appropriate: KAST Astoria, Ore.; KBVH Lancaster, KUBA Yuba City and KVRE Santa Rosa, all California; KVVQ-AM-FM Cheyenne, Wyo.; KWEB Rochester, Minn.; WBAB-AM-FM Babylon, N.Y.; WBUD Trenton, N.J.; WGNR(FM) Oneonta, N.Y.; WHAV-AM-FM Haverhill, Mass.; WIXL-FM Newton, N.J.; WKIP Poughkeepsie, *WLIW(TV) Garden City and WMNS Olean, all New York; WTIC-TV Hartford, Conn.; WTRM Camden, N.J.; WXRL Lancaster, N.Y. Actions July 11.

Other actions, all services

■ FCC denied request by Democratic presidential nomination candidate Terry Sanford asking that commission order NBC to allow him to appear on July 9 edition of *Meer the Press* or give him equal time. Commission agreed with NBC that program, as bona fide news interview program, was exempt from equal opportunities requirement of Section 315. Action July 7. U.S. Court of Appeals for District of Columbia Circuit on July 8 denied motion by Mr. Sanford for court order requiring FCC to direct NBC to include him on program.

Translator actions

■ Likely, Calif.—FCC authorized Likely TV Club, Likely, community organization, to build new 5-w VHF translator, operating on output ch. 5, to rebroadcast signals of KOTI(TV) ch. 2 Klamath Falls, Ore. Grant is subject to condition that club correct any objectionable interference to reception of Bieber and Little Valley, both California, translator station by Nor-Cal Cablevision, Alturas, Calif., CATV system. Action July 6.

■ K05BE Lemhi, Baker and Lemhi Valley, all Idaho—Broadcast Bureau granted license covering changes in VHF translator. Action July 7.

■ Beowawe, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Beowawe, operating on ch. 78 by rebroadcasting programs of KOLO-TV ch. 8 Reno. Action July 5.

■ Elko, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Elko operating on ch. 75 by rebroadcasting programs of KOLO-TV ch. 8 Reno; condition. Action July 5.

■ K13CD Trout Lake, Wash.—Broadcast Bureau granted CP to change frequency from ch. 13 (210-216 mhz) to ch. 9 (186-192 mhz); change trans. location to approximately two miles east of Trout Lake, change type of trans. and make changes in ant. system of VHF translator; change call letters to K09KW. Action July 3.

■ K244AA Upper Bear River Valley, Wyo.—Broadcast Bureau granted license covering permit for new FM translator. Action July 6.

■ K228AB Upper Bear River and Evanston, both Wyoming—Broadcast Bureau granted license covering permit for new FM translator. Action July 6.

Modification of CP's, all stations

■ KPAY-FM Chico, Calif.—Broadcast Bureau granted mod. of CP to change trans. location; change ant.; ERP 6 kw; ant. height 1,170 ft.; remote control permitted. Action July 7.

■ WIGL(FM) Miami—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 12, 1973. Action July 13.

■ KULA(FM) Waipahu, Hawaii—Broadcast Bureau granted mod. of CP for extension of time to Dec. 28. Action June 30.

■ WLBH Mattoon, Ill.—Broadcast Bureau granted mod. of CP to change ant.-trans. site to U.S. Route 45, 2.8 miles north of city limits, Mattoon, and make changes in ant. system. Action July 6.

■ WTCC(FM) Springfield, Mass.—Broadcast Bureau granted mod. of CP to extend time to Dec. 14. Action July 13.

■ WCCO-FM Minneapolis—Broadcast Bureau granted mod. of CP to change trans. location to 960 West County Road F, 0.4 mile east of Lexington Avenue, Shoreview, Minn.; operate trans. by remote control from studio location: 625 2d Avenue, South, Minneapolis; ERP 100 kw; ant. height 1,250 ft. Action July 7.

■ WRPM-FM Poplarville, Miss.—Broadcast Bureau granted mod. of CP for extension of time to Oct. 16. Action July 6.

■ WXXY(FM) Montour Falls, N.Y.—Broadcast Bureau granted mod. of CP to extend time to Sept. 30. Action July 6.

■ WGRF(FM) Pleasantville, N.J.—Broadcast Bureau granted mod. of CP to change studio location to Murray and Ohio Avenues, Atlantic City, outside city limits. Action July 7.

■ WGRF(FM) Pleasantville, N.J.—Broadcast Bureau granted mod. of CP to extend time to Jan. 26, 1973. Action July 13.

■ W71AL Milford, Copperstown and Portlandville, all New York—Broadcast Bureau granted mod. of CP to change freq. of UHF translator from ch. 71 (812-818 mhz) to ch. 81 (872-878 mhz) and to specify input channel as via W71AL, Stamford, N.Y.; change call letters to W81AM. Action July 5.

■ WKBN Youngstown, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 29. Action July 6.

■ Corsicana, Tex.—Broadcast Bureau granted mod. of CP to change trans. location and studio location to: On State Highway 22, 2.8 miles north of 270, west of post office, Corsicana; change trans. and ant.; make changes in ant. system and transmission line of FM; ERP 25 kw; ant. height 520 ft. Action July 6.

■ WXRA(FM) Woodbridge, Va.—Broadcast Bureau granted mod. of CP to extend completion date of FM to Oct. 1. Action July 6.

■ WISN Milwaukee—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 11. Action July 6.

Ownership changes

Applications

■ KIDD(AM) Monterey, Calif.—Seeks assignment of license from Monterey Peninsula Broadcasters to Walton Radio Inc. for \$517,000. Sellers: Robert K. Sherry, president, et al. Buyer: John B. Walton Jr. (100%). Mr. Walton is sole owner of KJLP-AM-TV El Paso. He is also sole owner of KDJW-AM-FM Amarillo, KBUY-AM-FM Ft. Worth, both Texas and KAVE-TV Carlsbad, N.M.; KIKX(AM) Tucson. Ann. July 3.

■ KMEN(AM) San Bernadino, Calif.—Seeks transfer of control of Valjon Inc. to The Fanfare Corp. for \$445,000. Sellers: Walter Richey, president, et al. Buyers: Joe Solomon (22.7%), Jerome Bender (15.5%), Herbert Slotnick (18.4%), et al. Mr. Solomon is director of Pic TV, TV promotional firm in Los Angeles. He is also director of Pic Planners International, TV promotional firm in Los Angeles, parent firm of Fanfare Corp., and shareholder and president of U.S. Films Inc. in Los Angeles. Mr. Bender is president and shareholder of Pic TV. He is also president and shareholder of Pic Planners International. Mr. Slotnick is president and shareholder of Carrols Development Corp., theater circuit and food franchising firm in New York. Ann. June 29.

■ WMMW(AM) Meiden, Conn.—Seeks assignment of license from Meriden-Wallingford Radio Inc. to WMMW Inc. for \$325,000. Sellers: Milford Fenster, secretary, et al. Buyers: Paul A. Orio (25.5%), Raymond J. Bitale (25.5%), et al. Mr. Orio is employed by ABC in New York. Mr. Vitale is account executive for WCBS(AM) New York. Ann. July 3.

■ WMAF(AM) Madison, Fla.—Seeks assignment

of license from WMAF Radio Inc. to Billy G. Walker for \$70,000. Seller: Norman O. Protsman, president, et al. Buyer: Billy G. Walker (100%). Mr. Walker is owner of restaurant in Perry, Fla. Ann. June 29.

■ WELE(AM) South Daytona, Fla.—Seeks assignment of license from E. T. McMahon, receiver to WELE Radio Inc. for \$37,350.89. Seller: Eugene T. McMahon. Buyer: Joe Gratz (100%). Mr. Gratz is manager of WYOU(AM) Tampa, Fla. Ann. June 29.

■ WBNL-AM-FM Boonville, Indiana—Seeks transfer of control of Boonville Broadcasting Co. from Bertha Ellen Sanders, executrix of estate of Henry C. Sanders, to Norman Hall. Consideration: \$10,000. Principal: Mr. Hall is 25% owner of WBNL. He is also 25% owner of WPCO(AM) Mt. Vernon, Ind. Ann. July 3.

■ WDSU-TV New Orleans, La.—Seeks assignment of license from WDSU-TV Inc. to Cosmos Broadcasting of Louisiana Inc. for \$16,000,000. Sellers: A. Louis Read, president, et al. Sellers own WDSU-AM-FM New Orleans. Buyers: Cosmos Broadcasting of Louisiana Inc. is subsidiary of Cosmos Broadcasting Corp., which is owned by Liberty Corp., Greenville, S.C. The Cosmos Broadcasting Corp. stations are WIS-AM-TV Columbia, S.C.; WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio. Ann. July 6.

■ WFSR(AM) Bath, N.Y.—Seeks assignment of license from Bath Broadcasting Inc. to Taylor Aviation Inc. for \$100,000. Sellers: Donald Stiker, secretary, et al. Buyer: William S. Taylor (100%). Mr. Taylor is president of Bully Hill Wine Co. in Hammondport, N.Y. Ann. June 29.

Cable

Final actions

■ Reno and Sparks, both Nevada—FCC granted Teleprompter Manhattan CATV Corp., New York, subsidiary of Teleprompter Corp., special temporary authority to use its New York microwave remote pickup station to aid Reno and Sparks CATV system of another Teleprompter subsidiary, Teleprompter Cable Communications Corp., by relaying locally originated programming from July 15 through July 31. Action July 14.

■ FCC denied motion by Cable TV Co., operator of CATV system at Berwick, Foundryville and Nescopeck, all Pennsylvania, for stay of effective date of review board decision (released Dec. 29, 1971), pending judicial review (Doc. 18986). However, commission did grant stay until U.S. Court of Appeals for District of Columbia Circuit acts on any motion for stay pending litigation which Cable TV files within 10 days. Review board had ordered Cable TV to cease and desist from carriage of non-grandfathered signals in violation of FCC's rules. Action July 12.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Somerset, Pa. (Laurel Cablevision Co.), CATV proceeding, on examiner's own motion, scheduled hearing conference for July 20 (Doc. 17538). Action July 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in California, Pa. (Southwest Pennsylvania Cable TV Inc.), CATV proceeding, schedule hearing for July 21 (Doc. 19464). Action July 7.

■ Hearing Examiner Herbert Sharfman in Clinton, Iowa (Clinton TV Cable Co. Inc.), for authority pursuant to rules to operate CATV systems in Quad City (Davenport, Iowa-Rock Island-Moline, both Illinois) TV market, granted petition by Clinton for leave to amend its 1966 petition for authority under rules and convert it to application for certificate of compliance under new rule (Doc. 18024). Action July 1.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through July 18. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Hopedale, Ohio—Cadiz TV Cable Corp. has applied to village council for franchise.

■ Atlantic, Iowa—Atlantic Cablevisions System Inc. has been granted 15-year franchise by city council.

■ Ypsilanti, Mich.—American Electronic Laboratories of Colmar have applied to township board for non-exclusive franchise.

■ Mt. Arlington, N.J.—Robert E. Hanna has applied to borough council for franchise.

Classified Advertising

RADIO

Help Wanted Management

Looking for experienced manager with capital to purchase part interest in fulltime regional Florida AM. Box G-217, BROADCASTING.

General manager needed for leading Top 40 station in rapidly growing Mid-Atlantic community. Must be an excellent administrator and sales motivator. Base salary plus percentage of net incm. Reply in confidence to Box G-261, BROADCASTING.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for Mid-Western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Must be self starter with ability to address large groups of women; ability to sell station management and motivate station sales staff. Apply in writing, including recent snapshot. Personal interview successful applicants. Opening immediate. CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Credentials in sales, programing, promotion, to build sales and audience of new powerful FM in Corsicana, Texas. Excellent management future with expanding group. Send resume, photograph, and character references. Richard Kearley, 11046 Aladdin, Dallas, Texas 75229.

Sales

Are you the #2 salesman where you are now? Small market FM near Washington, D.C. is looking for top performer to become our #1 salesman. Long hours, much work. If you want to grow, this is the one. References required. Box G-139, BROADCASTING.

Salesman for AM/stereo FM in Virginia college town. Draw against commission. Gas furnished. Hospitalization, paid vacation, excellent working conditions in ideal location. Reply to Box G-170, BROADCASTING.

Salesman—Grow with us. Future unlimited. Start by selling our FM in Central New York. Box G-197, BROADCASTING.

Eastern prestige rock station has \$40,000+ in commissions on running billings to split between 2 new salesmen. Number ONE biller is retiring, making this money available, and other salesmen are in good shape. Send resume and documentable references to Box G-221, BROADCASTING.

Learn a new, powerful sales concept. Continuous sales training. Midwest background only. Written resume only. Dale Low, KLSS/KSMN, Mason City, Iowa 50401.

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

Account Executive, S.W. Pa. Good established list. Professional adult fulltime operation. Heavy on sports. Fine station, facilities and staff. Free hospitalization. Free rent (if single). Contact William Ellis, WCVI, Conneville, Pa. 412-628-1111.

Outstanding opportunity for aggressive sales pro at solid Midwest group operation. Winning combination of exclusive-in-the-market formats: contemporary AM, beautiful music stereo FM. Unusually attractive opening for a creative, mature, dedicated radio sales person who believes in service. Excellent growth potential with progressive group. Contact Wayne Blackmon, WIBM, Box 1450, Jackson, Michigan 49203.

If you're a good salesman and would like to work for New Jersey's most powerful and exciting station, with a possibility of becoming sales manager, write Bob Locke, Nassau Broadcasting Co., Box 1350, Princeton, N.J. 08540, or call 609-924-3600.

Announcers

Experienced morning personality for leading progressive medium market contemporary in beautiful southeast. Great place for insecure talent to find himself. All details to Box G-126, BROADCASTING.

Help Wanted Announcers

Continued

Experienced music director—air personality—production man. Great opportunity for personal growth for real talent. Beautiful medium market contemporary. All details to Box G-127, BROADCASTING.

Warm, modern country jock for a medium market, southern coast for afternoon drive. Must be stable, mature, and sober. Starting salary—\$600. Excellent opportunity for advancement. Send tape and complete resume first time. Box G-148, BROADCASTING.

Eastern 5000 watt daytimer urgently needs morning wake-up personality . . . capable communicator will work hard for five-figure salary plus fringe benefits . . . rush tape and resume to Box G-184, BROADCASTING. Equal Opportunity Employer.

Experienced staff announcer, not a personality, strong on news and commercials. Southwestern Ohio AM & FM. Tape, salary, resume to Box G-188, BROADCASTING.

New York upstate small station needs experienced announcer with ambition. Box G-215, BROADCASTING.

Modern country powerhouse needs exp. jock. Must have stable record and third, endorsed. No beginners. Send resume aircheck and resume to Box G-229, BROADCASTING.

Arizona MOR station seeks an experienced mature sounding announcer. Good commercial delivery important. If you're looking for a change, your future can be sunny in the Southwest. Send resume, picture, tape to Box G-233, BROADCASTING.

Major S.W. market needs warm, rich, professional voices. Successful AM/FM good music station. Great living, good base. All benefits. Incentive program. Please send resume and tape. Replies held confidential. Box G-246, BROADCASTING.

Talk show—host. Combination of light chatter with pleasant contemporary music (no rock) to do a feminine interest program, housewife hours, New England facility. Send everything you can to convince us you're worth interviewing with non-returnable tape, salary desired, etc., to Box G-259, BROADCASTING.

Progressive jock with creative credentials and experience needed in 2nd largest Calif. radio markets (San Diego), music knowledge also a priority . . . corporation is growing (tape and resume). Box G-270, BROADCASTING.

Experienced announcer Upstate New York. Salary open. Send resume and tape to Box G-266, BROADCASTING. Equal Opportunity Employer.

Immediate opening experienced announcer with first phone for contemporary Florida station. Box G-267, BROADCASTING.

Need jock from tri-state area who is wizard in production room. Capable of putting some color on the air. Excellent money. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penna.

WAME, Charlotte needs all-night personality. First helpful, but not necessary. Call Edd Robinson, 704-377-5916.

Announcer: MOR type who understands 1 to 1 concept to work in framework of beautiful music format. Superior production ability a must. High base with extras. Needed September 4th. Send tape, picture, resume to PD, WATI, Indianapolis 46217.

Central Indiana contemporary seeks announcer with strong voice, personality and enthusiasm for afternoon drive shift. Send tape, resume and photo to Craig Weston, WGOM Radio, Marion, Indiana 46952.

August opening for morning announcer. 1000 watt AM, 3000 watt FM Stereo. Send tape, photo and resume to WMFC, Box 645, Monroeville, Alabama.

Leading Radio-TV operation has opening for top-flight announcer. Some television if qualified. Send tape. WSAV Savannah, Ga.

Florida's Capital . . . WONS . . . progressive MOR seeks talented individual for airshift and super creative production. Stable situation with growing corporation. Rush tape and resume to Bob Dennis, Box 3127, Tallahassee 32303.

Mature-sounding morning men for our New Jersey and Connecticut stations. Adult MOR formats. NO beginners. Rush tape, resume, salary to Bob Locke, Nassau Bdcsg. Co., Box 1350, Princeton, N.J. 08540.

Technical

Group needs stable, intelligent First Ticket man to train for top-level job with radio, TV, CATV chain. Send resume, references, picture to Box F-162, BROADCASTING.

Chief engineer. Directional. To \$18,000 for right person. Send resume, references and recent photograph to Box G-65, BROADCASTING.

A fine AM-FM operation in Missouri has an immediate opening for chief engineer. 3 years experience required. Excellent opportunity and pay. Box G-67, BROADCASTING.

Chief Engineer of non-directional radio station in Omaha, Nebraska. Salary commensurate with ability. Box G-74, BROADCASTING.

First phone—experienced—for AM directional and FM Stereo shift plus maintenance schedule—permanent position for the right person. Equal employment opportunity in Southern New England medium market. Resume and references to Box G-109, BROADCASTING.

KIMB Radio in Kimball, Nebraska needs a combo engineer-announcer. Copy and production helpful but not necessary. Send resume and tape to station manager, KIMB Radio, Box 760, Kimball, Nebraska 69145, or phone (308) 235-3634 during business hours.

Chief engineer. Studio and transmitter maintenance, non-directional AM and FM. Growing small market station offers stability and opportunity to responsible operator. KOFO, Ottawa, Kansas.

Chief engineer for 500w daytime AM and 50kw stereo FM automated. Pleasant working conditions, insurance, paid vacation. Write stating salary requirements, experience, etc., to Don Bentley, WBCI, P.O. Box 180, Williamsburg, Virginia 23185. An EOE.

Chief operator for 5kw 2 tower DA-1 and 50kw FM. New England. All new XMT facilities. Require directional and solid state experience. Contact Douglas Aiken, Technical Director, 1-603-669-1250.

Chief engineer . . . good first-phone technician . . . experienced in directionals . . . 5000 watt AM . . . 50,000 watt FM remote control . . . FM automation . . . heavy maintenance all types electronic equipment . . . five-figure salary plus fringe benefits . . . equal opportunity employer . . . Contact Sam Youse, WGSA/WIOV, Ephrata, Penna.

Immediate Opening—For chief engineer at WDVA radio in beautiful Virginia; we're 24 hours, 5000 watts, nite directional only. Well established with excellent equipment, fully carpeted and paneled transmitter room, shop and chief's office. Send resume and salary requirement to WDVA Radio, One Radio Lane, Danville, Virginia.

News

News Director . . . Good opportunity in pleasant Northern university community. Must be able to run tight department, have voice and ability to cover "inside and outside". Pay equals ability. All replies must include tape and resume in the first reply. Box G-147, BROADCASTING.

Young News Director needed with action-oriented journalistic capability. No straight-laced stenorian types, please. We need a newsman aware of the fact that news reporting must suit station format in complete compatibility. Forward tape, resume, and news philosophy to Box G-204, BROADCASTING.

Full-time AM radio station in medium-size Midwest market seeking young man for second man on local news team. Should have 1-3 years radio experience in gathering, writing and reading local news. Some DJ board work included. Send resume, short audition tape and salary requirements. Box G-224, BROADCASTING.

Unexcelled Florida news team expands. Qualified experience necessary. Benefits, atmosphere excellent. Tape, photo, resume to Box G-235, BROADCASTING.

Immediate opening for dedicated newsman. Must gather, write and deliver with authority. Salary open. Fringe benefits. WCVS Radio, 3055 S. 4th St., Springfield, Ill. 62708.

Needed immediately: newsman with some announcing duties. Minimum 6 months experience. Resume, salary required, tape with news and commercials to Stan Reed, WPFB, 4505 Central, Middletown, Ohio 45042.

Programing, Production, Others

Beautiful music programmer. We want the best. Send taped sample, resume, etc. Box G-146, BROADCASTING.

Aggressive program director capable of disciplined supervision of staff or your choosing. To direct modern MOR "golden" formatted 5KW daytime in top 100 Midwest market. Salary commensurate with capability, plus fringes. Send tape, resume and credentials to Box G-203, BROADCASTING.

Programing, Production, Others

Continued

Music director/contemporary-MOR announcer: Must really know what's in albums of last 15 years; have record company contacts to re-service library; type accurately; pull housewife shift with light, happy contemporary and best standards; produce quality local commercials. Must be experienced and mature for respected, long-established New England facility. Send resume, non-returnable tape, salary requirements. Box G-258, BROADCASTING.

Program director who wants to bring family up in beautiful Tennessee vacationland where there are no big city problems. Must have five or more years in radio and be willing to accept responsibility for station sound. Aggressive successful station. Send air check only. Robert McKay, Box 113, Columbia, Tenn. 38401.

Situations Wanted, Management

Operations Manager/Program Director: 9 years radio experience with BA in Broadcasting. Presently major market assistant manager. Experienced in rock; C&W; contemporary. Looking for opportunity to grow with stable organization. Box G-100, BROADCASTING.

General manager. Top sales producer. Self generating. Will lead and motivate staff. 18 years broadcasting, age 35. Excellent references. Currently employed. Box G-125, BROADCASTING.

GM for CW station available. Put my experience in programing, sales, and management to work for you. Need \$15,000—plus. Box G-164, BROADCASTING.

Guarantee to put your station in black quickly. No gimmicks. Just hard work—knowhow. Presently successful selling manager. Top references. Ability. Morals. Ethics. Box G-191, BROADCASTING.

Housecleaning? Combination GM/CE eliminates balance. Box G-192, BROADCASTING.

Money making manager, 11 years radio experience, desires small or medium market. Best references . . . good character. Family man. Box G-207, BROADCASTING.

18 year pro in deadend administrative position. Desires medium or small market management with possible eventual buy-in. Box G-214, BROADCASTING.

Husband and wife management team. We offer experience in sales, bookkeeping, production, programing and engineering. A complete knowledge of small and medium market radio . . . including a 1st phone. We have worked successfully in small, medium and large markets. We prefer a 1 or 2 station market. All locations considered. Box G-218, BROADCASTING.

GM/SM—Thoroughly experienced. Top salesman. Expert in sales motivation, programing, budget control, ratings. Excellent references. Available now, station being sold. Prefer N.E. 401-624-6461. Box G-240, BROADCASTING.

Outstanding 37 year old available for management. 5 years selling to major agencies for group station in New York City. 4 years station manager small market. 6 years with major rep. Box G-268, BROADCASTING.

General manager available soon. Box 3312, Green Bay, Wis. 54304.

Sales

Experienced sales manager, salesman and play-by-play man—looking for position in South. Aggressive with proven track record in small, medium and large markets. Good organization and promo experience. Need five figure income with possibility of more. Send inquiries to Box G-122, BROADCASTING.

Southeast—Sales manager-announcer sportscaster 18 years experience—10 with present employer. Prefer small market part ownership opportunity. Excellent background. Box G-136, BROADCASTING.

Experienced administrative-sales-announcing. Left radio to go into sales/administration in non media field. Want to get back into radio again in any capacity. Married, family, college grad, vet. Must be in Chicago area, preferably Chicago. Call (312) 588-2347 or write Box G-247, BROADCASTING.

Account Executive. (Available for sales or management assignment and/or special assignment.) Every qualification. Eight years broadcasting sales experience. MBA studies in marketing. Energetic. Highly motivated. Excellent appearance. Aggressive. Box 37, New Britain, Conn. 06050.

Announcers

Nightman . . . Seventeen years professional background. Finest references. Strong on news. Veteran with college. Third ticket. Open to any type check. Box G-110, BROADCASTING.

Announcers Continued

First phone. Quote—"Voice excellent, network quality." Now working full and part time jobs. Both network, in mid-sized market. Overall experience 8 months. Engineer for third station. Prefer Penna., New Jersey, Delaware. Box G-131, BROADCASTING.

Experienced announcer-salesman wants to settle in Michigan. Box G-132, BROADCASTING.

One of America's most unique personalities available in the fall currently top-rated latest A.R.B. Drive time top ten market. Box G-144, BROADCASTING.

DJ, third phone, looking for first break into broadcasting. Tight board, good news, commercials, ready now. Box G-171, BROADCASTING.

Experienced announcer-newsperson. Prefer news. B.A. in History, Government, English. Draft exempt, married, solid, first phone, six years experience including two clear channels, FM, TV, booth, and several network news shots. Any area considered, but please state salary range. Box G-176, BROADCASTING.

Top 40 jock. Experienced. First phone. Super-good. In present slot 2 years. Ready for move up. Box G-180, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcasting school including TV news, college, happy seeking light rock or MOR. Box G-186, BROADCASTING.

Enthusiastic, dedicated and cooperative. 2 years experience in rock and country music, also experienced in sales. Minimum \$130.00—Married. Box G-189, BROADCASTING.

Freel One tape, one resume. Both yours for the asking. Seeking position as dj and/engineer. 1st phone, currently working in NYC. Box G-193, BROADCASTING.

Have larynx, will travel! I also have my passport ready. Black Vietnam Vet. Will go anyplace in United States or the world to make money. I laid it on the line for you, now give me a chance to prove to you that I belong in broadcasting. 2 1/2 years experience at small Northeastern MOR. Presently employed. Age 29. 3rd endorsed. Box G-200, BROADCASTING.

As the morning goes, so goes the station. If you agree with that philosophy, I would like to hear from you. Have worked successfully in two major markets, am a proven morning man with solid ratings. Originator of "Rep Line," and other bits. Outstanding references . . . 27 years old, 3 children. Been around the circuit, am ready to settle with a good organization in top 50 market. Contemporary only. Want a morning man, listen to my tape. Box G-205, BROADCASTING.

Three years first phone announcer-salesman-P.D. with background and desire for truck all-nighter. Mature. Family. Relocate. Box G-208, BROADCASTING.

Experienced young professional, family, rock, modern country, adult contemporary. Box G-211, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

Mature family man with first ticket, interested in announcer sales position. If you have listeners, good community standing, can keep clients once secured, I'd like to work for you. Have three years experience in small markets. Good sales record, familiar with MOR and C/W music, news and sports. Looking for stability and a chance to make a good living. If you're sincere, contact Box G-219, BROADCASTING.

Presently employed morning man and PD in medium market . . . stable, family, voice plus communication. Looking upward. Box G-223, BROADCASTING.

Broadcast School Director/Instructor—6 years experience, wants out of the school business and back into his first love—radio—Prefer top 40 or up-tempo. Contemporary MOR. Married, vet, 1st phone, super tight board, congenial personality and stable. Searching for station or group to grow with. Will relocate anywhere for right job. Box G-227, BROADCASTING.

Announcer, 3 years top 40 experience, first phone; northeast preferred. Box G-236, BROADCASTING.

First phone, 9 years experience, only have soul tape but have worked top 40, 27, married, versatile, stable, will move where there's a groove. Box G-251, BROADCASTING.

Announcer, 27-year-old family man with 7 years small market experience seeking permanent MOR position in North or Southeastern state. \$130 weekly. Available for personal interview in August. Box G-252, BROADCASTING.

Hi gang—if you're into rock and want a nifty swell jock with nine years experience, rated #1—here I am. All I want is bunches of money and a big office. Box G-260, BROADCASTING.

Seeking a place to grow after a stifling bout with automation. 1st phone, good production, 3 1/2 years in radio and willing to move for announcing job under a program oriented management. Box G-263, BROADCASTING.

Announcers Continued

DJ Tight board, personality, charm, wit, plus voice. MOR, top 40 with production. Ready to move. Ira 212-626-7749, 3173 44th St., Astoria, N.Y.

First phone, Brown grad, AA Degree Mass Communications, 2 1/2 exp., cable and radio. Will consider any offer. Available now. Bob Krebs, Jackson, Minnesota 56143. 506-847-3471.

Announcer-MOR, top 40, progressive. Immediate availability. Prefer NJ, NY, Pa. Gary MacIver, 485 Valley Street, Maplewood, NJ 07040. 201-763-1957.

Announcer third class with endorsement. Six months experience. Prefer Northeast but will relocate anywhere. Ambitious hard worker. Call 617-993-7229.

Country DJ—some experience—3rd endorsed. After 1:00 p.m. Clyde Bass, 446 Behney, Mishawaka, Indiana 219-259-8115.

Experienced announcer-dj. First phone. Absolutely no maintenance. New York City or within commuting distance. No drinking, no drugs, no temperament. Just thoroughly professional with distinctively different personality. Call Jimm Whelan, 212-424-1176.

Professionally trained announcer. University of Kansas graduate. 25. Commercial and production specialist. 3rd. Will relocate. Ron Moore, 8708 Stearns, Overland Park, Kansas 66214. 913-782-0400, Ext. 344.

For sale, to you. A copywriter who's an announcer tool Dynamic and creative, Frank Marchant's for you! Springfield, Illinois, call or write, 3200 South First, day or night!

DJ tight board, good news, commercials. Ready now. Tony Dale, 1634 Division Ave., Piscataway, N.J.

Experience is a combination of quantity and quality. Rich background from progressive rock to programing of MOR for automated chain. Good voice, good ideas, high ambitions, 1st phone. Looking for a place to stay at least two years, N.E. or West Coast. Steve, 617-472-3527.

1st phone, 24, broadcast and college graduate. Tight, MOR to hard rock. On air-television experience. Stable, dependable. Will travel. Dan Stokes, 1934 Vermel, Escondido, Calif. 714-745-7028, evenings.

1st phone, 1 yr. AFRTS experience, seeks immediate employment with top 40 or MOR station. 23, married, dependable. Will relocate. Call Ken Fearnow. 1-714-435-5121.

Professional "First," two years experience top 40 radio. Married, desires stable position at small/medium market station. Henry Kastell, Box 337, Cumberland, Maryland 21502. 301-689-9312.

Local Radio: 15 years various formats. 1st phone. Good news delivery. Professional writing ability. Light maintenance. Could learn Chief's duties and complete maintenance. Mature, dependable. Consider any area. Moderate salary. Box 293, W. Terre Haute, Indiana.

Personality! Now available. Any format except country. 3 1/2 years experience including telephone-talk. BS in Radio-TV, first phone, pipes, finest references. Vietnam vet. 412-264-9505.

First phone . . . 2 broadcast schools. Will do any type of work in order to gain experience MOR. Will relocate anywhere. Earle Gerhart, 7130 Chew Ave., Philadelphia, Pa. 19119.

Technical

First phone operator desires maintenance experience, Southeast. Box G-151, BROADCASTING.

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directionals, proofs, construction. Age 27, married, BS. Currently employed NE at 12K salary. Box G-183, BROADCASTING.

Directional experience all powers AM-FM combo. Mature, degree, reasonable. Box G-216, BROADCASTING.

Southern California chief wants out of high smog area. Over quarter century experience AM, stereo and directional construction brings mature, conservative compatibility with 100% competence. Box G-220, BROADCASTING.

Engineer-announcer—experienced, proofs, etc. Country-Western specialist. production. Consider any location. G-222, BROADCASTING.

Chief engineer broadcasting AM and FM. Desires change. Forty years experience. Directional arrays and installations. Can also do country and western combo. References furnished. Box G-245, BROADCASTING.

Chief Engineer—29 years in business—planning, maintenance, proofs, directional antennas, remote control—Julian Craft, 256 E. 39th St., Norfolk, Va. 703-625-0298, 853-9257.

News

Young newsman, currently working part-time on major market FM, looking for full-time position in small or medium market. College graduate with Journalistic and Political Science background. Third ticket. Limited sales experience. Box G-118, BROADCASTING.

Three years experience in major university sports including hockey. Sportcasts, interviews, pre-game/post-game shows and sports director. If you have the opening, I have the ability to make your sports program top-notch. Box G-169, BROADCASTING.

Sports-sales, experienced, employed, 26, excellent voice and style, seeking major college or network play-by-play or sports. Sales combo, best references in industry. Tapes available on request. Box G-173, BROADCASTING.

Sportscaster . . . desires job with leading radio and/or television. Major market, big league experience. Award winner. Top interviews, commercials, telephone participation. Box G-206, BROADCASTING.

Dedication to broadcasting. News, sales, announcer. Minimum \$800/month. Minnesota, Wisconsin, Dakotas . . . only. Box G-213, BROADCASTING.

Resonant voice, polished pro . . . Inside/outside capabilities, writer, BA, PBP, 1st phone. I'm fussy; are you? Box G-228, BROADCASTING.

Blackman—4½ years experience, Indiana University broadcasting major, experienced as news director, news reporter, announcer and production. Radio or TV. Married, presently employed. Box G-243, BROADCASTING.

Experienced sportscaster—college basketball and football play-by-play. Reporting sports and news. Will relocate. Box G-248, BROADCASTING.

Current news director—desires permanent home in medium market. Either reporter or director for your news operation. Dedication and actualities combine for top notch department. Have filed several reports with network. Have been stringing reports for statewide newspaper. Have done some play-by-play and talk shows. Interested? I'm interested and have tape—resume—pix waiting. Box G-255, BROADCASTING.

News director, state capital correspondent, city bureau chief wants reporter-editor slot in all news or newstalk station. Last job in large Michigan market. Box G-269, BROADCASTING.

Journalist-engineer, photographer, writer, announcer, BA from top university, experience. For resume, picture, and tape, write: Box G-264, BROADCASTING.

Sportscasting or newscasting. Want to get started in either field. Attended Don Martin School. 6 years journalism experience. 3rd phone. For tape contact Steve Andrews, 528 N. Pauline #5, Anaheim, Calif. 92801.

Michigan—former resident returning home. 3 years in radio and television news and production. Resume with audio tape on request. Tom Stephens, 217-789-2978, after 6 p.m. Currently employed.

J-Grad; 3 years radio experience; stable worker wants responsibility soon. Paul West, 2550 College Avenue #8, Berkeley, California.

Time to move. Experienced full-time newsman, in top medium market of 500,000. Excellent play-by-play background and remote sports production and direction. Have talent in news and sports journalism. College grad, married, willing to relocate if offer worth while. 112 Carlyle Place, Roslyn Heights, N.Y. 11577.

Programing, Production, Others

San Francisco P.D.—creative, practical programmer—careful researcher—excellent administrator—extensive experience in all phases of programing and operations—seeking new, challenging opportunity. Box G-161, BROADCASTING.

PD, medium market, prefer Midwest. Presently PD for major market rocker changing formats. References. Box G-182, BROADCASTING.

Just in case you missed it. Do you need a country (mod) P.D.? I have 8 hard years experience w/3rd. I enjoy people. Don't believe in scare tactics. Versed w/mod sound, local news-PBP sports, production, copy and remotes w/market analization. I want my locks ex-rockers under 33. A full time news hound that's a digger, and fresh jingles. Send: Air checks of your best and worst, and a list of your references complete with your last P.D.'s telephone number. Box G-209, BROADCASTING.

Solid gold! I would love to program it fulltime. Presently programing top-40 in a top-30 market, but for love of gold. File your claim early. Box G-231, BROADCASTING.

Black P. D. Looking. 919-483-6530.

Would like first shot at programing, but first I want to learn from someone who is doing it well now. Looking for asst. pd/music director job after 3½ years in announcing and production. Will work long and hard for relatively low wages. Call Steve Crowley, 617-472-3527, or write 208 Fenno St., Wollaston, Mass. 02170.

TELEVISION

Help Wanted Announcers

Weatherman-Announcer—opening for professional to perform nightly weather and general announcing. Send tape, resume. WSAV, Savannah, Ga.

Technical

The Grass Valley Group, Inc., is seeking a television systems design engineer. Applicants should be thoroughly familiar with video and audio systems. Manufacturing experience desirable but not mandatory. BSEE or equivalent experience required. The Grass Valley Group is located in the Sierra Nevada mountains of Northern California, away from smog, traffic, and large city problems. Send a personally written resume to Merv Graham, Chief Systems Engineer, PO Box 1114, Grass Valley, California 95945.

Engineer—1st class. Experienced in color. Send resume to: CSN, 1395 Herberich, Akron, Ohio.

News

Major market VHF Network affiliated station in Midwest needs program talent as Editorialist. Applicants must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the finest facilities available. Send resume and audition tape to Box G-159, BROADCASTING.

Midwest station in top 20 market is looking for news talent to co-anchor prime time newscasts. Previous experience must confirm a team man with personality and a total commitment to news. Resume accompanied with VTR to Box G-160, BROADCASTING.

News director production manager for exciting top 20 network stations. Going for number 1. Box G-179, BROADCASTING.

Reporter, special affairs newsman (or woman) for number one rated Mid-Eastern top fifty market. NBC affiliated station. Ability in gathering and writing news plus strong on air work for anchoring daily woman's oriented public affairs program a must. An equal opportunity employer. Box G-201, BROADCASTING.

Experienced hard news documentary producer for S.E. Fla. TV station. Experienced only need apply. Box G-226, BROADCASTING.

Immediate opening for dedicated newsman with network affiliated UHF television station in Ohio. Beat reporting . . . anchor . . . feature work. Only dedicated newsmen need to apply. Rush resume, picture, and references to Box G-265, BROADCASTING.

Programing, Production, Others

Operations-Traffic. If you are a traffic manager or #2 person and you are looking for the big step up, this is the ad you answer. Top-10 independent needs a sales-oriented person with drive and ambition enough to carry them to the top. Money, security, opportunity are no problem to the right person. EOE. All replies acknowledged and confidential. Reply to Box G-129, BROADCASTING.

Promotion manager wanted for dominant station in booming Southern market. Expertise in all phases. Heavy on-air promotion. Box G-202, BROADCASTING.

Television director—Experience required—board shift, spot production, and remotes in fast-moving, hard-working operation. Write WLUK-TV, Box 7711, Green Bay, Wisconsin 54301, or call Ron Erickson or Dave Campbell at 414-494-8711.

Producer-Director. Commercial tape production house needs creative director with heavy experience directing commercials and programs. We offer an excellent plant, facilities, working conditions, and salary. You provide experience, hard work and ability. Send letter and resume to: Ron St. Charles, Production Manager, United Artists Production, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Situations Wanted Announcers

Network announcer/air personality desires position with promotion minded major market radio or television station. Excellent references education and experience. Need greater challenge. Box G-120, BROADCASTING.

College grad, with FM and closed circuit experience. Good sports background. Married, no children, will relocate. Box G-150, BROADCASTING.

Technical

Chief-engineer. Twenty years electronics experience including three years major television network. Thoroughly familiar with operation and installation of all engineering activities. Heavy remote experience. Some directing. Will relocate, married, references. Box F-183, BROADCASTING.

Experienced reliable first phone operator, Southeast. Box G-91, BROADCASTING.

TV, switcher, director, first, BA, editing, announcer. 315-478-8896. Box G-94, BROADCASTING.

Director of engineering of a successful operation is looking for a challenging position with a larger multi-station corporation or state network system. Box G-187, BROADCASTING.

Extra care in engineering would alone qualify me for T.D., but there is much more! Smaller stations please do not hesitate. Box G-210, BROADCASTING.

Engineer; first phone. Five years TV and two years radio experience. Transmitter and projection. Strong on maintenance. Prefer assistant chief or transmitter supervisor. Consider all locations. Resume and photo on request. Box G-241, BROADCASTING.

News

Are you looking for an anchorman? Employed 50 market. Over a decade of experience in broadcasting. Anxious for move up to another top-rated station. Box G-237, BROADCASTING.

Reporter with major market experience wants to relocate. Radio, television, newspaper experience. Box G-250, BROADCASTING.

Radio-television news-sportscaster seeking television anchor position. Experienced, authoritative, impeccable references. Currently employed. Box G-253, BROADCASTING.

Television sportscaster, experienced and currently employed in medium market, seeks sports director position. PBP of basketball, football, golf, baseball. Box G-254, BROADCASTING.

Journalist-engineer, photographer, writer, announcer, BA from top university, experience. For resume, picture, and tape, write: Box G-264, BROADCASTING.

Experienced documentary and newfilm crew available for political conventions, Olympics, Vietnam, or other assignments. Clair, Nagra, CP-16 equipped. Smith & Friends, 2735-C Tallulah Dr., Atlanta, Ga. 30319.

TV Newsman. 12 years experience. Worked up from reporter to news director. Four years at major market station as news director. Strong on-air personality. Good administrator. Art Johnson, 5669 62nd Way North, St. Petersburg, Fla. 813-544-8157.

Programing, Production, Others

Serious, career-minded 25-year-old with BA RTV wants to break into any phase of TV production. 3½ years Military Linguist, Top Secret Clearance. Single, will relocate. Box G-195, BROADCASTING.

Art director. Total creative visual requirements. Graphics. Settings. Thoroughly experienced. Box G-225, BROADCASTING.

Production manager/producer director seeks new challenge. 9 years of broad experience qualifies me to assume immediate responsibilities as program director and/or production manager. Degree. Family man. Box G-234, BROADCASTING.

Journalist, Army veteran, trained, recently discharged, seeks good position, good pay and future, willing to work more than his share for a good future in television or radio. References, DD 214, resume, and voice tape available. Will travel. Box G-244, BROADCASTING.

Director/switcher, now at small market, seeking medium market similar position or upward move. Young, professional, enthusiastic, versatile. Excellent references. Box G-249, BROADCASTING.

Producer/director/writer desires position in small or medium television market. Experienced in all phases of television production. Excellent references. Box G-256, BROADCASTING.

Black producer/director. B.A. degree in Mass Media. Experienced in all phases of production. Wants to relocate. Salary open. Presently production director. Box G-257, BROADCASTING.

Producer-Director, young, imaginative, able, eager, experienced. Specially in Public Affairs-Educational but flexible. Cinematographer plus all phases production. Impressive background. Write: M. Dobbbeck, 1030 East Wooster, Bowling Green, Ohio 43402.

Art director for ETV station in Nashville, Tenn. Experience in graphic art including layout, design and finished art for offset printing, set design and staging. Excellent working conditions and liberal fringe benefits. Rush information to Gaylord Ayers, Program Manager, WDCN-TV, Box 12555, Nashville, Tenn. 37212.

Situations Wanted Technical

First phone graduate RCA Studio School, NYC. Familiar with all areas of studio operations. Wilbur Banks, 499 West 130th St., Apt. 2D, New York, N.Y. 10027.

Programing, Production, Others

Television director/salesman, 26, single, 3 years experience, seeks position. Conscientious worker, personable, professional. Prefer Northeast but will consider others. Call Bruce Whigham, 203-688-3886.

Recent grad BA Journ. & Comm. seeks prod. or mgmt.; comm. or ETV. Experience as GM of college station; cameraman P.T. 2 years for CCTV. Will start on camera, fl. crew, etc. Will relocate. Vince Tolino, 1453 Sylvan Ter., Pittsburgh, Pa. 15221, or call 412-371-6015.

WANTED TO BUY EQUIPMENT

Used broadcasting equipment needed immediately. Cash paid. Box G-73, BROADCASTING.

Need two Gates carttape II Record/Playback or Playback only cartridge units. Box G-196, BROADCASTING.

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need Collins 786M-1 Stereo generator in good condition. WCOR Radio, Lebanon, Tenn. 37087.

Used 5KW AM transmitter of the newer small size needed. Call or write Chief Engineer, WDBO, Orlando, Florida. 305-241-1491.

FOR SALE EQUIPMENT

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

6 1/2" Andrews Rigid T/L 775' type 82503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

Patch panels—CoAxial, (2), 3 1/2" 50 ohm, 10 X 10 plus dummy load connection. Dialectric Communications Type 3233P. Unused. Complete specs available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

1,000 Watt UHF translator, Ampex with modularized power supply (with Bogner Antenna). Channel 36 in, Channel 79 out, KGSC-TV, San Jose, California PH. 408-298-6679.

FM Transmitter: Collins 10KW power amplifier in excellent condition, \$4,500. Also available, Gates 250 watt driver, fair condition, \$250. Chuck Spencer, C.E., KRFM, Box 10098, Phoenix, Ariz. 85016.

McMartin TBM-3500 Modulation Monitor and TBN-3000 Frequency Monitor. Both in excellent condition. Contact WMOA-FM, Marietta, Ohio. 614-373-1490.

Plate Transformers for Gates BC-1F and RCA BTA-1M AM transmitters. One each available. Write: Commercial Radio, Box 176, Springfield, Vt. 05156.

Raytheon transmitter parts for RA-250, RA-1000A and RA-5A AM transmitters. Raytheon transformer repair service available. Write for prices and information. CA Service, Springfield, Vt. 05156.

Sale—closeout. 3 RCA TK41 studio color cameras with lenses, tripods, Fearless heads, 300' cable each, package \$6,600 or \$2,650 each. Bell & Howell Jan projector mag/opt on base, \$850. EMI 4 1/2" B&W studio camera lenses and cables, \$1,500. Marconi Mark IV 4 1/2" B&W studio camera lenses, tripod dolly, cable, \$2,500. RCA TK21B B&W film Vidicon camera, \$600. All FOB, Las Vegas. Contact Frank Anderson, 702-870-2020, or John Ettlinger, 213-652-8100.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Two videotape recorders, RCA Model TRT-1A 2" broadcast units, out of service for past three years. B/W, but can be adapted for low-band color. Make offer for one or both. Roland King, 412-621-2600.

For Sale—Equipment

Continued

Available about August 1st, two TT5A and TT25AL transmitter combinations. Both TT5As converted to 6076 finals and BTE-10C aural exciters. One TT5A completely converted to solid state rectifiers. Both TT25ALs solid state rectifier equipped. Numerous spare parts, inside RF plumbing and some auxiliary equipment also available. Hugo Bondy, WAGA-TV, Atlanta, Ga.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

Cameras—two RCA TK-60, complete, includes I.O., mounting equipment, cable. Both for \$5,695. Also three RCA TK11, modified for field use, with I.O., mounting equipment, cable. All for \$2,695. Dynair VS-121B 12x3 switcher, excellent condition, three years old, \$1,495. Contact H. G. Wagner, WMVS/WMTV, 1015 N. Sixth St., Milwaukee, Wis. 53203. 414-271-1036.

PRICED TO SELL—practically new from defunct WLXT-TV, Channel 60, Aurora, Illinois. MICROWAVE ASSOCIATES—complete package; 85T2B115V(F) all solid state 2MHZ transmitter, 15KHZ audio program channel on 7.5 MHZ subcarrier. Solid state 2MZ crystal control receiver, 15KHZ audio program channel on 7.5 MHZ subcarrier. Two six foot antennas and pipe; two 45AR connectors; hoisting grips; steel wraplock. NEWLETT PACKARD MONITOR-355E. MARCONI SIDE BAND Analyzer-TF2360R. GENERAL RADIO COMPANY Transmitter Monitor-Serial 167; Type 1184-A-A. GENERAL ELECTRIC 12 1/2 kilowatts color transmitter. JAMPRO ANTENNA. TOWER Type-83P, 400 ft. Guide, A3 Lighting; location—Naperville, Illinois. Contact: Mulqueen Productions, 18W083 Jamestown Lane, Villa Park, Illinois (60181); 312-627-3028.

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FCC first phone test answers, \$10. C. Graves, Box 8004, Savannah, Georgia 31402.

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PLEASE SUBMIT: Aircheck or Vidéo tape • Resume & References •
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Major metro group station in West.
\$20,000 minimum for morning personality who can take the market.

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Equal Opportunity Employer

Programing, Production, Others

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Major market 50KW radio. Great opportunity to grow in major station group for the right creative producer. Send sample tapes and resume.

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Equal Opportunity Employer (M/F)

Situations Wanted Announcers

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Ten year creative pro available end of August. Former morning drive on top ten rocker, now at MOR in top ten. Station being sold. College, married, 30, solid. Tapes and references upon request.

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TELEVISION
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Miscellaneous

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OKLAHOMA FOOTBALL

Now available in your market, high-scoring, exciting Oklahoma vs. Nebraska, Colorado, Texas, etc. Complete schedule or special package of 6 top games.

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Stations

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Box G-190, Broadcasting

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Profile

All in the family: Stan and Sis Kaplan

"It was at the NAB convention in 19..." Stan Kaplan's voice trailed off as he tried to remember the exact date. "We met in April of '63 at the NAB in Chicago," Sis Kaplan said quickly, and I'll tell the story, Stan. Your version is all wrong. Mine's right."

There were really few discrepancies between the two accounts of how Stan and Sis Kaplan met and created one of the most noteworthy alliances in broadcasting. It began as a business deal, plain and simple. She was working for sports entrepreneur Bill Veeck, handling his TV deals. A station operator was interested in having a Bill Veeck show for his station.

"It's just not economically feasible to do it for just one station," the then-Sis Atlass told him.

"Well, if I could get it syndicated, would you be interested then?" the station operator replied.

"Sure."

"Well, I know a guy who could do it. Let's see if we can get together with him at the [National Association of Broadcasters] convention and make the deal."

It all seemed business-like. Meet the syndicator from Mars Broadcasting and make the deal. But the syndicator from Mars, Stan Kaplan, was not as interested in the show as he was in Sis Atlass.

"Let's have dinner tonight," he offered.

"Oh, I can't," she said. "I've got to do some TV production tonight until 10 o'clock."

"I always eat dinner at 10," Stan Kaplan replied.

A year later, and proposals every day after that 10 o'clock dinner date, Mr. Kaplan said, they were married. They spent a year in Boston, while he ran WMEX and she did some work for ad agencies. Unhappy in Boston, they planned to move to New York. "And then the phone rang," Mr. Kaplan said.

Hal Ross, who would become financial director of Sis Radio Inc. five years later but who was working for Pacific and Southern Broadcasting at the time, was on the other end. He said that there was a radio station in Charlotte for sale. "It's too small for us, but it could be a helluva opportunity for you," he said.

The Kaplans flew to Charlotte that next day in 1965, looked over the facility and made the deal in 48 hours. The station was WAYS(AM) and it was an automated, contemporary operation. "Early automation and late contemporary," Mrs. Kaplan laughed.

"And dead last in the ratings," Mr. Kaplan added. "It had been grossing \$150,000 a year like clockwork for 20 years." In the first year the Kaplans owned "Big WAYS" (pronounced "ways")



Stanley Norris Kaplan—president, Sis Radio Inc. (WAYS[AM] Charlotte, N.C., WAPE[AM] Jacksonville, Fla.); b. April 23, 1926, Cleveland; BA, 1950, and MA, English literature, 1951, New York University; Harvard Business School, 1952; VP, sales, Balaban Stations, St. Louis, 1958-1960; executive VP, Mars Broadcasting, Stamford, Conn., 1960-63; VP and general manager, WMEX(AM) Boston, 1963-65; present post 1965; married Sis Atlass of Chicago, March 15, 1964; children—Leslie, 4; Susan 16 (by previous marriage).

Harriett Jan (Sis) Atlass Kaplan—secretary-treasurer, Sis Radio Inc.; general manager, WAYS; b. Sept. 26, 1933, Chicago; BA, Rollins College, 1955; assistant producer, WBBM-TV Chicago, 1955-56; producer, 1956-57; public-affairs director, WBBM-AM-FM-TV, 1957-60; radio and TV director, Cushman, Veeck, Samuels Agency, Chicago, 1960-65; present post, 1965.

like the word), the station grossed \$650,000. Last year it grossed \$1.4 million and accounted for 45% of the radio business in the Charlotte market, they said.

Then they were off to find another station, the image of building a radio group looming larger in their minds. WAPE(AM) Jacksonville, Fla., was the next addition to Sis Radio Inc. ("I named the company," Stan Kaplan said proudly) in 1970. WAPE grossed half a million dollars in the year before the Kaplans took the reins. Last year, it took in \$950,000. They predict \$1.1 million this year.

And at the end of last year, they agreed to buy an FM outlet in Charlotte, WRNA(FM). The sale is subject to FCC approval, but they expect confirmation by September. "It's going to be programed separately, sold separately; it'll be its own radio station. And, if I have my way, it'll compete with WAYS," says Mr. Kaplan.

"Our management philosophy is a lot different than that of some [of the people] for whom I worked," Mr. Kaplan said. "There is nothing absentee about the ownership of these stations. We are involved intimately in every detail, one or both of us. We think that in this current contemporary radio there is an absolutely driving need for constant change, as opposed to being tied to some particular

concept or format even though that format may have been successful 10, five, or even a year ago. It's a very volatile situation.

"I honestly believe that ownership that doesn't manage is not on the front line of communication," he emphasized. "That's where the battle is won or lost in our business. Owners who don't manage are in the finance business, not the communications business."

Mrs. Kaplan broke in. "Now, you can't decide that you're the beginning and the end of the radio business in the western world," she said. "You have to realize that you are fun and alive, and that's of major necessity."

"From the very beginning," Mr. Kaplan said, picking up the ball again, "we did not deport ourselves as if we were going to be a radio station that was going to gross \$400,000. We decided we were going to be a radio station that was going to gross \$1 million from the start."

Sis Kaplan is a product of a broadcasting family. Her father, Leslie Atlass, began WBBM(AM) with her uncle in 1923 in Lincoln, Neb., just for fun. He sold a part interest in his "hobby" to CBS six years later and moved to Chicago with the station. From then on he was Mr. CBS in the Midwest until his death in the early sixties.

"I was taught that you had to contribute something," she said. "Staying with what's happening was another thing—competition—that goes way, way back. The idea of competition was inbred in me, I guess, and if you compete you're going to win or you're not a competitor. I can remember when my dad was working for CBS and they took over the TV station in Chicago. They threw out everything. It was a whole new concept with a whole new ballgame. He taught me to always try new things."

"And that's probably our greatest single point of commonality," Mr. Kaplan continued. "Our backgrounds couldn't be more different. I can't abide being anything less than number one."

That concept of involvement and competition has clearly made an impression on the community-involvement projects their stations have done ("public-service announcements are all right," Sis Kaplan said, "but they really don't cut it." On the grounds of WAYS they have set up a camp for underprivileged children, Camp Wayside.

"Those people don't just see us as a spot on the dial," he says. "Everybody from the FCC down to the city dump talks about community involvement. It's either something you do or its something you talk about for purposes of license renewal." Sis Kaplan sits on the Human Relations Board in Charlotte. Stan Kaplan is on the board of the first black co-op apartment complex in Charlotte.

Editorials

Hallucination

The National Commission on Marijuana and Drug Abuse looked to television last week for an easy answer to the intricate problem of narcotics addiction. The search was on for a connection between television advertising of proprietary medicines and the consumption of illegal drugs.

In a saner time so unlikely an association would have been dismissed out of hand. No more—not since the United States Congress decided that the prevention of lung cancer could be achieved by the prohibition of cigarette advertising on the air. It was in the mindless tradition of the cigarette case that the drug commission proceeded last week.

Nowhere in any testimony taken at the drug hearings was there any evidence that television has anything whatever to do with the drug problem—or indeed that the use of legally marketed remedies, advertised on television or not, leads to the use of illegal drugs. Never mind the absence of evidence, however. Senator Jacob K. Javits (R-N.Y.) promised senatorial guidelines for the control of television advertising. Representative Paul Rogers (D-Fla.) berated the FCC for inaction in a field where FCC Chairman Dean Burch had explained it had no authority to operate.

While television was getting all that attention, nobody mentioned that the number-one drug problem in the United States is alcoholism, which is believed to afflict some nine million persons. But then that one is harder to get at. Liquor is unadvertised on the air.

Feet to the fire

Now that the Democrats have fielded their team, the presidential campaign is on before the formality of the Republican nominating convention. That is how it must be viewed by broadcasters—who must be deeply concerned about every facet of the quadrennial run for control of the federal government.

Technically the rules, as postulated by Section 315 of the Communications Act, do not become operative until each side has selected its presidential battery. But because of the realities of what is likely to become an uncommonly acrimonious campaign, broadcasters must exercise utmost caution. There will be the inevitable claims of free time and equal time, allegations of purported violations of that portion of Section 315 exempting bona fide news events, and efforts to invoke the new political-spending law which has come into play for the first time in this year's elections. Then there are the imponderables of the new youth vote that could turn a predicted re-election cake-walk into GOP nightmare.

Little of substance is likely from Congress in the few weeks between now and the GOP convention Aug. 21 in Miami Beach. Broadcasters, after a decade of dismal failures, have made a strong case for relief from regulatory abuses, which will be unfinished business in the next Congress.

There will be promises from both the incumbent Republicans (no matter whom President Nixon selects as his running mate) and the opposition McGovern-Eagleton ticket, tailored to assuage just about every segment of the electorate.

There is no valid reason why, at political rallies or news conferences, questions should not be asked of all candidates as to how they stand on the life-and-death issues confronting broadcasters. This is the stuff of which legislative records are built.

Senator Gordon Allott (R-Colo.), in a speech before his native-state broadcasters, admonished them to assert their rights to retrieve a sensible regulatory policy. Government, he proposed, should lengthen the license term from the present three-

year limit, should "drop its policy of treating challenged licensees as guilty until proven innocent" and "should not be so confoundedly sensitive to the political agitations of the various minorities."

And the senator had still more to say. He said mandatory counteradvertising, as proposed by the Federal Trade Commission, would be "counterproductive." Access to the media, he said, was a limited privilege, not a right, and "this principle is not to be toyed with by a government bent on promoting this or that passing goal."

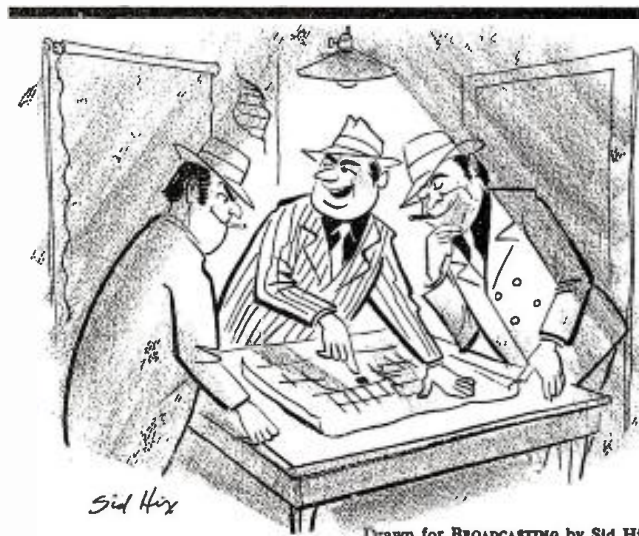
This is not parliamentary language, but it certainly delivers the message. Any right-thinking candidate for the Presidency and Vice Presidency would agree with this rough-hewn Allott platform. Then why not get them to go on the record for all to see so that, no matter who wins, there will be a mandate to the new Congress to end the siege of broadcasting and restore its free-enterprise and First Amendment rights?

Others' business

The FCC's hired expert on the economics of television programming for children has submitted his first report—69 pages of detail on revenues, costs and profits. As reported elsewhere in this issue, Alan Pearce has discovered that the networks make a profit on children's shows and has projected that their profit would be smaller if commercials in such shows were reduced and would disappear if commercials were forbidden, as Action for Children's Television has urged.

It really didn't need 69 pages of figures to arrive at the findings Mr. Pearce has made. Making a profit on programming is essential to survival in commercial broadcasting, and it is therefore hardly a surprise that the existing networks earn a return on their children's shows. Neither does it require extensive analysis to conclude that profits would decrease with a decrease in advertising positions or disappear with an exclusion of advertising.

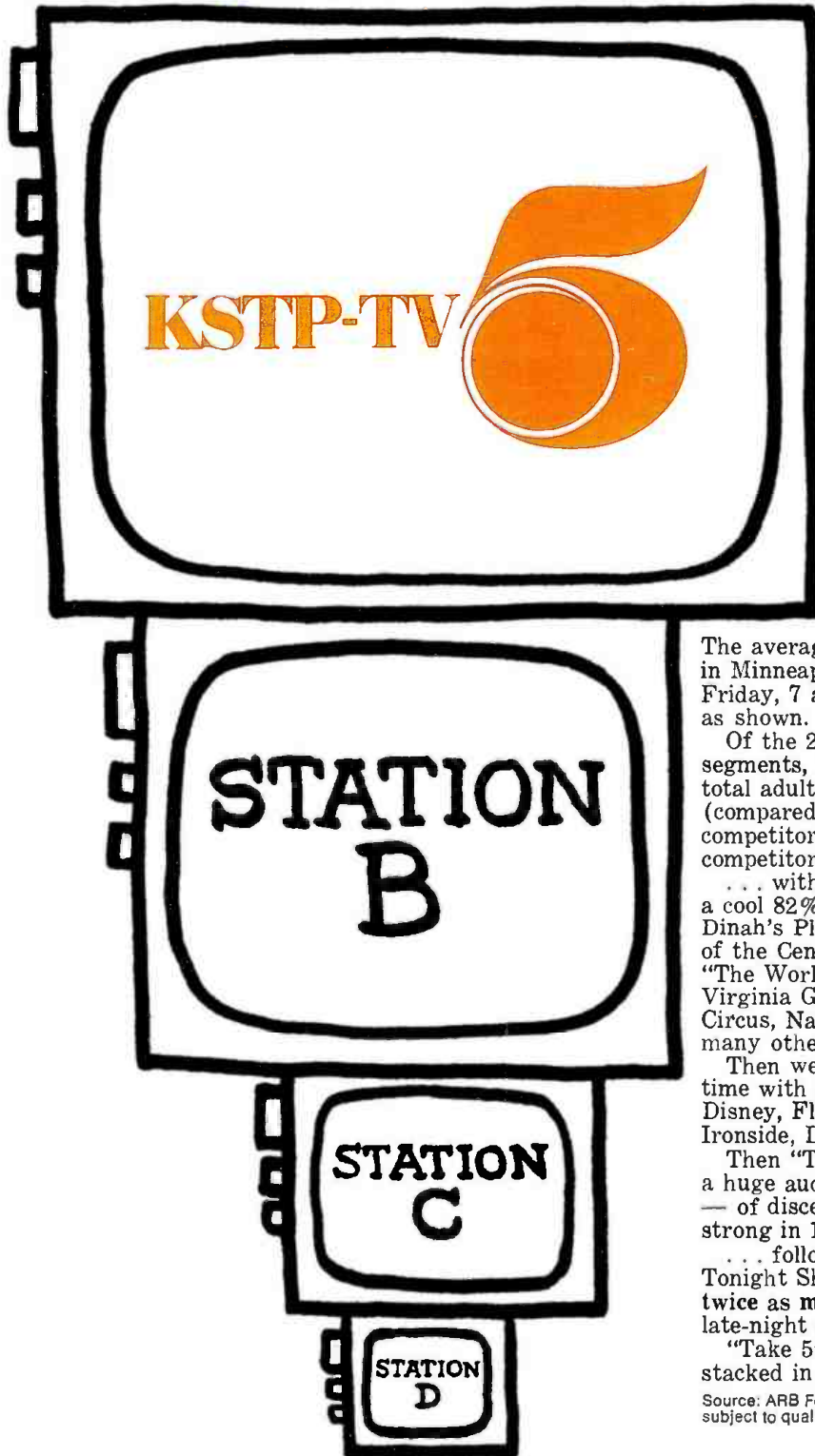
The reflection here is not on Mr. Pearce's work; it is on the assignment he was given. The FCC has no business getting into profit and loss on children's programming—unless it is preparing also to get into the setting of limits on broadcaster earnings. If the latter is its aim, it needs a new law.



Drawn for BROADCASTING by Sid Hix
"Here's a little Southern bank we can knock off easy . . . the sheriff spends all his time making Dodge commercials."

How television stacks up in Minneapolis/St. Paul

(when you're hot you're hot)



The average TV adult audience in Minneapolis/St. Paul, Monday-Friday, 7 a.m.-7 p.m., stacks up as shown.

Of the 24 total half-hour segments, KSTP-TV is No. 1 in total adults 18+ in 15 of them (compared to our nearest competitor with 8 and another competitor with 1) . . .

. . . with shows like Today (with a cool 82% share 8-8:30 a.m.), Dinah's Place, Concentration, Sale of the Century, Hollywood Squares, "The World Today" noon news, Dial 5, Virginia Graham, Hogan's Heroes, Circus, National Geographic and many others.

Then we swing through prime time with such top-rated shows as Disney, Flip, Jimmy Stewart, Ironside, Dino, The Bold Ones, etc.

Then "The World Today" delivers a huge audience — a growing audience — of discerning viewers (especially strong in 18-34) . . .

. . . followed at 10:30 by The Tonight Show, where Johnny reaches twice as many adults as any other late-night show (M-F avg.)

"Take 5" and you'll have things stacked in your favor.

Source: ARB Feb-Mar 1972. Estimates subject to qualifications in said report.



A question of sanity.

Because of a quirk in the Nebraska law, a person can be committed to a mental institution on flimsy and sometimes non-existent evidence. This problem came to the attention of the Fetzer television station in Lincoln through the plight of a young working girl. The station developed a short prime-time program around her problem which revealed that she had been committed for insanity by a jilted boyfriend. Only fast action by her employer and a psychiatrist proved her sanity beyond a doubt. Her experience received strong response from sympathetic viewers.

As a result, the Governor's office has prepared corrective legislation for the Nebraska legislature. The Fetzer station was glad to have focused attention on this situation, so that the legislature can make "a question of sanity" a more responsible procedure throughout the state.

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The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City