

**They're still tugging and pulling on minority employment
The new team takes a new tack in public broadcasting**

Broadcasting Sep 25

The newswweekly of broadcasting and allied arts

Our 41st Year 1972

**“We would like to thank
Kirk Douglas,
Dean Martin,
Frank Sinatra,
Anthony Quinn,
Elvis Presley,
Jerry Lewis,
Shirley MacLaine,
Kim Novak
and a lot of other
wonderful people
for making 38%
possible.”**

NEWSPAPER

15 of the 20 films in Viacom's first group of features have appeared on network television (2 more are coming up) and averaged a 38% share of audience in their initial exposure.

Now Viacom's highly rated features are beginning local engagements and already are booked in these choice locations: WNBC-TV New York, WLS-TV Chicago, KABC-TV Los Angeles, KGO-TV San Francisco, WXYZ-TV Detroit, KING-TV Seattle, KGMB-TV Honolulu, WFRV-TV Green Bay and KVOS-TV Bellingham.

Viacom Features

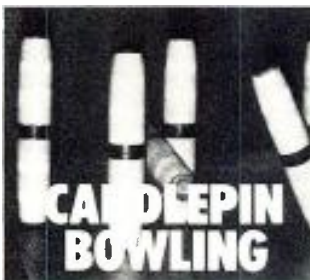
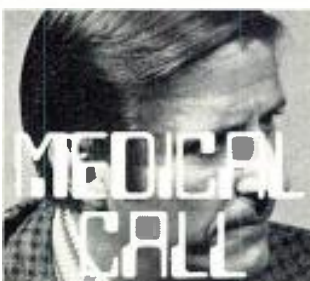
Television's new source for major motion pictures

Source: NTI, Oct. '64—Feb. '72. Audience share estimates are subject to qualifications available on request.

We're taking over 40 hours each week to change people's minds about local programming.



NEW HEAVEN
NEW EARTH



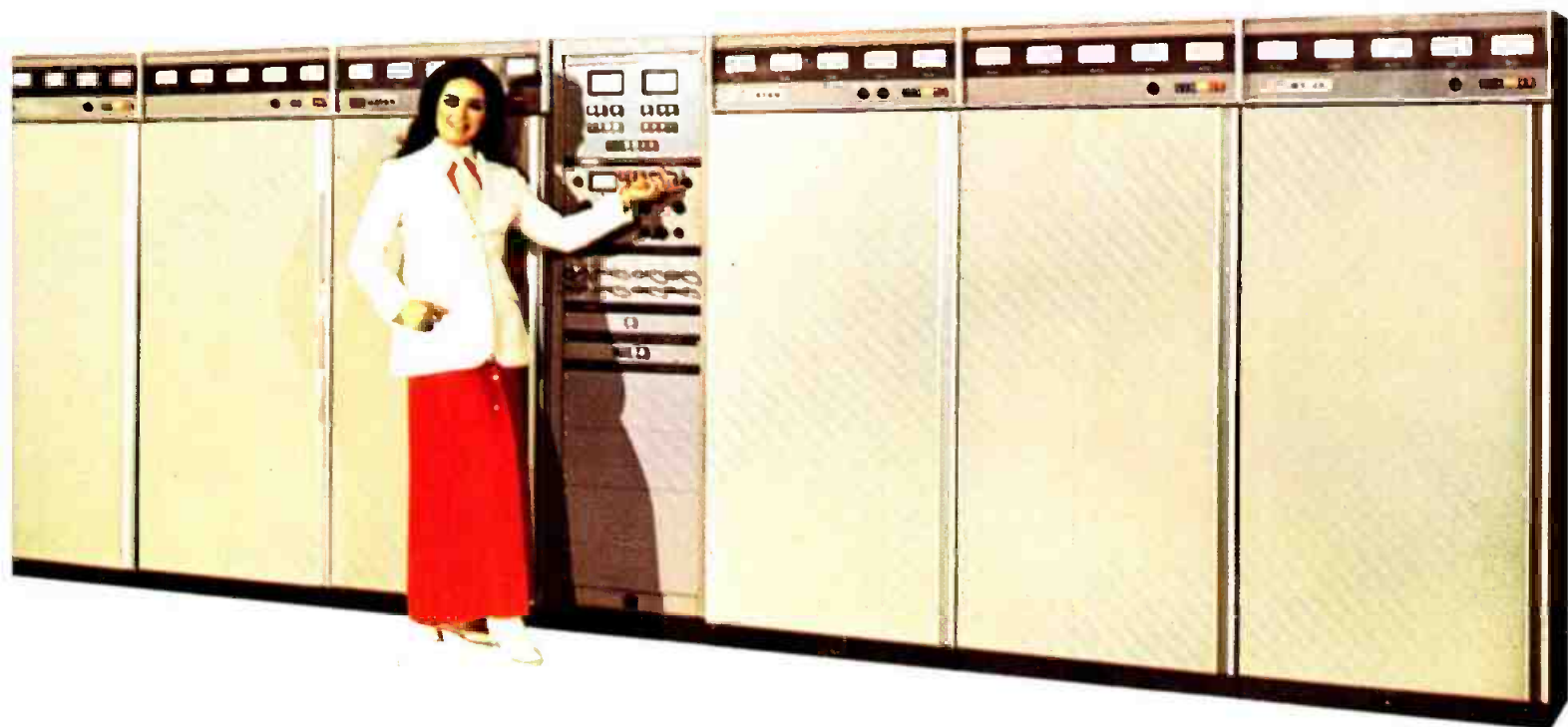
Boston's Channel 5 is only six months old, and we're already programming over 40 hours of locally-produced shows each week.

We think that's more local origination than you'll see on any other major TV station.

You might wonder why we're doing it. The experts say it can't last . . . that mass audiences don't watch local programs. And if they're talking about the general bulk of local programming, we'd tend to agree with them.

That's why we're going out of our way to originate programs that are as interesting, and as exciting, as any network has to offer. You see, we're not advancing the cause of local programming for its own sake. We want to be watched. We're confident that our New England audience will respond to our kind of high-quality local programming. We're betting over 40 hours a week on it. And, you know . . . there's more where that 40 came from.

WCVB-TV 
Boston Broadcasters, Inc.



Full time...air time with Gates dual TV transmitters

In St. Louis, Des Moines, Philadelphia, Jacksonville and soon New York City, Chicago, San Francisco and Tampa, Gates dual VHF television transmitters, operating in parallel, provide complete redundancy for maximum on-air time.

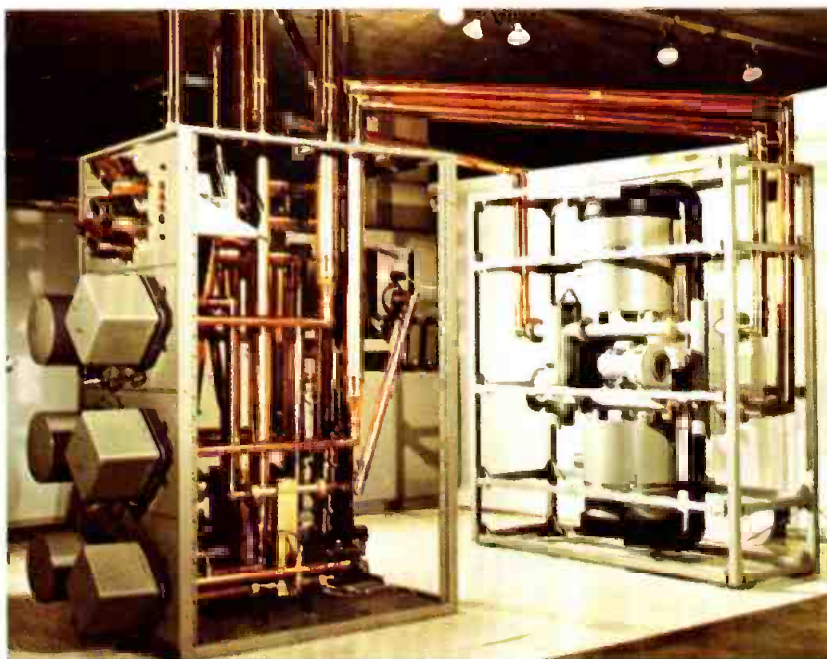
Because, only Gates provides switchable modulators, switchable low-level VSB and switchable color correction for *100% redundancy*.

If one transmitter should fail, its duplicating twin keeps you on the air.

And full time — air time is just one of the advantages of parallel operation.

For full time — air time there's really no parallel to paralleling.

For full details, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.



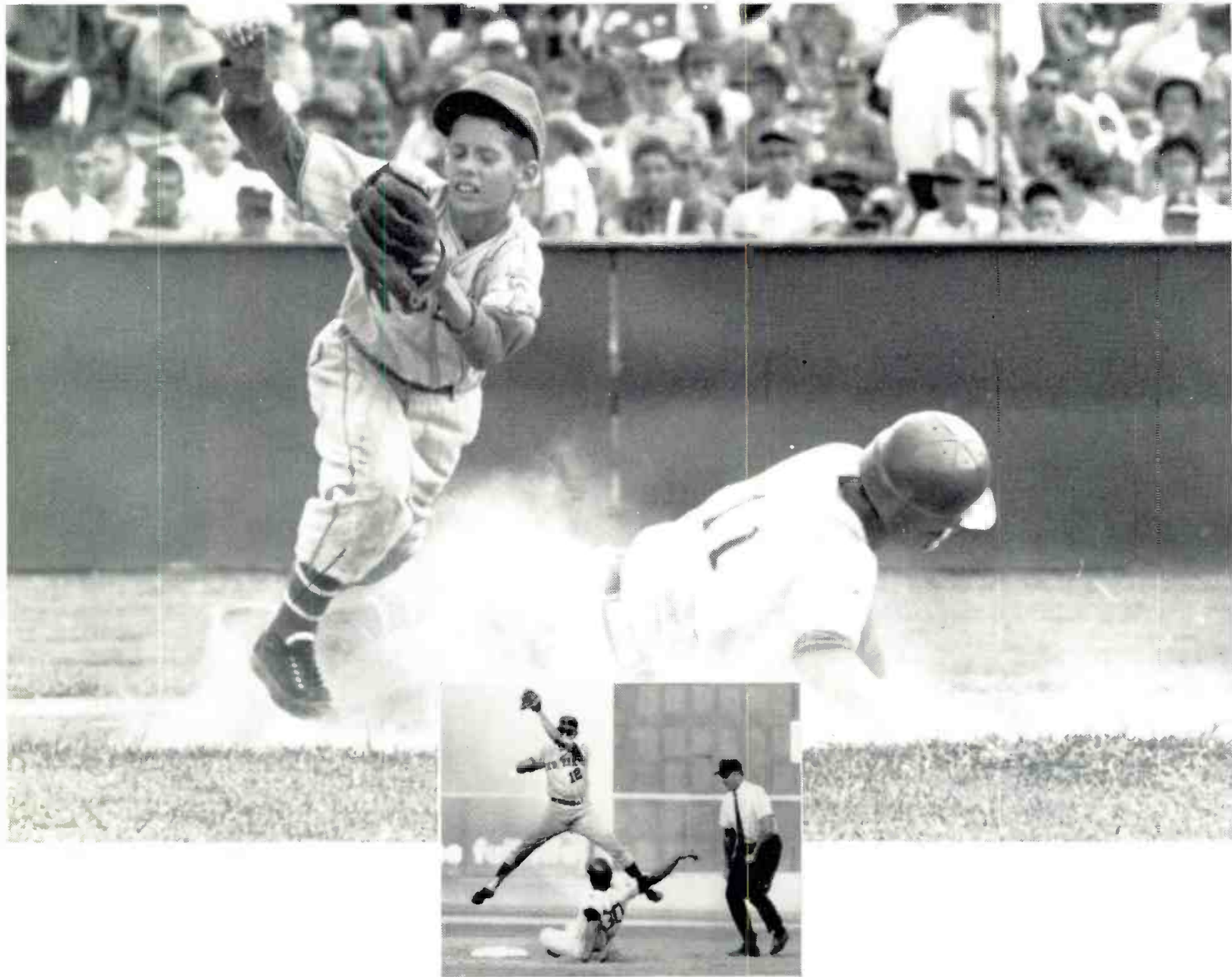
RF switcher and diplexer for Gates dual TV transmitter

HARRIS
INTERTYPE
CORPORATION

GATES

A DIVISION OF HARRIS-INTERTYPE

THE big picture...



AND THE SMALL.

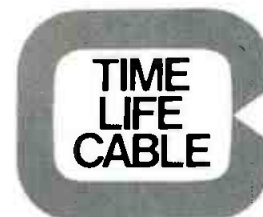
The best of both worlds, that's what TIME-LIFE Cable brings to its subscribers. When there's Big League action, cable brings home the brightest, clearest picture. Little League games get the same treatment—color, clarity, commentary. Big League treatment because Little League has its own large following locally.

That's only part of the picture wherever TIME-LIFE cable systems are operating. Live action from the halls of Congress. Live action from town council meet-

ings. Big network productions. Small local theater productions. And sometimes the very small—like cablecasting a lost child's picture and description in Salem, New Jersey, which helped lead to the big event of his recovery.

TIME-LIFE Cable's coverage includes the big and the small. *It depends on the way the subscriber wants to look at it.*

Operating systems in: San Diego, and Rancho Bernardo California; Marion and Terre Haute, Indiana; Battle Creek, Michigan; Salem, New Jersey; New York City, Nassau County and Rochester, New York; East Pittsburgh and Levittown, Pennsylvania.



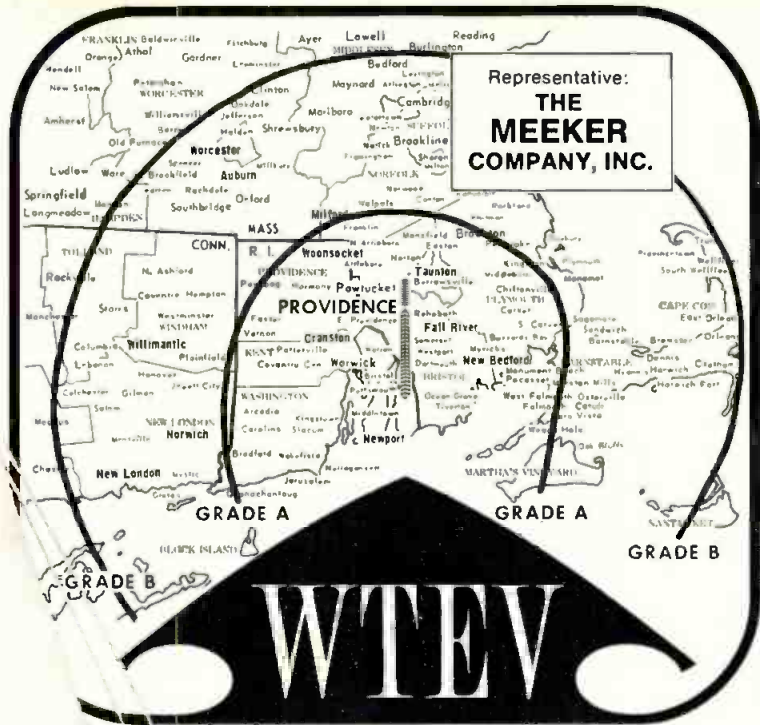
TIME-LIFE Cable Communications, Inc.

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To be a winner in the Providence ADI Buy WTEV

In this burgeoning area - Providence, New Bedford, Fall River and other important cities and communities - use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver this unusually responsive audience.



WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6

abc

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

Closed Circuit®

Political maze

There's evidence that congressmen are having difficulty grappling with complex provisions of campaign-spending law they brought upon themselves. Representative Lionel Van Deerlin (D-Calif.), member of House Communications Subcommittee and former broadcast newsman, has had to enlist his personal attorney in San Diego to advise him on dealing with law. National Republican Congressional Campaign Committee, besieged by inquiries from both incumbents and challengers, is recommending candidates obtain services of attorneys or accountants. One Hill staffer says law is so badly drawn and causes so much confusion that hundreds of candidates for federal offices will have unwittingly violated it by November 7.

Trap play?

Signs that FCC may consider repeal of prime-time-access rule, as CBS-TV and NBC-TV have been beseeching it to do, are suddenly being read in new and darker light in some network quarters. In aftermath of President Nixon's intercession on behalf of Hollywood unions to obtain reduction in use of reruns (BROADCASTING, Sept. 18), networks have been computing with horror how costs would escalate with increase in use of first-run product in existing schedules. Second and more horrible thoughts are generated by realization that with repeal of access rule still more periods would be opened, requiring even more first-run production.

Burr tops himself

MCA TV's *Ironsides* series, which has been placed into distribution for fall of 1974 start though still running on NBC-TV, is understood to be shattering syndication's record gross with almost \$30 million in sales already attained. Series has been bought in some 100 markets. That means that each of 177 episodes now in package has produced average of \$170,000 in sales so far. And gross will increase as market list expands and number of available segments grows to about 200. Syndication authorities say record has been held by *Perry Mason*, which has grossed in vicinity of \$18 million. Both series star Raymond Burr, whose audience popularity in syndicated *Mason* is deemed to have had carry-over value in *Ironsides*.

Blackout outlook

If early signs mean what they seem, legislation to prohibit television blackouts of professional sports events that are already sold out will whip through Congress—unless club owners see light. Staff officials

say they have never seen such unanimity among senators as that following introduction of antiblackout bills (see page 42). Thrust of measures would be to remove antitrust exemption (which permits blackouts) when tickets to home games are sold out 24 hours in advance.

When hearings get under way next week with National Football League Commissioner Pete Rozelle on hot seat, proponents will contend that before television exposure professional football clubs were hard put to fill stadiums and that they should now "give something back to television viewers." Another argument is that many professional sports use publicly endowed stadiums.

Settling in

Commissioner Ben F. Hooks, FCC's newest member, likes his new job. He has asked his wife, Frances, to relinquish her position as counselor in Memphis high-school system, to settle in Washington where commissioner has made his headquarters since being sworn in July 5. Mrs. Hooks has spent two decades in school system.

Second rejection

Tough counteradvertising issue FCC has disposed of once before is back on agenda this week—and destined perhaps for same action. It involves commercials promoting Chevron F-310 gasoline, and raises question as to whether fairness doctrine requires stations to carry spots countering message that use of F-310 helps reduce air pollution. Commission, in original decision, in April 1971, held that spots did not raise fairness-doctrine issue. But complainants appealed, and after court reversed commission in another case raising similar question, commission asked court to remand Chevron case for second look.

FCC staff work on case has now been completed, and recommendation reportedly is to reject complaint again. Reason, presumably, is that commission should not change policy on such questions one by one while over-all inquiry on fairness doctrine, which involves detailed examination of counteradvertising issue, is pending.

Seats to grow cold

Three top-echelon posts at United States Information Agency won't be filled until after November elections. Question is whether Frank Shakespeare, USIA director, will be there to fill them or will have returned to private sector, probably with major station-group owner (though Mr. Shakespeare professes no immediate

plans). Newest vacancy is position of deputy director, relinquished by career executive Henry Loomis to take over as president of the Corporation for Public Broadcasting (story, page 25). Earlier, General Counsel Charles D. Albard transferred to Justice Department as assistant deputy attorney general. Assistant Director (motion picture and TV) Bruce Herschensohn resigned in huff earlier in year over congressional criticism, and became screen-service adviser at White House.

No thanks

Less than enthusiastic response is being evoked by National Council of Churches' proposal to hold "hearings" next month on drug advertising (BROADCASTING, Sept. 18). National Association of Broadcasters, for one, has all but decided to decline invitation to "testify," principally because situation seems "counterproductive," as it is being discreetly described. NCC, however, has picked four of 10 members of hearing panel: Dr. Michael Watson, physician in Bamberg, S.C., and chairman of NCC's subcommittee on drug advertising; Dr. David C. Lewis, Harvard medical school; Cynthia Wedel, president of NCCC, and Rabbi Leonard A. Schoolman, of the Union of American Hebrew Congregations. Other panel members presumably will also be active in church affairs.

Defection

National Cable Television Association is about \$40,000 poorer in dues until it can lure one of biggest multiple-system owners back into its membership fold. Viacom International Inc. Company—ranked number seven among MSO's—pulled out quietly month ago. There's no discernible progress toward repairing policy breach.

Showdown in PTV?

Unless there's change in views of Henry W. Loomis, new president of Corporation for Public Broadcasting (see page 25), he's on collision course with at least one organization—Public Broadcasting Service, which distributes national PTV programming. Mr. Loomis's view that CPB has to exert stronger direct control over program judgments—as expressed in strong terms to PBS board and by audio feed to stations—hits PBS more acutely and directly than it hits anyone else, and PBS staff was thoroughly shaken by it. Until now, attempt has been made on both sides to keep network as insulated as possible from influence of CPB, whose historic role has been that of "buffer" between programers and government. If implemented, Mr. Loomis's view would lower that barrier.

At Deadline

ABC, NBC take the lead in premiere week ratings

CBS, in their wake first time around, says tables will turn in second week

ABC-TV led NBC-TV by two-fifths of percentage point as both networks left CBS-TV behind in Nielsen 70-market multinetwork area (MNA) average ratings for week ended Sept. 17, premiere week of new season. Averages in report out Friday (Sept. 22): ABC 21.0 rating and 33.3 share of audience, NBC 20.4 rating and 32.6 share, CBS 16.9 rating and 26.9 share.

Nights of week won by networks: NBC Monday, Thursday, Friday and Saturday; ABC Tuesday, Wednesday and Sunday, and CBS none.

CBS's *Bridget Loves Bernie*, ABC's *Wednesday Movie of the Week* ("Daughters of Joshua Cabe") and ABC's *Paul Lynde Show* were new shows in top 10.

Other new shows in top-40 MNA list:

NBC's *Wednesday Mystery Movie* ("Banacek"), *Ghost Story*, *Little People*, *Search* and *Banyon*; ABC's *The Rookies* and *Julie Andrews Show* and CBS's *Maude*, *Sandy Duncan Show* and *Bob Newhart Show*.

CBS spokesmen said that second week of new season would show "turnaround" in ratings pattern, noting that movie blockbusters ("Goldfinger" on ABC was first in MNA's) and such specials as two-hour *Bonanza* and *Mod Squad*, on NBC and ABC respectively, had piled up numbers in favor of those networks. CBS, which privately subscribes to Arbitrons, said that survey indicated such turnaround occurring for first four days in season's second week.

Top 40 in MNA's:

1. *ABC Sunday Movie*
2. *Marcus Welby* (ABC)
3. *All in the Family* (CBS)
4. *Bridget Loves Bernie* (CBS)
5. *Wednesday Movie of the Week* (ABC)
6. *Paul Lynde Show* (ABC)
7. *NBC Saturday Movie*
8. *Tuesday Movie of the Week* (ABC)
9. *NBC Monday Movie*
10. *Bonanza* (NBC, two-hour special)
11. *Owen Marshall* (ABC)
12. *Flip Wilson* (NBC)
13. *NBC Wednesday Mystery Movie*
14. *NBC Sunday Mystery Movie*
15. *Maude* (CBS)
16. *Ironsides* (NBC)
17. *Sanford and Son* (NBC)
18. *Lucy Show* (CBS)
19. *Ghost Story* (NBC)
20. *Rookies* (ABC)
21. *Olympics Closing* (ABC special)
22. *Cannon* (CBS)
23. *Walt Disney* (NBC)

24. *Mary Tyler Moore* (CBS)
25. *Gunsmoke* (CBS)
26. *Adam 12* (NBC)
27. *Julie Andrews Show* (ABC)
28. *CBS Thursday Movie*
29. *Little People* (NBC)
30. *FBI* (ABC)
31. *Mod Squad* (ABC, two-hour special)
32. *Sandy Duncan Show* (CBS)
33. *Laugh-In* (NBC)
34. *Odd Couple* (ABC)
35. *Love, American Style* (ABC)
36. *Bob Newhart Show* (CBS)
37. *Doris Day* (CBS)
38. *Search* (NBC)
39. *Banyon* (NBC)
40. *Hawaii Five-O* (CBS)

Clean bill for GM slogan is first NARB disclosure

Making first use of its new policy of "public disclosure," National Advertising Review Board is releasing today (Sept. 25) decision dismissing complaint against General Motors Corp.

NARB, which announced its "public disclosure" approach 10 days ago (BROADCASTING, Sept. 18), reported panel upheld earlier decision of national division of Council of Better Business Bureaus, which dismissed as "without merit" complaint against General Motors' use of "GM—mark of excellence" trademark in its print and broadcast advertising.

George Schwartz, associate professor of marketing, University of Massachusetts, filed complaint last May, claiming that General Motors' use of word "excellence" in its trademark did not conform to "high standards of truth and accuracy" in view of published reports that government agency had warned consumers of alleged defects in GM cars. Panel decided that auto manufacturer's present use of its trademark as a logotype

or "signature" in its printed advertising and as brief video and audio tag in its TV commercials "does not constitute false or deceptive advertising." Panel noted that if GM expanded upon words "mark of excellence" in future and featured them in context of advertising copy as integral part of its "selling story," NARB would consider this "to fall short of high standards of truth and accuracy in advertising which it seeks to promote."

Chairman of NARB panel on case was former FCC Commissioner Kenneth A. Cox. Other members: Walter Bregman, president, Norman, Craig & Kummel Inc.; William Claggett, vice president and director of communications and new products, consumer products group, Ralston Purina Co.; Craig Moodie Jr., vice president, advertising and sales promotion, Armstrong Cork Co., and Alfred L. Plant, vice president, advertising, Block Drug Co.

Heftel takeover OK with FCC

Over objections of Commissioner H. Rex Lee, FCC has approved transfer of control of five Hawaiian broadcast stations and waived its multiple-ownership rules, which were applicable to transaction.

Commission's action gives 100% control to Cecil and Joyce Heftel of Pacific Broadcasting Co., licensee of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo. Deal will be effected by exchange of Mr. and Mrs. Heftel's stock in Standard Corp. (25%) for all of Standard's stock (80%) in Pacific. No cash will change hands. Standard, which has 80% interest in KUTV(TV) Salt Lake City and 15% in Tele-Communications Inc., Denver CATV firm, is controlled by Glasman family, of which Mrs. Heftel is member. Transaction would result in complete

The Democrats want time. McGovern for President Committee has demanded from three TV networks that it be permitted to buy half-hour prime-time periods "in concert" on ABC, CBS and NBC on certain dates from Oct. 1 through Oct. 6. Wire sent Thursday (Sept. 21) to networks by Lawrence F. O'Brien, committee's national campaign chairman, said networks seem reluctant to sell committee half-hour periods during critical weeks before election, and added "it should be our decision of our candidate and his party, not that of networks, as to how and when Senator McGovern will campaign on TV." Mr. O'Brien also asked for more five-minute availabilities "as opposed to fringe-time availabilities now offered." Telegram cited First Amendment to Constitution and Sec. 312 (A) of Communications Act as reasons for pressing demands.

In absence of NBC President Julian Goodman, Benjamin D. Raub, vice president and assistant general attorney, replied to Mr. O'Brien by telegram Friday (Sept. 22). He said that since NBC believes it has been affording presidential nominees opportunity to purchase reasonable amount of time, no questions are raised with respect to Section 312 (A) or of any First Amendment rights. Mr. Raub said that NBC is ready, as it has been in past, to discuss needs of McGovern for President Committee with any of its advertising representatives. CBS-TV President Robert Wood responded with offer of another half-hour in addition to half-hour McGovern group has already purchased, and another half-hour CBS had offered but Democrats had not yet taken—or total of three half-hours. Mr. Wood also denied infringing on candidate's rights. ABC could not be reached for comment.

Which of these cities provides the most police protection?



Boston



New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles

Measure protection quantitatively and the winner is Boston. Among these cities, it has the largest number of police per thousand people.

But don't relax too much, even in Boston.

Despite recent declines, total reported crime in all seven cities is substantially higher than five years ago.*

There's a CBS Owned AM radio station in each of these cities. Where sixty million people live, as we do, in daily proximity to crime and community tension. And where the *quality* of police protection has to be at least as important as the quantity.

So we provide a needed continuing examination of police work. The good news as well as the bad.

In early 1972 New York's WCBS Newsradio did a week of special reports on a new Anti-Crime Unit. Last year, people turned to WCBS for extensive coverage of the Koapp Commission hearings.

Philadelphians use a weekly forum on WCAU to discuss crime and punishment with local judges. KMOX St. Louis brings police and teenaged boys closer together in an annual Law Enforcement Seminar.

Trying to further citizen/police understanding today is vital.

But it's just one part of our responsibility. Which is to keep people in touch with all the events around the corner and the globe that can affect their lives.

So they'll feel a little less in the dark about this challenging world.

The CBS Owned AM Stations

We feel responsible to over 60 million people.

WEEI Newsradio 59, Boston
 WCBS Newsradio 88, New York
 WCAU Radio 121, Philadelphia
 WBBM Newsradio 78, Chicago
 KMOX 1120, St. Louis
 KCBS Newsradio 74, San Francisco
 KNX Newsradio 1070, Los Angeles
 Represented by CBS Radio Spot Sales

* Latest reported crime figures (first quarter 1972) show a decline for six of these seven cities when compared to first quarter 1971 results. However, full year 1971 figures are substantially higher than data reported five years ago (1966). Similar results are obtained when crime rates (reported crimes per thousand people) are compared.

Source: Based on data from the Federal Bureau of Investigation and the Bureau of the Census, U.S. Department of Commerce.

Norelco's New PC-72:

The Green

An innovative new 3-Plumbicon® color camera that eliminates

- Camera mismatch
- Cable mismatch
- Color mismatch



Color Killer

The innovators at Norelco introduce today's most advanced color camera in its price range. Not an updated model. A new generation. It kills many stubborn problems that have tormented video production men for years. And its CLUE feature helps you get better performance from other cameras you already have.

With the latest solid state circuit technique and modular design, the PC-72 achieves new standards of stability, reliability, and ease of maintenance. Plus three major new standard features you can't find in other cameras.

CLUE for quick, precise set-up and camera matching. CLUE allows you to set up accurately and more easily without a waveform monitor. Using a black and white monitor,

CLUE compares alternate scan lines from the red, green and blue signals. Peak white, black levels and gamma tracking in the color channels are quickly and accurately adjusted

for optimum color balance. CLUE allows the same reference to be used to match between cameras.

Presto, your cameras are set up and matched in a fraction of the usual time!

Precise compensation for standard cable, mini cable or any combination of both. Now ringing and smearing from cable mismatch disappear. It's as easy as dialing a phone. The PC-72 operates with up to 3,000 feet of standard cable or 2,000 feet of mini. Mix 'em up in the line if you like. Just dial the footage of each into the camera. Presto, perfect camera/cable compensation!

Pre-set pushbutton varichrome variable matrixing holds the color the sponsor wants on every shot. Varichrome gives independent remote control of hue and saturation settings for all primary and secondary colors. Without affecting grey scale. Once you've decided the settings you want to compensate for lighting from each camera angle, your final take is routine. Just push a button for each angle. Presto, the color you want in every shot!

Bias light—no lag at low light levels. Bias lighting, adjustable individually in Red, Green and Blue, virtually eliminates lag at low light levels.

And—scene contrast compression. A flick of a switch and scene contrast compression brings out detail lost in shadowed areas...without loss of highlights.

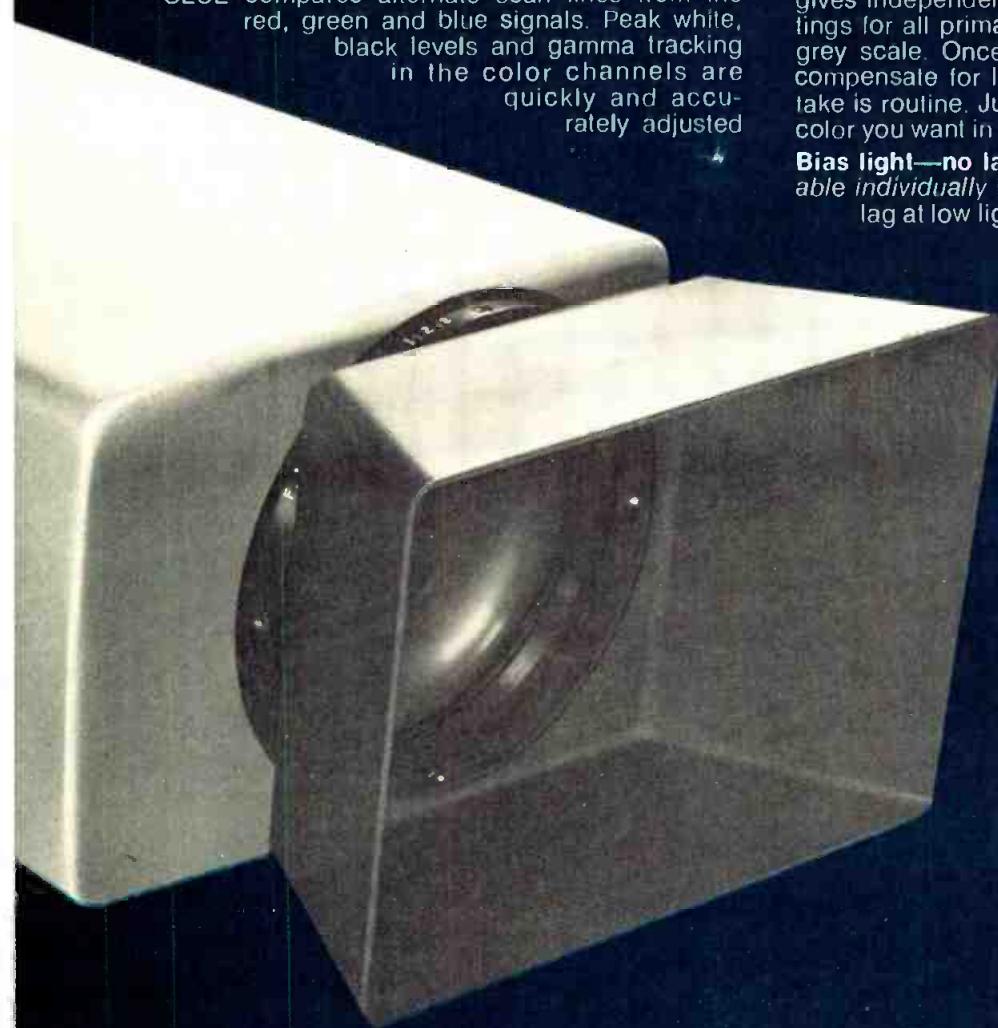
Take your last look at color gremlins... write now for complete information on the new-generation PC-72.

*Reg. TM N. V. Philips of Holland

Norelco

PHILIPS BROADCAST EQUIPMENT CORP.
A NORTH AMERICAN PHILIPS COMPANY

One Philips Parkway
Montvale, N.J. 07645 • 201/391-1000



separation of Standard and Pacific, and of Heftel and Glasmann interests.

Commission said waiver of multiple-ownership rules, which ban acquisition by single interest of co-located radio and TV facilities, is appropriate in this case because of transaction's intra-family nature and fact that Heftels already control 40% of Pacific (20% outright and 20% through their ownership interest in Standard).

Commissioner Lee disagreed. In dissenting statement, he asserted that transfer would result in total assumption of control of Pacific by Heftels—control they had not enjoyed in past. Waiver grant, Mr. Lee complained, "effectively ignores" media-diversification goals of multiple-ownership rules and "encourages the evasion" of those requirements.

FCC grants approval to \$16 million in Triangle transfers

Gateway acquires seven Pennsylvania, New York properties, will pass four along to Stoner, Giller groups

Triangle Publications Inc., once major force in broadcast stations ownership, effectively exited from industry last week with FCC approval of sale of seven stations remaining in Triangle's fold after monumental \$110-million transfer between that firm and Capital Cities Broadcasting Co. cleared agency in 1971.

Commission's unanimous action (Commissioner Nicholas Johnson concurred) gave blanket authorization to transfer of Triangle's WFBG-TV (ch. 10) and WFBG-AM-FM Altoona and WLYH-TV (ch. 15) Lancaster-Lebanon, both Pennsylvania, as well as WBNF-TV (ch. 40) and WBNF-AM-FM Binghamton, N.Y. Television properties will go to Gateway Communications Inc. for \$14.4 million. WBNF-AM-FM will subsequently be acquired by Stoner Systems Inc. for \$1.1 million. Group headed by WFBG-AM-FM General Manager Edward Giller will pay \$425,000 for those stations.

Under terms of agreement, all seven stations will be assigned to Gateway, which will pay Triangle total \$16-million figure. Gateway will immediately spin off radio outlets to respective buyers and collect directly from those firms.

FCC action comes 20 months after agency approved Triangle-Capcities deal, in which latter firm acquired Triangle's WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif. Capcities subsequently spun off radio properties and sold to other interests three other TV stations it owned at time.

Current acquisition represents Gateway's initial broadcast venture. Firm is headed by former Triangle broadcast division manager George Koehler and is principally owned by Malcolm Borg family, which published *Bergen* (N.J.) *Evening Record*. Stoner, which is headed by Glenn Bell and based in Des Moines,

Shoo in. With deadline passed for nominations by petition, it's now official that actor John Gavin will run unopposed for second term as president of Screen Actors Guild. Six other officers named by guild's nominating committee also are unopposed, but there are 27 candidates competing for 14 places on board of directors. It was Mr. Gavin's conversation with President Nixon that prompted White House's call for possible remedial action against excessive network TV reruns (*Broadcasting*, Sept. 18).

Iowa, also owns KSO(AM)-KFMG(FM) Des Moines and WGNT(AM) Huntington, W. Va. Mr. Giller and associates have no other broadcast interests.

In granting transfers, commission noted sales of WFBG-TV and WLYH-TV will end Triangle's common ownership of television and CATV interests in Altoona and Lancaster-Lebanon markets. Commission's crossownership rules bar such association. It also said television sales to Gateway are not applicable to FCC's top-50 market policy, since only Altoona and Lancaster-Lebanon rank among nation's 50 largest markets (Binghamton ADI is ranked 125). Top-50 policy requires any interest acquiring three or more TV stations in 50 largest markets to make affirmative showing that purchase will serve public interest.

Getting up steam at INTV

First board of directors meeting of newly formed organization of nonnetwork-affiliated TV stations operating under banner of INTV set up eight working committees, elected new director, established permanent office in New York and decided on three problem areas on which to focus energies. At full day meeting held at offices of member station KTTV(TV) Los Angeles, INTV appointed committees: to retain prime-time access rule; do something about AT&T line-rate increases; seek sources of national and international news service; end discrimination among advertising agencies and research organizations; try to get right type of auxiliary network service; find sources of programming; membership, and cable TV liaison.

Gene Adelstein of KZAZ(TV) Nogales-Tucson, small-market representative attending meeting, was elected to board filling place of Henry V. Greene Jr., RKO General, forced to resign because of reassignment of his executive duties. Board approved opening of permanent organization office at 1 Rockefeller Plaza, room 2408, New York 10020 (temporary telephone: 212-759-9420), where Herman Land, executive director, will be based.

Advertising discrimination, prime-time access rule and AT&T line-rate increases were singled out as projects that will receive greatest emphasis. Membership in INTV was said to be at about 65, with

firm commitments received in excess of \$104,000 for organization's first year of operation. Next board meeting has been set for Nov. 10 in New York at executive offices of Kaiser Broadcasting.

Blackouts, privilege, policing on congressional minds

Need for ban on TV blackouts of sports events, newsmen's-privilege legislation and ammunition to answer critics of broadcasting were voiced by Minnesota Democratic congressmen Friday (Sept. 22) at meeting of Minnesota Broadcasters Association in Alexandria.

Representative Ancher Nelsen criticized "footdragging" of House Commerce Committee on blackout bills, pointing out that House investigation and hearing mean legislation will be delayed until next year. Mr. Nelsen, member of Commerce Committee, said he is drafting bill to prohibit blackouts when home games are sold out two days in advance. Senate Communications Subcommittee Chairman John O. Pastore has introduced similar legislation and has scheduled hearings for next week (see page 42).

If newsmen are to continue to fulfill vital role of exposing government deception they must be allowed to protect their sources, said Senator Walter Mondale. He urged broadcasters to support newsmen's-privilege bill he introduced last month (see page 42), and warned that without legislation "the news will become more propaganda and less information."

Point made by Representative Bob Bergland was that if broadcasters do not police themselves government will do it for them. He called on broadcasters to devote more programming time to educational, public-service material and to resist accepting advertising that invites demands for counterads. If this is done, he said, Congress will be able to answer critics who are putting pressure on FCC to further regulate TV and radio.

No X or R in CBS

Thomas J. Swafford, CBS-TV's vice president for program practices, reassured Southern Baptist Radio-TV Commission late last week that network does not intend to begin running "X" or "R" rated movies. In conversation with Dr. Paul M. Stevens, executive director of commission, Mr. Swafford said CBS "continues to be aware that we are guests in people's homes and we hope to conduct ourselves accordingly."

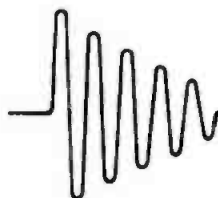
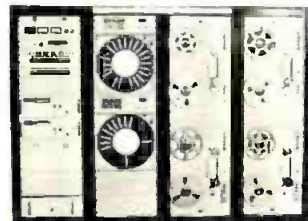
Rumor that CBS-TV was about to begin broadcasting restricted-rating movies was apparently sparked by network's broadcast of "The Damned," which was X-rated when seen in theaters but was drastically edited before TV showing. Mr. Swafford said rumor was without foundation, and that movies seen on home screen are carefully edited for presentation to public. Dr. Stevens expressed satisfaction with network executive's position.



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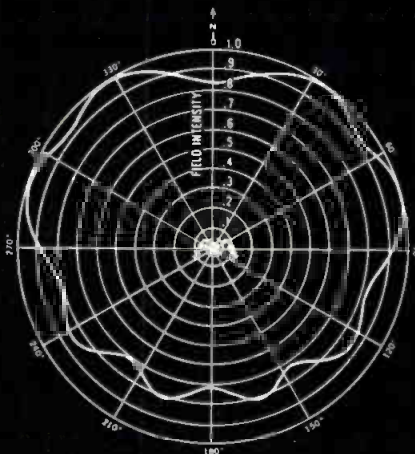
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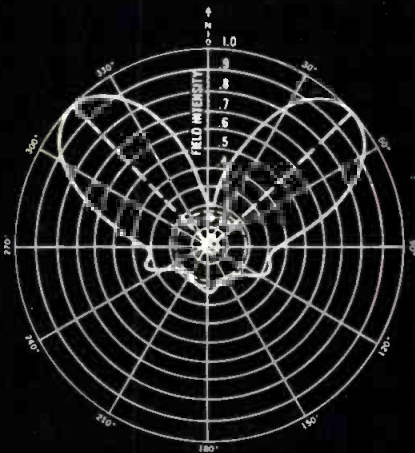
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This Week

Sept. 25—National Music Publishers' Association symposium, "New Media and Music Publishing." Among speakers: Peter C. Goldmark, president of Goldmark Communications; David Foster, president of the National Cable Television Association; Asher Ende, deputy chief of the FCC's Common Carrier Bureau, and John P. Thompson, Arthur P. Little Co. Hotel Plaza, New York.

Sept. 25—Regional sales clinic, *Radio Advertising Bureau*. Sheraton motor inn, Charlotte, N.C.

Sept. 25—ABC Radio annual multimedia presentation to agencies and advertisers. Radisson South, Minneapolis-St. Paul.

■ **Sept. 25**—American University's Committee on Communications and Center for Liberal Studies will sponsor symposium featuring political correspondents who will examine impact of media on 1972 campaign. Appearing on panel: Dan Rather, CBS White House correspondent; Jules Witcover, Los Angeles Times national correspondent; and Marin Nolan, Washington Bureau chief, Boston Globe. American University's Kay Spiritual Life Center, Washington, 2 p.m.

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

Sept. 26—Regional sales clinic, *Radio Advertising Bureau*. Hilton inn, airport, Atlanta.

Sept. 27—Regional sales clinic, *Radio Advertising Bureau*. Sheraton-Orlando Jet Port Inn, Orlando, Fla.

Sept. 27—Federal Communications Bar Association luncheon honoring FCC Commissioner Benjamin Hooks. Mayflower hotel, Washington.

Sept. 27—Reception, *The National Broadcasters Club*, in honor of FCC Commissioners Richard Wiley and Benjamin Hooks. National Broadcasters Club, Washington, 6:30-8:30 p.m.

Sept. 27—American Society of Composers, Authors and Publishers, West Coast membership meeting. Beverly Hilton hotel, Beverly Hills, Calif.

■ **Sept. 27-28**—Hearing on newsmen's-privilege legislation by House Judiciary Subcommittee No. 3. 10 a.m., Room 2226, Rayburn House Office Building, Washington.

Sept. 27-29—Annual convention, *Indiana Broadcasters Association*. Marriott hotel, Clarksville.

Sept. 28—ABC Radio annual multimedia presentation to agencies and advertisers. Hilton hotel, Detroit.

Sept. 29—New deadline for comments on amendment of part 76, subpart G, of FCC's rules and regulations pertaining to cablecasting of programs for which per-program or per-channel charge is made.

■ **Sept. 29 - Oct. 1**—Annual meeting, *Massachusetts Broadcasters Association*. Representative Torbert Macdonald (D-Mass.), Representative Silvio O. Conte (R-Mass.), FCC Commissioner Benjamin Hooks, and Grover Cobb, executive vice president, for government relations, National Association of Broadcasters, to speak. Jug End resort, South Egremont.

Sept. 29 - Oct. 1—*American Women in Radio and*

Television Western area conference. El Mirador, Palm Springs, Calif.

Sept. 29 - Oct. 1—Expo Electronex, home entertainment show sponsored by *Western Electronic Manufacturers Association*, to include monochrome and color TV receivers, TV record and playback units, tape and cassette equipment. Convention Center, Los Angeles.

Sept. 30—Meeting, *Society of Cable Television Engineers*. Holiday Inn, Jersey City, N.J.

Sept. 30—Print and sound media conference for campus journalists, *Vanderbilt University*, Nashville.

Oct. 1—Deadline for nominations, 1973 *Abe Lincoln Awards of Radio and Television Commission of Southern Baptist Convention*. Box 12157, Fort Worth 76116.

■ **Oct. 1**—New deadline for reply comments to FCC matter of reimbursement for legitimate and prudent expenses of public interest group for consultancy to a broadcaster in certain instances.

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

October

Oct. 2-3—Fall convention, Western chapter, *National Religious Broadcasters*. Statler Hilton, Los Angeles.

Oct. 2-4—Panel discussions before FCC on various aspects of children's programming. FCC, Washington.

Oct. 3—Regional sales clinic, *Radio Advertising Bureau*. Colonnade, Boston.

Oct. 3-5—Fall convention, *Illinois Broadcasters Association*. Featured speakers: FCC Commissioner Charlotte Reid and Grover C. Cobb, executive vice president for government relations, National Association of Broadcasters. Water Tower Hyatt House, Chicago.

Oct. 4—Regional sales clinic, *Radio Advertising Bureau*. Sheraton inn-LaGuardia airport, New York.

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

Oct. 6—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Baltimore inn, Baltimore.

Oct. 6-8—*American Women in Radio and Television* West Central area conference. Chase Park Plaza, St. Louis.

Oct. 6-9—Eighth *Hollywood Festival of World Television*. Screenings of programs representing more than 25 countries aboard Princess Italia during round-trip cruise from Los Angeles to Ensenade, Mexico.

Oct. 6-9—National meeting, *Theta Sigma Phi* (professional women in communications). Featured speaker: Walter Schwartz, president, ABC Television. Marriott hotel, Houston.

Oct. 8—Fall meeting, *Ohio Associated Press Broadcasters Association*. Columbus.

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

Oct. 9-10—Fall convention, Midwestern chapter, *National Religious Broadcasters*. Northwestern College, Roseville, Minn.

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

Oct. 10—Annual fall outing, *Federal Communications Bar Association*, in association with National Broadcasters Club and Association of Federal Communications Consulting Engineers. Tickets, \$16.50 per person, may be ordered from George Y. Wheeler III, 1000 Vermont Avenue, N.W., Washington, 20005. Washingtonian Country club, Gaithersburg, Md.

Oct. 10—Regional sales clinic, *Radio Advertising Bureau*. Sheraton-Peabody, Memphis.

Oct. 10—ABC Radio annual multimedia presentation to agencies and advertisers. Hilton hotel, New York.

Oct. 11-12—Television commercials workshop, *Association of National Advertisers*. Plaza hotel, New York.

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. 12—Regional sales clinic, *Radio Advertising Bureau*. Hilton inn, Dallas.

■ **Oct. 12-14**—National strategy seminar for newspaper

Major meeting dates in 1972-73

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, New York.

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

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

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

Feb. 13-16, 1973—Convention, *National Association of Television Program Executives*. Royal Sonesta Hotel, New Orleans.

March 25-28, 1973—Annual convention, *National Association of Broadcasters*, Sheraton-Park and Shoreham hotels, Washington.

and broadcast newsmen, "The Unstable Triangle: the USA, the USSR and China in the Coming Decade," sponsored by Ohio State University school of journalism, National Strategy Information Center Inc., New York, and Ohio State's Division of Continuing Education, in cooperation with Ohio Newspaper Association and Ohio Broadcasters Association. Fawcett Center for Tomorrow, Ohio State University campus.

Oct. 13—Fifth annual Kansas Association of Broadcasters seminar. Theme: current problems facing the broadcasting industry and what can be done about them. Student Union, Kansas University, Lawrence.

Oct. 13—Regional sales clinic, *Radio Advertising Bureau*. Sheraton inn-airport, Denver.

Oct. 13—New deadline for reply comments on amendment of part 76, subpart G, of FCC's rules and regulations pertaining to cablecasting of programs for which per-program or per-channel charge is made.

Oct. 13-15—*American Women in Radio and Television* East Central area conference. Terrace Hilton hotel, Cincinnati.

Oct. 15-17—Annual fall meeting, *North Carolina Association of Broadcasters*. Timme Plaza Inn, Wilmington.

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. 16—Regional sales clinic, *Radio Advertising Bureau*. Muehlebach, Kansas City, Mo.

Oct. 16-17—Fall meeting, *National Association of Broadcasters TV code review board*. Sheraton Half Moon inn, San Diego.

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

Oct. 16—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Bloomington, Minneapolis.

Oct. 18-20—Annual fall meeting, *Pennsylvania Cable Television Association*. Featured panel includes: Raymond P. Shafer, chairman of the board, Teletrompter Corp.; Gene Schneider, president, LVO Cable; William Karnes, president, National Trans-Video; and Alfred Stern, president, Television Communications Corp. The Host Farms, Lancaster.

Oct. 18-21—WSM(AM)'s 47th Grand Ole Opry Birthday Celebration and Disc Jockey Convention. Municipal auditorium, Nashville. For information on registration write: P.O. Box 100, Nashville, 37202.

Oct. 19—Regional sales clinic, *Radio Advertising Bureau*. Wilshire Hyatt House, Los Angeles.

Oct. 19—Regional sales clinic, *Radio Advertising Bureau*. Regency Hyatt House, Chicago.

Oct. 19—Eighth annual SESAC country music awards banquet. Woodmont country club, Nashville.

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

Oct. 19-21—Annual fall meeting, *Missouri Broadcasters Association*. Featured speakers: Clay T. Whitehead, director, Office of Telecommunications Policy; John Pettit, FCC general counsel, and Richard Jencks, CBS Washington vice president. Plaza inn, Kansas City.

Oct. 20-22—*American Women in Radio and Television* Southwest area conference. Sheraton Fort Worth, Fort Worth.

Oct. 20-28—*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. 23-26—"Regional cable-TV expo" for North-central area. *National Cable Television Association* and nine state associations will participate. Included will be separate meetings of state groups from Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, North Dakota, South Dakota and Wisconsin. The Abbey, Lake Geneva, Fontana, Wisc.

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. 26—Newsmaker luncheon on programing, *International Radio and Television Society*. Panel: network program executives Fred Silverman of CBS, Marty Starger of ABC and Larry White of NBC. Plaza hotel, New York.

Oct. 27-29—Conference workshop, Western Educational Society for Telecommunications. Hilton International, Las Vegas.

Oct. 27-29—*American Women in Radio and Television* Mideast area conference. Ramada inn, Louisville, Ky.

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. 29 - Nov. 1—"Regional cable-TV expo" for North-eastern area. *National Cable Television Association*, along with regional and state associations, will participate. Included will be separate meetings of state associations from Connecticut, New York, Pennsylvania and New Jersey, as well as New England Cable Association (Maine, Vermont, New Hampshire, Rhode Island, Massachusetts). Hartford Hilton hotel, Hartford, Conn.

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

Oct. 31 - Nov. 1—Fall convention, Eastern chapter, *National Religious Broadcasters*. Calvary Baptist church, New York.

November

Nov. 2—Fall conference, *National Association of Broadcasters*. Sands hotel, Las Vegas.

Nov. 2-3—Central region conference, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.

Nov. 3-23—Eighth annual *Chicago International Film Festival*. Competition includes television production category. Entry form and fee due Sept. 25, arrival of film or tape by Oct. 2. 12 East Grand Avenue, Room 307, Chicago, 60611.

Nov. 9—Fall conference, *National Association of Broadcasters*. Sheraton Plaza hotel, Boston.

Nov. 9-12—*American Advertising Federation's* Western region conference. Featured speakers will include: Barton A. Cummings, chairman, executive committee, Compton Advertising, New York; Karl Eller, president, Combined Communications Corp., Phoenix; Howard H. Bell, president, American Advertising Federation, Washington; William Ewen, executive director, National Advertising Review Board, New York; Arthur F. Kelly, senior VP, marketing, Western Airlines, Los Angeles; Arthur Wright, senior VP and manager, creative services, Cunningham & Walsh, New York; and Henry Schachte, president, J. Walter Thompson, New York. Hilton inn, Oakland, Calif.

Nov. 10-12—Meeting, board of directors, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

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

Nov. 13-14—18th annual meeting of *Advertising Research Foundation*. Hilton hotel, New York.

Nov. 14—Fall conference, *National Association of Broadcasters*. Hilton Palacio del Rio hotel, San Antonio, Tex.

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

Nov. 14-16—Hearings on drug advertising, sponsored by *National Council of Churches*. Program is under supervision of Lawrence Wayman, program consultant, department of drug and alcoholic concerns, United Methodist Board of Church and Society, and will consist of panel of 10 to hear and interrogate witnesses from manufacturing, advertising, federal agencies and consumer groups. 110 Maryland Ave., N.E., Washington.

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

Nov. 16—Fall conference, *National Association of Broadcasters*. Chase Park Plaza hotel, St. Louis.

Nov. 17—Radio Day, sponsored by *Georgia Association of Broadcasters*. Stouffer's inn, Atlanta.

Nov. 20—Fall meeting, *National Association of Broadcasters radio code board*. Regency-Hyatt house, Atlanta.

Nov. 21—Fall conference, *National Association of Broadcasters*. Regency Hyatt House hotel, Atlanta.

Nov. 26-29—Meeting, *Association of National Advertisers*. Cerromar hotel, Dorado Beach, Puerto Rico.

Nov. 27-30—Conference, North American Broadcast Section of *World Association for Christian Communication*. Tides hotel, St. Petersburg, Fla.

Nov. 27 - Dec. 3—*National Broadcast Editorial Conference*, held this year in connection with Radio-Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAQ-TV Chicago 60654. Paradise Island, Nassau, Bahamas.

Nov. 28-30—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. San Francisco.

Nov. 28 - Dec. 2—Annual convention, *Radio-Television News Directors Association*. Among principal speakers: Franklin Kreml, Automobile Manufacturers Association; Lyndon L. Pinding, prime minister, Bahama Islands; Philip McHugh, McHugh-Hoffman Associates, Washington. Also scheduled: TV workshop, with Edward Godfrey, KGW-TV Portland, Ore., as chairman; radio workshop, with George Brown, WOR-AM-FM New York, as chairman, and management and news workshop, with Frederick Douglas, WKZO-TV Kalamazoo, Mich., as chairman. Nassau, Bahamas.

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

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Biting off the nose?

EDITOR: Regarding the Electronic Industries Association's proposals to stop making TV tuners that work above channel 70 and to speed the move of translators from channels above 70: You may be interested to know that channels 70-84 are still allocated in Canada to television. EIA should realize that many U.S. TV sets are exported to Canada; in fact Canada is the U.S.'s largest customer for color-TV receivers. Receivers not capable of tuning above 70 will probably be barred from Canada, since most Canadian UHF's will be operating above 70.

If U.S. broadcasters had been similarly willing to explore the spectrum frontier above 70, this portion of the spectrum could have been saved in the U.S.—*I. Switzer, vice president-engineering, Maclean-Hunter Cable TV Ltd., Rexdale, Ont.*

One to oneness

EDITOR: Your profile on Bruce Johnson of RKO Radio (Aug. 28) was of particular interest. Mr. Johnson's success is simple: "I've always been a stickler for getting involved with the audience." This kind of thinking goes beyond the dollars and cents of radio. It is a realization that an audience of thousands is made up of an audience of one. Successful stations should go out and grab their listeners, involve them, entertain them, inform them and then offer a reason for tuning in tomorrow. Above all, they shouldn't try to be all things to all people but at least one good thing to one.—*Frank T. Shane, assistant sales manager, WBNR(AM) Beacon-WSPK(FM) Poughkeepsie, N.Y.*

Big book on campus

EDITOR: Once again I will be using **BROADCASTING** as my textbook. This time, however, I will be using it in two classes, station management and advanced television seminar. As I have told you in the past, I feel that **BROADCASTING** is the only publication that can serve as a live, up-to-date textbook.—*Edward C. Lambert, chairman, broadcasting department, University of Missouri, Columbia.*

Bad timing

EDITOR: I would appreciate a correction with reference to the story on the Jerry Lewis muscular dystrophy telethon (Sept. 11). WCIX-TV Miami was off the air from 2:30 to 7:00 a.m., not p.m. as reported, with a short circuit in the intermediate power amplifier assembly. The story did not mention that WCIX-TV provided an extra hour, from 6:30 to 7:30 p.m., to assist the telethon, and when the local hour addition ended, the pledges in Miami totalled \$122,076, \$13,000 more than last year.—*Edward Q. Adams, vice president and general manager, WCIX-TV.*

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



* Reg. U.S. Patent Office.

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The all-in-one medium.

Okay, so you've just finished airing your documentary on the bicycle boom. A few days later you get a call from the president of a local men's club and he wants to show it at their weekly meeting on Tuesday. "Sure," you say, and send him the film.

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Flexibility is one of the many beauties of film. Once a film is in the can, it can go and show practically anywhere. On the screen. At sales meetings. In flight. Off the beaten path.

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Rescuing the police.

When the family and friends of a Sioux City patrolman heard he had a brain tumor, they turned to the local Fetzer television station for help with a drive to raise funds for his medical expenses. The coverage, guidance, and air-time provided by the news team have played an important part in making the drive a big success. Helping people to help others is part of Fetzer total community involvement.



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

Monday Memo

A broadcast advertising commentary from Stan Merritt, president, Stan Merritt Inc., New York

Getting back to basics in advertising: moving the goods off the shelf

There should be two four-letter words behind every advertising campaign. The words are "hard sell."

In my estimation, there is no such thing as "soft sell." Soft sell is a term applied to poorly executed advertising. If I had to classify commercials into categories, I'd say there are three basic areas: hard sell, some sell and no sell. Some sell and no sell are synonymous with soft sell.

Watch TV. You'll see plenty of soft sell.

How many commercials shout and scream and succeed only in driving you to the refrigerator for a snack instead of to the store for the product?

How many are so clever that you say, "Boy, did you see what's-his-name's commercial last night?" But you can't remember what's-his-name?

How many commercials have you laughed at, admired, even quoted a line or two, but never bought the product?

But hard-selling commercials don't necessarily have to shout. I've seen some of the quietest executions sell like crazy. In fact, I recently saw a feminine-hygiene deodorant commercial that whispered its way through one heck of a selling message and stood out from several adjacent commercials, each with loud "Lone Ranger" music and each shouting its way to nowhere.

Hard sell can have flair. It can be creative. A good agency can make hard sell look beautiful. (After all, that's what it is paid to do.)

Hard sell is product oriented. It speaks for the product and about it. It—and this is most important—gives the consumer a real reason to buy.

When I first came into the advertising business, creative people used the term "USP"—the unique selling proposition—a phrase coined by Rosser Reeves (president of Ted Bates, now retired) about 20 years ago. It made sense. It still does. But I've given it a new handle, simplified it and called it "RTB"—reason to buy.

No one's going to buy your product unless you give him a reason to buy. When a client invests a half-million dollars in marketing a new product, he expects to achieve specific sales objectives. Anything less would bring his agency tumbling down. But a half-million dollars invested in an existing product, for some strange reason, doesn't have the same onus on it. Why not? Unless there is a miracle hidden in the product, soft selling will simply waste the client's money and won't reach acceptable selling objectives.

So how do you get an RTB that triggers sales?



Stan Merritt describes himself as a "Leo" born and raised in Brooklyn, N.Y. He has been in the advertising business since he was 17 years old, joining J. Walter Thompson as its youngest copywriter. He attended college at night, receiving an associate degree in advertising from City College of New York in 1949 and a bachelor's degree from Long Island University in 1954. In the meantime, he had moved from JWT to Marschalk & Pratt in 1952 as a copywriter specializing in TV. He joined BBDO in 1954 as a copywriter. Grey Advertising hired him in 1959 as a senior writer. He joined William Esty in 1960 and was elected VP the following year. In 1967 he became senior VP and creative director at Lennen & Newell. He formed his own agency, Stan Merritt Inc., New York, in 1970. Mr. Merritt is also a film director.

Start by finding out the consumer's needs and wants. Find out how your product can satisfy his needs and wants. Then tell him. He may need your product, but he can't want it until he knows about it. He won't know about it unless you make him watch or listen to your commercial. That's where creativity comes in. He won't buy your product unless you give him a reason to buy. It has to be more than just unique. It has to be believable and that is where marketing comes in.

And when creativity works hand in

hand with marketing, then you have hard sell. That statement probably sounds fundamental. But you would be amazed at how many ad makers, creative types and client types too pay lip-service at most to this concept. For them I have a suggestion.

Let's start from the beginning and set down what your superb skills are supposed to accomplish. Advertising, TV and radio commercials included, is supposed to sell goods and services, create images and market ideas for clients. When 10 million people see a commercial, they should think of the client, not the creative director. It's amazing how many really good creative people forget that basic fact.

If they would just step back and look at it in a business-like fashion, I'm certain they would agree that when you create a campaign that moves goods, people hear about you or your agency soon enough. Good advertising speaks for its clients but it also says a lot about the advertising agency. Trouble comes when a commercial message tries to be something that an advertisement shouldn't be—like an art form.

Works of art make their own rules. Commercial messages have imposed upon them basic rules which should not, cannot be ignored—rules about the client's product, the competition, the distribution patterns, the marketing strategy. Within these rules, you build an advertising campaign that makes the consumer buy your product instead of another.

The creative man should draw from every artistic source, then apply this material to the specific world of advertising. Everything in the campaign must be directed to the over-all function of the campaign—the selling of the product. Anything else is imitation art. Advertising isn't imitation anything. And it isn't an art form. It's a selling tool.

There is nothing wrong with winning awards in film or print, and we can look at them with pride and satisfaction. But what your agency should be proudest of are sales figures that go up and products you have helped make dust-proof and shelf-resistant.

Advertising campaigns should sell product. A pretty financial picture for your client is worth a lot more than a pretty girl in a pretty commercial.

That is not to knock the pretty girls, pretty commercials, or creative men. We need all the good ones we can get. But a good creative man is worth his weight in golden lions if he understands that the advertising he creates has a specific and definite function—to move the stuff off the shelf.

Creative know-how goes with marketing know-how. They combine to make hard sell and they are inseparable.

Minority jobs now a mission at the FCC

Burch says agency isn't kidding in its push for equal opportunities; Hooks seeks extra edge for blacks

The FCC has no use for quotas as a means of assuring minority-group employment in broadcasting. But it "means business" when it talks of assuring job opportunities. And that means it will rely to some extent on numbers. "What else have we to go on—as an initial indicator of good faith?"

The views are those of FCC Chairman Dean Burch, expressed last week at a CBS Radio affiliates meeting in Phoenix, and they are the first he has stated publicly on the nettlesome question of how equal-employment opportunities are to be assured without the use of quotas. The commission opposes quotas, and President Nixon has spoken out against them.

Commissioner Benjamin L. Hooks, whom Chairman Burch has given the responsibility for taking the lead in fashioning proposals to implement the commission's equal-employment policy, was also speaking out publicly on that issue last week, and expressed the view that the commission could promote open employment without resorting to quotas.

Commissioner Hooks, who was interviewed on NBC's *Today* show, on Tuesday, left no doubt he feels that, since blacks "have been artificially held back throughout their history in America," they should now be given special help in getting jobs. But he said he was not disturbed by President Nixon's expressed opposition to quotas; he noted that the Civil Service Commission has not retreated from its position that "numerical goals can be important."

The concern reflected in the remarks of Chairman Burch and Commissioner Hooks apparently is not shared by the National Association of Broadcasters. James H. Hulbert, NAB executive vice president, said last week that so much progress has already been made in minority-group employment that the issue is "a dying one." (See page 21.)

Chairman Burch, in criticizing the use of quotas, called them "counterproductive." He said they begin as floors and end as ceilings. "They are inherently discriminatory—against everyone in the community who does not fit into an arbi-



Missionaries. FCC Commissioner Benjamin Hooks (l) and Chairman Dean Burch (r) both re-emphasized last week the commission's commitment to the problems of minorities.

trary pigeonhole, and particularly against employment by merit alone."

He also said that the U.S. Court of Appeals decision in the WMAL-TV Washington case has strengthened the commission's hand and given it "the flexibility to search out approaches that are *not* mechanistic but that do work." The court held that statistics alone do not necessarily constitute a prima facie case of discrimination in employment.

But, the chairman said, the commission will scrutinize the minority-employment reports that stations are required to file annually as a "point of departure" in determining whether they are making good-faith efforts to implement equal-employment-opportunity programs. "The station that shows a zero-zero employment profile—with respect to blacks or women, for example, and particularly blacks or women in positions of responsibility—that station raises most serious questions. So does one that shows, year-to-year, a positive fall-off in minority hiring. And so does one that shows even a relative decline—relative to its over-all employment pattern."

The questions raised, he added, require a look behind the numbers, an examination of such back-up data as recruitment techniques, liaison with community leaders, and minority-group training efforts. "I think we can agree that such matters, not numbers, are the guts of affirmative

action programs that are worth *more* than the paper they're written on."

He said that line of thinking was behind the commission's letters in July to some 30 stations in Pennsylvania and Delaware seeking more information on their efforts to provide equal-employment opportunities to minority-group members and women (BROADCASTING, July 31). He called this a "show-us" technique the commission will "doubtless use again."

"We are not looking for scapegoats," the chairman said, "simply for hard evidence that each of [the stations queried] had an affirmative story to tell, and could show real promise of ultimate results."

Both Chairman Burch and Commissioner Hooks said they were concerned with equal-employment opportunities not only in broadcasting, but at the commission. Neither indicated how the internal problem would be attacked, although Chairman Burch and Commissioner Hooks said it remains a large one.

Commissioner Hooks also dealt directly with the complaint of some whites that they have become the victims of reverse discrimination as a result of the growing effort to employ blacks in broadcasting. Commissioner Hooks, after a brief reference to the indignities he suffered as a result of segregation in the South and to the long history of discrimination against blacks, expressed little

November Group's conditions for Nixon spots run into trouble

House agency asks special setting, special rates for President's re-election commercials on TV

An attempt by the Nixon administration house agency to sanitize the positioning of spots advocating his re-election, and to purchase them on a nonpre-emptible basis at pre-emptible rates, is meeting both resistance and outright refusal from broadcasters.

George Karalekas, director of media for the November Group, has written a letter to radio and TV station managers outlining buying procedures for the election campaign. The section discussing schedule purchases contains this statement: "All schedules will be considered nonpre-emptible. All rates must be in accordance with Article III Section 315 and by definition must be the lowest rates offered any advertiser either national or local, within 60 days of the election."

Most stations have separate rate cards for pre-emptible buys and fixed buys. The lowest possible rate for one is not that for the other. Mr. Karalekas told BROADCASTING that because of the \$14 million budget limitation on political broadcast advertising he was forced to seek the pre-emptible rate but, "I'd like to think they wouldn't pre-empt me."

Mr. Karalekas says some stations have not given him the lowest unit rate. Because of this, he says, "I'm going to be visiting key stations in key markets requesting a look-see at the books. People from SFM [media buying service] and volunteers knowledgeable in media buying will also be making these visits."

Another section of the letter reads: "No back-to-back national or local (except Republican) political announcements will be accepted. Thirty-minute separation is preferred. We realize that in certain instances this is not controllable, but you must endeavor to comply as closely as possible with this request."

WNBC-TV New York and KPRC-TV Houston are two stations known to have demurred. WNBC-TV said it could not make any guarantee on separation, as it was against standard NBC policy. KPRC-TV said that such restrictions not only were counter to its operating policy, but also would be in direct conflict with the public interest, "which requires that we give candidates as much assistance in taking their views to the voters as possible. Any restriction obviously curtails the ability of the station to fulfill its obligation in this regard, but to deny to candidates for any offices of other parties a substantial number of otherwise available announcement positions simply because of an artificially imposed restriction is

sympathy for the whites' complaint. "I say, 'What the devil? So you're at a disadvantage temporarily—only for a moment or two.' And I don't really believe it anyhow."

The issue of discrimination in employment was not the only racial issue involving broadcasting about which Commissioner Hooks expressed concern in the interview. He said that the blacks usually seen on television are athletes, entertainers or militants.

"There are thousands of black lawyers and doctors and teachers and college presidents who are involved in the business of trying to make this a better world," he said. But it is not unusual for television, in its news programs, to fail to show a black man in a meaningful role, he said. To the extent television does this, he added, it is not being fair; it is "robbing 25 million black people of their great heritage." He said he intends to spend his seven years on the commission "trying to break through this type of almost unconscious conspiracy that keeps a balanced black program from being shown."

But there are other positions: NAB's Hulbert thinks 'great progress' by broadcasters is defusing problem

An official of the National Association of Broadcasters believes the issue of minority hiring in broadcasting is a dying one.

James H. Hulbert, NAB executive vice president for public relations, said that in the past two years "great progress" has been made in achieving the goal of improving the minority-job situation in broadcasting—a position that does not jibe exactly with the views of some FCC officials (see page 20).

Citing figures from FCC hiring forms, Mr. Hulbert noted that New York's TV stations reported that minorities held 13.6% of the jobs in 1970 but that last year the figure rose to 16%. In Los Angeles, he said, the percentage increased from 13.9% in 1970 to 17.4% in 1971; in Boston, from 8.4% to 13.0%; in Detroit, from 12.8% to 14.0%; in San Francisco, from 13.8% to 19.7%; in Atlanta, from 12.4% to 14.6%. At the national networks, he said, the figure runs somewhere around 15%.

At the least, Mr. Hulbert said, broadcasting shows more improvement than other media. A recent study of comparable professional jobs shows, he said, that blacks held only about 1% of professional jobs on newspapers, 2½% on magazines, but 6% in broadcasting.

Mr. Hulbert made these observations Sept. 15 in Knoxville, Tenn., at a meeting of over 250 broadcasters gathered there to discuss license renewals. The triennial two-day session was sponsored by the Tennessee Association of Broadcasters, WSM Inc. Nashville and the University of Tennessee and attracted broadcasters from the South and Midwest. License renewals for these broadcasters are scheduled for next year.

Mr. Hulbert noted that blacks who for

the last few years have stressed employment, now are talking more of job progress and job improvement. "To my mind," he said, "it is a sign of considerable progress when we begin to talk about the problems of advancement of those already employed, and not solely employment. It is a positive sign that we may be in phase two."

And, he continued: "While it may be premature to call [employment] a dead issue, it is certainly a dying one."

He noted also that abundant evidence has accumulated that there is no longer any validity, if there was in the past, to the charge that blacks are depicted in degrading stereotypes. "In local discussion and interview programs, in programs designed to appeal to women, in national network programming," he said, "there has been an obvious and visible effort to present minority views and minority people fairly and sympathetically." Broadcasters, he said are "highly sensitized" to these problems.

He took issue with calls for quotas on airtime related to the percentage of minorities in a city, a concept voiced, he said, by Tony Brown (dean of the school of communications of Howard University, in Washington). That implies, he said, the relegation of a licensee's responsibility for the programming of large chunks of airtime. And, he added, it implies segregation of the airwaves.

In his talk he cited the support broadcasters have acquired in the Congress for a license-renewal bill. There are 256 representatives, out of the total 435 members of the House, and 49 senators out of 100, who have promised to support license-renewal legislation, he said.

Although this seems to be sufficient to insure passage, Mr. Hulbert said, there are going to be tremendous pressures, probably even more intense than they were in 1969 when Senator John O. Pastore (D-R.I.) introduced the first license-renewal bill. The opponents of that legislation, Mr. Hulbert noted, are now more sophisticated, better informed, better financed and better organized than in 1969 when support for the Pastore bill disappeared because of charges that the bill was racist.

Even though the court decision upholding the renewal of WMAL-TV Washington was a seeming victory for broadcasters, it is dangerous, Mr. Hulbert said, since it may take some of the steam out of efforts to get license-renewal legislation enacted. He warned that it offers only limited protection since it deals only with petitions to deny. The court's language, he said, actually encourages parties to file competing applications.

The court in the WMAL-TV case held that the station is not required to devote program time proportionately to the percentage of blacks in Washington; that in fact the station serves all of its service area, not simply the principal city. And, Mr. Hulbert noted, the court also said that charges of racism cannot be sustained merely by citing over-all employment figures; it held that minorities must prove instances of discrimination and a conscious policy of exclusion (BROADCASTING, July 3 et seq.).

manifestly not in the interest of the people or the political process."

Mr. Karalekas stressed that this was a request, not an order. He also mentioned that some stations have had local Democratic candidates specifically request to buy time adjacent to a Nixon commercial. He felt it was significant that grass-roots Democratic office-seekers would seek to align themselves, impressionistically, with President Nixon.

A third paragraph of the Karalekas letter states: "In addition, commercial products occupying the second minute in the break position should be of a non-controversial nature (e.g., laxatives would be unacceptable)."

A spot check of stations indicated that no one is quite sure what qualifies as "controversial" besides laxatives. Mr. Karalekas, who noted the designation was his, not the President's, attempted to clarify the matter by saying: "I'd much rather be up against a nice Coke or Pepsi or Canada Dry commercial than a banging Excedrin headache spot. We're dealing with the President of the United States. There should be some respect for the office. We'd prefer nonabrasive commercials around us." He also felt feminine hygiene products were "unacceptable."

McGovern establishes unit to set policy on consumer matters

Senator Frank Moss, PKL's Papert co-chairmen of advertising group

Senator George McGovern's (D-S.D.) presidential campaign committee last week announced the formation of a special task force for consumers to develop policy papers next month on advertising and other consumer matters for the senator's campaign.

Co-chairmen of the task force are Helen Nelson, director of the Center for Consumer Affairs, University of Wisconsin; Richard Austin, secretary of state of Michigan; Esther Peterson, consumer

adviser for Giant Food stores (who was also consumer adviser to President Johnson); Democratic Senators Gaylord Nelson (Wis.) and Warren Magnuson (Wash.), and Representative Benjamin Rosenthal (D-N.Y.).

A committee spokesman said last week that each paper will be developed by a team of 12 to 15 people. Co-chairmen of the group responsible for advertising policy are Senator Frank Moss (D-Utah) and Frederic Papert, chairman of PKL Companies, New York.

The tentative schedule calls for policy papers on food (Oct. 5), products (Oct. 5), credit (Oct. 9), advocacy (Oct. 12), insurance (Oct. 17) and advertising (Oct. 19).

Second group of soap makers ordered to prove their ad claims

It's 11th case in FTC's campaign to make substantiations public

The Federal Trade Commission has asked 14 soap and detergent makers to come clean on advertising claims. It was the second order to document advertising claims that the trade agency has aimed at soap and detergent makers; the first involving 22 firms was issued last June (BROADCASTING, July 3).

The latest list, announced last week, included two companies that were asked to substantiate claims three months ago. The new questions were raised about the same products but about different claims. They are Armour-Dial (Dial soap) and Clorox (Clorox bleach).

Among the claims for which substantiation is asked are a Purex bleach claim that it "gets out dirt other bleaches leave behind"; American Home Products' Easy-Off oven cleaner claim that it has "33% more power cleaner than this other popular foam oven spray," and a

Lever Bros. claim that Lifebuoy is "so lastingly active its deodorant protection won't let you down."

This is the 11th order in the FTC's campaign to require substantiation of time product's advertising claims. Others have involved automobiles, air conditioners, TV sets, toothpastes, electric shavers, tires, hearing aids, cough and cold remedies.

The agency noted that it is not questioning the advertisements or implying they are misleading. The agency makes the responses public and presumes that questionable advertising will be publicized by competitors and consumer organizations.

Agency officials have asserted, however, that many of the answers are too technical for the layman to understand and that many others are irrelevant or superficial.

Other firms named in last week's order (with products in parentheses): American Brands (Jergens Extra-Dry facial cleaner); Church-Dwight (Arm & Hammer cleanser); Clorox Corp. (Jifoam oven cleanser, in addition to the bleach); Colgate-Palmolive (Irish Spring and Palmolive Crystal Clear detergent); Dow Chemical (Lemon Fresh oven cleaner); Gold Seal (Mr. Bubble); Morton-Norwich Products (Janitor-in-a-Drum); Noxell (Noxema); Procter & Gamble (Tide); Purex (Brillo household cleanser and the bleach) and the U.S. Borax and Chemical Corp. (Borateem).

Now it's little cigars Moss wants off air

Architect of cigarette exclusion drafts legislation to expand it

Senator Frank Moss (D-Utah), who was instrumental in persuading Congress to institute a ban on TV and radio cigarette advertising, said last week he plans to introduce legislation early next year to outlaw broadcast advertising for small cigars.

At a news conference last Monday (Sept. 18) in San Francisco, where he addressed the American Mining Congress, Senator Moss blasted TV ads for cigarette-sized cigars. "I think this is an attempt to thwart the ban on cigarette advertising," he said. "I think we're going to have to change our definition so that it will include these little cigars."

When Senator Moss returned to Washington last Wednesday he told BROADCASTING that his bill would not exclude advertising for all little cigars. He noted there is a difference between cigarette-type cigars that are meant to be inhaled and those that are not. He admitted it will be difficult to draft legislation to prohibit advertising only for those made to be smoked like cigarettes.

At a hearing early this year on S. 1454, a bill to require the Federal Trade Commission to establish maximum tar and nicotine levels in cigarettes, Senator Moss expressed concern over the TV advertising of "inhalable" small cigars such as R. J. Reynolds' Winchester (BROADCASTING, Feb. 7, 14).

BAR reports: television-network sales as of Sept. 3

CBS \$402,090,100 (36.6%); NBC \$354,838,800 (32.3%); ABC \$340,601,500 (31.1%)*

Day parts	Total minutes week ended Sept. 3	Total dollars week ended Sept. 3	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	66	\$ 374,500	2,538	\$ 15,099,000	\$ 15,160,000
Monday-Friday 10 a.m.-6 p.m.	990	6,331,800	33,725	232,855,300	210,658,600
Saturday-Sunday Sign-on-6 p.m.	304	4,274,400	10,522	118,405,500	93,777,500
Monday-Saturday 6 p.m.-7:30 p.m.	99	1,669,500	3,295	58,125,900	47,313,100
Sunday 6 p.m.-7:30 p.m.	10	126,000	456	9,313,600	13,713,700
Monday-Sunday 7:30 p.m.-11 p.m.	410	16,672,400	13,746	598,757,600	580,535,300
Monday-Sunday 11 p.m.-Sign-off	152	1,707,700	5,278	64,973,500	45,063,700
Total	2,031	\$31,156,300	69,560	\$1,097,530,400	\$1,006,222,500

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

Unperfidious

Some things we all rely on. The journalist on his typewriter. The public on their journalists.

In recognition of outstanding medical journalism bringing the public a better understanding of health and medicine

**The American Medical Association announces
The 1972 Medical Journalism Awards Competition**

Awards of \$1,000 in each of five categories will be presented to the entries selected by the Medical Journalism Awards Committee. The categories of competition are:

Magazines Radio Television
Newspapers Editorial

The deadline for all entries is February 1, 1973.

For complete information on rules and submission of entries please write to:

Medical Journalism Awards Committee
American Medical Association
535 North Dearborn, Chicago 60610



Ad leaders urge self-restraint on TV violence

They say mere possibility that tube can stimulate hostility warrants editing of ads, shows

A group of advertising executives, members of a presidential committee for consumer affairs, has asked advertisers, advertising agencies and TV and radio broadcasters to reduce violence in programs and advertising.

The request came from the advertising and promotion subcommittee of the National Business Council for Consumer Affairs, established by President Nixon in 1971 and staffed by the Department of Commerce.

The violence report was scheduled to be issued today in Minneapolis by Robert J. Keith, chairman and chief executive officer of the Pillsbury Co., and Archibald McG. Foster, chairman and chief executive officer of Ted Bates & Co. They are, respectively, chairman and vice chairman of the subcommittee.

The report, entitled "Violence and the Media," notes the recent surgeon general's report on TV violence, and comments that although present information is not conclusive, "we do feel that these recent contributions indicate that there may be a link between televised violence and aggressive behavior by certain individuals in our society."

The group emphasizes that it is not suggesting that the elimination of violence in media will eliminate crime. But it says that "to the extent that depiction of violence in media may contribute to the encouragement of violence, those of us who bear any responsibility for media presentations must be concerned." The group adds that "we recognize also that advertisers should not attempt to 'censor' program content, particularly in areas such as news reporting, but we do believe that certain positive steps can be taken now by all involved."

The subcommittee asked Secretary of Commerce Peter G. Peterson to call on the business community, including advertisers, advertising agencies and media, to encourage these goals:

- The development on an individual basis of specific policies and procedures by media, program producers and those involved in the creation and delivery of programs to help eliminate gratuitous use of violence and to provide standards for its acceptable depiction "when it has material relevance to the message to be conveyed."

- Establishment by advertisers and agencies of policies designed to reduce further the use of violence as an attention-getting device.

- "Intensive and careful" research to determine more specifically the impact of violence on TV's audience "in the realization that further work is needed to identify clearly the nature and extent of the problem."

The subcommittee commended the TV

networks that have outlined new policies and practices to control violence on TV, particularly programing directed to audiences of children.

The group noted also that it was not trying to enforce blandness on TV programing. "It would serve us little were television programs to portray only the credit side of the ledger of life and fail to prepare society, particularly our youth, to recognize and be able to cope with the debit side," the group said.

Other members of the advertising and promotion subcommittee, all presidents or chief executive officers of their companies: Thornton F. Bradshaw, Atlantic Richfield; Henry H. Coords, Fisher-Price Toys; Justin Dart, Dart Industries; Alfred Eisenpreis, Allied Stores; Stuart K. Hensley, Warner-Lambert; Barron Hilton, Hilton Hotel Corp.; Hobart Lewis, *Reader's Digest*; Edgar H. Lotspich, Procter & Gamble; John J. Riccardo, Chrysler Corp.; V. J. Skutt, Mutual of Omaha; William S. Smith, R. J. Reynolds, and Stuart D. Watson, Heublin.

Chairman of the National Business Council for Consumer Affairs is Robert E. Brooker, chairman of the executive committee of Marcor Inc.-Montgomery Ward & Co.; co-chairman is Donald S. Perkins, chairman and chief executive officer of Jewel Companies Inc.

Executive director of the council is William D. Lee, deputy assistant secretary of commerce.



New name on W&L's door. Warwick & Legler, New York, will be changing to Warwick, Welsh & Miller, effective first of year. John P. Warwick (above, c), president and chairman of agency, said that "the corporate name change does not signify any ownership or operational changes . . . I feel strongly that an agency's name should reflect the people who are heading up the key areas." Principals whose names have been added are John F. Welsh (r), executive vice president and vice chairman of agency, and Robert D. Miller (l), executive vice president and creative director. Mr. Warwick estimates 1972 billings will be about \$57 million. Estimated broadcast billings of agency in 1971 were about \$14 million.

Food stores buying more television time

TVB figures for 75 markets show 21% rise; Detroit market leads

Food stores in 75 leading markets increased their TV activity by 21% during the first half of this year compared with that same period a year ago, according to the Television Bureau of Advertising.

TVB said it had Broadcast Advertisers Reports make a special tabulation in the 75 markets BAR monitors. It showed that food stores used 7,635 TV commercials in the first half of 1972 as against 6,307 scheduled in the comparable period last year. (TVB said there has been a continuing increase in the average number of commercials used weekly by food stores and supermarkets since 1965—the number of commercials then totaled 3,153.)

The Detroit market had the heaviest activity of food stores (346 weekly TV commercials in the first quarter of the year), followed by Philadelphia, 297; Baltimore, 280; Scranton-Wilkes-Barre, Pa., 258; Providence, R.I.-New Bedford, Mass., 243; New York, 197; Indianapolis, 170; Pittsburgh, 157; Atlanta, 150; and Champaign-Decatur-Springfield, Ill., 147.

Carol McEvoy signs in for Western Air Lines

KTTV 'interpreter' does spots for 500,000 with impaired hearing in six traffic markets

Western Air Lines Inc., Los Angeles, is placing a new 60-second TV commercial in six of its traffic areas designed specifically for viewers with hearing impairments. The message in the spot—now on the air in San Francisco, San Diego, Seattle, Phoenix and Minneapolis-St. Paul (and soon to be placed in Los Angeles)—is delivered via audio, rear-screen video projection and by sign language.

Carol McEvoy, who interprets a regular segment of the *Ten O'Clock News* for KTTV(TV) Los Angeles in sign language, is commercial spokesman for Western Air Lines in the spot. She starts by introducing herself as an interpreter bringing this message to people with impaired hearing. Then she goes into Western's selling story.

At one point in the message, when calling attention to the complimentary champagne Western offers adult passengers, Miss McEvoy found she had to invent a symbol for champagne, there being none in sign language. The first time the word appeared in the message she spelled it out in sign language, then immediately cupped her hands and put them to her lips. This then became the symbol for champagne throughout the message.

"This is just a kind of test to see what the reaction is," explains Jack Bernardy, vice president and account supervisor for



Carol McEvoy tells it

BBDO, Los Angeles, which created and is placing the advertising for Western Air Lines. "If there's a good reaction to it we may produce additional similar spots."

BBDO researched the entire Western Air Lines traffic system to find the population for impaired hearing in various areas. The six markets chosen for the introduction of the sign language spot are considered to have the heaviest concentrations of such people. The agency estimates that there is a total of about 500,000 people in these markets with impaired hearing.

Business Briefs

Rep appointments. WSNs(TV) Chicago: The Meeker Co., New York. ■ WXLN-TV Sarasota-Brandenton, Fla.: HR Television, New York ■ WADV(FM) Buffalo, N.Y.: Avery-Knodel, New York ■ KEWP-(AM) Little Rock, Ark.: Grant Webb & Co., New York.

Media study for sale. Young & Rubicam is putting on sale, on Oct. 1, 150-page study entitled "Video Cassettes: Medium - Market - Systems - Programing" through agency's Communications Services Publications unit. Price is \$55. This is first time Y&R has published any of its in-depth media studies and agency said it might do others, including cable TV and satellite communications.

'After School' buyers. Sponsorship for ABC-TV's *ABC After-school special* series has been bought by Oscar Mayer & Co., Madison, Wis. (J. Walter Thompson, Co., Chicago), 50%; M&M/Mars, McLean, Va. (Ted Bates & Co., New York), 33%; and The Gillette Co., Boston (placed directly for pens and glue products), 16%. One-hour entertainment programs for children will be telecast first Wednesday of each month, beginning Oct. 4, at 4:40 P.M. NYT. Using drama and entertainment, series will explore such areas as literature, science, history, current events and arts.

NH&S in Dayton. Needham, Harper & Steers, New York, has opened office in Dayton, Ohio. Office will service client, The Frigidaire Division of General Motors. NH&S's other primary locations in U.S. are New York, Chicago and Los

Angeles. Total billings for agency in 1971 were \$143.8 million, ranking it as 16th largest in U.S. and representing growth of over 65% for agency in past five years.

AAAA study revised. American Association of Advertising Agencies has updated in-depth study of the southern California market area that it did in 1969. Study details media available and describes characteristics of each along with candid impressions of market by Eastern and Midwestern agency executives. Report was prepared by committee of AAAA's Southern California Council. First edition was sold out and new study, which runs 160 pages, is entitled "What Makes Southern California Different." Copies available at nominal charge, from council at P.O. Box 1451, Glendale, Calif. 91209.

Plugs for plugs. Champion Spark Plug, Toledo, Ohio, through J. Walter Thompson Co., Detroit, has purchased time on ABC's American Information and American Entertainment Networks. The 30- and 60-second spots will run through October.

New for Blair. John Blair & Co., New York, which is in rep business with Blair Television and Blair Radio, announces new subsidiary, Blair Marketing Inc., New York. Firm will provide advertisers and their agencies with central source for direct response advertising (co-op mailings, catalogs, free-standing newspaper preprints, tabloid inserts and magazine supplements). Robert A. Hemm, Blair corporate vice president, is president of new subsidiary. 1370 Avenue of The Americas. Phone: (212) 757-4190.

Price tags that mislead. Network television really isn't as expensive as people are led to believe by publicity about the high tab for commercials in such things as the Super Bowl.

This was the theme and mission of a CBS-TV sales group at a meeting of the New York chapter of the Association of Industrial Advertisers. The group included Frank M. Smith Jr., vice president, sales; John R. O'Connor, director of national TV sales, and Art Harrington, account executive in marketing development and also narrator of film and slide material.

On CBS-TV, the presenters said, \$110,000 buys a 30-second commercial in three Sunday professional football games, reaching 22 million men, \$100,000 buys 20 30-second units on *Sunday Night News* with *Dan Rather*, and \$150,000 can offer a sales message to more than 19 million men through 10 commercials, one a week, in *Walter Cronkite Evening News*, plus 20 commercials, two a week, on *CBS Morning News*, for a total of 30 units, three commercials weekly for 10 weeks.

Also shown were commercials produced at very low cost by Standard Insurance Co., Portland, Ore., through Cole & Weber, there.

Eager-to-learn Henry Loomis gets the nod as CPB president

Nixon man, USIA executive, off to energetic start reshaping public broadcasting

Henry W. Loomis, deputy director of the United States Information Agency, is known as able, tough, honest, committed, loyal to Richard Nixon, and so unacquainted with public broadcasting that he has neither seen any of its programs nor, until recently, known anything whatever about the Corporation for Public Broadcasting. Last week he began to learn about it from the inside.

Mr. Loomis, 53, was named as expected to be the new CPB president, effective Oct. 1. He promptly appeared before a board meeting of the Public Broadcasting Service, attended a dinner with members of the Public Television Managers Council, and talked to the nation's public broadcasters for 30 minutes from Washington via a special closed-circuit audio feed from National Public Radio. He listened a lot, asked a lot of questions, and repeatedly acknowledged his lack of detailed familiarity with public broadcasting's complicated problems. In the process, however, he also displayed some tentative conclusions about where CPB and the noncommercial media ought to be going. If those convictions withstand the test of experience, some swift changes are in store.

Some of Mr. Loomis's conclusions were heard during his closed-circuit remarks, during which he answered numerous questions from broadcasters across the country; others emerged from a conversation last week with BROADCASTING. Here are some examples:

■ He dealt firmly with CPB's historic double-bind—the question of authority and responsibility. (The corporation, which was given broad powers by Congress, is often accused of tyrannizing over the system when it uses those powers; when it holds back, it is held responsible by politicians for everything that goes wrong in the system.) According to Mr. Loomis, CPB cannot escape either the authority or the responsibility for what is broadcast over public television and radio. "You've tried to duck it," he said, "and you weren't successful." Speaking to BROADCASTING, he added that if something goes wrong the finger always points at CPB, and the corporation cannot say in defense that "they" did it. How to accomplish that program responsibility within CPB's present framework he does not know.

■ He said there would have to be "a lot of sharpening of semantics" before the question of public-affairs programing could be discussed intelligently. His pres-

ent conviction is that public broadcasting ought to concentrate on those things that the commercial system is not effectively able to do. At the very least, he said, that excludes hard news (which public broadcasters also do not favor for their system); where the lines will be drawn remains to be seen.

■ He doubts that a new campaign for long-range financing will be launched for some time—perhaps a couple of years—until the industry itself settles on a coherent definition of what it wants and what “long-range” ought to mean. As for the related question—how to separate public broadcasting from partisan and political control—he offered two answers to BROADCASTING. He said that separation from “partisan” control is necessary and easy to do, simply because Congress is a two-party mechanism and neither party will be able to dominate. On the other hand, he said, public broadcasting cannot possibly be separated from “political” control—meaning accountability to the source of funds. Noting that the British Broadcasting Corp. is accountable to a Royal Commission every five years, he said such supervision is both inevitable and perfectly reasonable.

■ He identified instructional and cultural programming as two areas where public broadcasting might be doing more than it is.

Time after time, Mr. Loomis emphasized that these were tentative ideas, that he planned extensive consultation with station managers and others in public broadcasting, that he really knows very little about the business so far. “To be honest with you, I’m damned if I know” was the kind of initial response he made to several managers’ questions. Such convictions as he has acquired, however, clearly accord in general with the Nixon administration’s position on public broadcasting. Mr. Loomis refused comment last week on the kinds of contact he has had with the administration about the CPB job.

Mr. Loomis emerged weeks ago (“Closed Circuit,” Sept. 4) as the leading candidate to succeed John W. Macy Jr., who had resigned the CPB post following the Nixon veto of a two-year authorization bill. His name was presented to the CPB board at its meeting Sept. 15 by a three-man nominating committee, and he was provisionally accepted at that time (BROADCASTING, Sept. 18). Before finally approving him, however the board placed some final negotiating chores in the hands of its chairman, Thomas B. Curtis—who was himself elected to the job on that day.

Specifically, Mr. Curtis had to do two things: consult further with Mr. Loomis about salary, and consult further with public broadcasters about Mr. Loomis.

On the salary issue, Mr. Loomis feels strongly that the job warrants more than the \$42,500 he is being paid. It is not a question of paying the bills—the man is independently wealthy. (When asked his salary at USIA, he had to consult his secretary to find out what it is. It’s \$38,500.) Rather, he saw it as a question of policy—of providing the money to at-



Mr. Loomis

tract the best man to the job the next time the subject comes up.

In settling on the \$42,500 figure—instead of the \$65,000 paid to the departed John Macy—CPB was acting with one eye on Congress. The CPB authorization bill approved earlier this year contained an amendment limiting CPB salaries to no more than \$42,500—a congressman’s salary.

That bill was later vetoed for other reasons, and the salary amendment never found its way back into the substitute measure, but the corporation accepted the amendment as reflective of the will of Congress. It’s Mr. Loomis’s conviction that Congress should not intervene in this matter.

As for the consultation with other leaders in public broadcasting, the consensus is that there wasn’t much of it. The board made its decision and then asked some questions, on the theory that if it got any substantial negative reaction it would reconsider the decision.

What it got was summarized last week by William G. Harley, president of the National Association of Educational Broadcasters. “We were quite disturbed that we weren’t consulted about Mr. Loomis,” he said. “The procedure was a highly unfortunate one.” The saving factor, he said, was that Mr. Loomis was regarded as a good selection; otherwise, he made clear, a howl of protest would have been raised.

Most reaction in Washington has been cautious (though some appear downright scared). Amid the apprehension about the kind of control CPB might begin to exercise over program judgments, there is generally high regard for Mr. Loomis’s capabilities, and a feeling that his views will modify, as he becomes acquainted with the system. “He’s shown his willing-

ness to discuss this business with the stations every step of the way,” an NAEB official said. “More than that we can’t ask.”

There is also a group of managers who were highly pleased by the choice. Representative of these is O. Leonard Press, chairman of the television board of NAEB. “I was very impressed,” he said. “He asked some razor-sharp questions. He also asked questions about things he wasn’t that sure of, in a way that elicited the best possible answers.”

Whatever the reaction now, however, it is impossible to determine what the Loomis era will be like. CPB’s life is so filled with contradictions and politics that even apparent allies often express divergent opinions about it. In his veto message, for example, President Nixon accused CPB—“originally intended to serve only the local stations”—of improperly becoming “the center of power and the focal point of control for the entire system.” Yet Mr. Loomis, who is obviously schooled in administration thinking, in effect said that CPB *must* become a center of control—that it can no longer “duck it.” It could be argued that the control would be exercised not so much over local stations as over PBS and its national programs. But who runs PBS? The stations, through the PBS board. It could be argued that CPB funds PBS and must therefore exercise control. But why was CPB set up? To quote the President, “to serve the local stations,” who run PBS. That maze is where the CPB president lives, every working day.

Mr. Loomis is trained in science but has spent much of his life in management. He was director of the Voice of America from 1958 to 1965, when he resigned over what he regarded as attempts by the Johnson administration to use VOA excessively as a conduit for the official line. He served for one year thereafter as deputy U.S. Commissioner of Education. During the Eisenhower administration, he was staff director for the special assistant to the President for science and technology. The man he served in that capacity was Dr. James Killian, who now serves on the CPB board and was chairman of the Carnegie Commission on Educational Television—whose report is generally regarded as the blueprint for what is now called public broadcasting. He was also assistant to the president of Massachusetts Institute of Technology from 1947 to 1950; the president was Dr. Killian.

He also served on a task force for President Richard Nixon early in 1969, during the transition between administrations, and in March of that year was appointed by the President to his post at USIA. He is actively a Nixon man.

However, he told the managers that he does not expect to march in step with the views of the White House Office of Telecommunications Policy, which has spearheaded the administration’s criticism of public broadcasting. “We have not been and will not be any creature of OTP’s,” he said. “We’ll discuss our views and learn their views. If we disagree, we disagree.”

CBS Radio serves sweet and sour to its affiliates

Happy talk in Phoenix about sales and audience gains is tempered by assessment of counteradvertising and de-regulation issues

Encouraging developments within the CBS Radio family and external problems facing the broadcasting industry were explored last week at the 18th CBS Radio Network Affiliates Association convention in Phoenix.

Owners and managers of 244 radio stations aligned with CBS heard reports on advances made in the sales and programming sectors as well as talks on such critical issues as counteradvertising and the need for de-regulation of radio.

An optimistic note was sounded at the four-day convention, which opened last Tuesday (Sept. 19) by George Arkedis, vice president, CBS Radio Division, and general manager of the CBS Radio network. He provided an upbeat summary on improvements in sales and in the audience ratings of affiliates. He also announced a new group of programs designed to consolidate the listenership advances.

"Advertiser interest in network radio continues to rise," Mr. Arkedis said. "The

medium grew immeasurably in 1971 over the previous year, and every indication is that 1972 will show a further increase. Despite the departure this year of Arthur Godfrey, who traditionally accounted for a substantial portion of CBS Radio network billing, the network expects a good gain over its excellent 1971 figures."

He lauded the CBS Radio affiliates for the high rating position many of them have achieved. He said that more than one-half of the affiliates in 108 American Research Bureau-measured markets are first, second or third in the April-May 1972 report.

Mr. Arkedis advised affiliates of programming changes in the network schedule that take effect on Oct. 16. He said the network will introduce two Monday-through-Friday series, *Newsbreak*, with CBS News correspondent Charles Osgood, and *Game Plan*, with sports reporter Andy Musser. He reported that *Mike Roy's Cooking Thing* will become a six-a-week series with a Saturday broadcast and three programs—*Dateline: America*, *Today's Woman* and *The Buyer's Scene*—will be moved to the weekend. Three weekend programs—*Pets and Wildlife*, *Time for Health* and *Time for Youth*—and three weekday series—*Byline*, *Correspondent's Report* and *Newsmaker*—will be eliminated from the schedule.

Maurie Webster, vice president, for division services, CBS Radio, discussed a new research/promotion reference guide, prepared exclusively for the network's affiliates. It incorporates data on

various aspects of the radio medium, including information on program preferences of listeners to AM and FM stations, and statistics on the male audience in various daytime periods.

John A. Schneider, president, CBS Broadcast Group, took a critical swipe at counteradvertising. He contended that if this practice is permitted to grow, commercial broadcasting can be destroyed.

Mr. Schneider ticked off a long list of groups, representing diverse political, economic and social stances, which have sought to gain counteradvertising time on radio and TV. He pointed out that the many divergent opinions held on advertised products and services can lead to demands for counterads.

"How in the world will you be able to convince an advertiser to buy time to sell his product or service if that very purchase of time were to expose him to counteradvertising messages, attacking what he has to sell as unsafe or as a menace to the environment?" Mr. Schneider asked.

Sam Cooke Digges, president of the CBS Radio Division, called network affiliation "the best route to the current and future success for AM radio stations." He cited a recent 50 major-market study which he said showed that of 15 radio outlets having audience shares of 20% or better, 12 were network affiliates and only three were independents.

He said the business of CBS Radio is "news" and the company provides a service that affiliates cannot provide for

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themselves. He pointed to the representation on CBS Radio of such top newsmen as Walter Cronkite, Eric Sevareid and Dan Rather and of such sportscasters as Phil Rizzuto, Pat Summerall and Win Elliot as a factor that has contributed to the strength of CBS-affiliated radio stations.

Mr. Digges presented gold microphones to executives of four radio stations which have been affiliated continuously with CBS Radio for 30 years. Accepting the tokens of achievement were Walter J. Rothschild, vice president, Lee Enterprises Inc. (WTAD[AM] Quincy, Ill.); Walter J. Brown, Spartan Radiocasting Co. (WSPA[AM] Spartanburg, S.C.); Simon W. Rider, vice president, Fayette Broadcasting Corp. (WMBS[AM] Uniontown, Pa.) and Leonard M. George, vice president and general manager, WGPC[AM] Albany, Ga.).

Odin S. Ramsland, executive vice president, KDAL(AM) Duluth, Minn., was elected board chairman of the CBS Radio Affiliates Association. Other officers: Thad M. Sandstrom, vice president, WIBW(AM) Topeka, Kan., vice chairman, and William Coster, director of broadcasting and CATV, the Providence Journal Co., secretary-treasurer. W. John Grandy, president, KATY(AM) San Luis Obispo, Calif., was elected a new member of the board.

Richard W. Jencks, CBS Inc.'s Washington vice president, sought to revive interest in the original radio de-regulation proposals advanced last year by Clay T.

Whitehead, director of the Office of Telecommunications Policy. Mr. Jencks said the broadcasters' response to the proposal had been weak; not only have few responded to repeated invitations from the commission and the National Association of Broadcasters to comment—at last report, about 400—but the comments, he said, have dealt with relatively minor matters, not the controlled experiment in de-regulation in a few test markets that Mr. Whitehead had proposed.

Such an experiment is needed, Mr. Jencks said, to demonstrate what the effect of regulation has been on broadcasters. He expressed the view that commission regulations have excluded or stifled "those unorthodox licensees who would desire to be most innovative." And he saw the suspension of the fairness doctrine—in a controlled experiment in de-regulation—as leading to the creation of specialized stations which would be permitted to define the community they proposed to serve.

Mr. Jencks said de-regulation is needed by broadcasters because they otherwise appear to face an "inexorable trend" toward the treatment of broadcasters "as government instrumentalities for whom editorial decisions will increasingly be made either by the commission or by the courts. But he also said it is needed by the commission, which is "being choked by its own paperwork," and by the public, since there is no longer any justification "for failing to fully apply the First Amendment to this most resourceful,

pervasive and flexible medium of communications."

Changing Hands

Announced

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

▪ **KFSA-TV** Fort Smith, Ark.: Sold by Donrey Media Inc. to the Buford family for \$4.1 million (see page 30).

▪ **WSUN(AM)** St. Petersburg-Tampa, Fla.: Sold by H. Y. Levinson to Plough Broadcasting Co. for \$2 million (see page 32).

▪ **KWRT(AM)** Booneville, Mo.: Sold by William R. Tedrick to Big Country of Missouri Inc. for \$175,000. Mr. Tedrick also has a majority interest in KDKD(AM) Clinton, Mo. Principals of Big Country are Kenneth R. Hodges, Richard L. Billings and James Smith. Messrs. Hodges and Billings are account executives for WGEM-TV Quincy, Ill., and Mr. Hodges also has a 50% interest in KKUZ(AM) Burlington, Iowa. Mr. Smith also owns 50% of KKUZ and is manager of that station. KWRT is a daytimer on 1370 khz with 1 kw. Broker: Ralph E. Meador, Lexington, Mo.

▪ **WMSM(AM)** Hayward, Wis.: Sold by RJV Inc. to Henry Sampson, Eldon Lum and Bryce Smith for \$118,170. Mr. Sampson is general manager of WAVN(AM) Stillwater, Minn. Mr. Lum is a Realtor in Wahpeton, N.D., and Mr. Smith is an auto dealer there. WMSM is a daytimer on 910 khz with 5 kw. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 50).

▪ **KPHO(AM)** Phoenix: Sold by Meredith Corp. to Dairyland Managers Inc. for \$1,651,000 (see page 32).

▪ **KHAT(AM)** Phoenix: Sold by Ray Odom and others to Melvin Himelstein for \$216,803 (see page 32).

▪ **WSMG(AM)** Greenville, Tenn.: Sold by Raymond C. Turrentine Jr. and others to Don A. Crisp and Charles K. Hodge for \$150,000. Mr. Crisp is general manager of WMTN-AM-FM Morristown, Tenn. Mr. Hodge owns a Morristown construction firm. WSMG is a daytimer on 1450 khz with 250 w.

▪ **WHAG-TV** Hagerstown, Md.: 51% sold by Adler Communications Corp. to Samuel and Sheldon Magazine for payment of notes to Adler valued at \$101,350 and relief of liability for station debts. Messrs. Magazine presently hold 49% of WHAG-TV's stock and are acquiring the remaining interest. They also have interests in a number of businesses in Silver Spring, Md. Ch. 25 WHAG-TV, an NBC-TV affiliate, operates with 720 khz visual, 93.3 kw aural and an antenna 1,140 feet above average terrain.



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72-44

Burch, Wiley fill in pattern for de-regulation

Not only will it be coming soon, they say, but both look farther to cutting of even more red tape

The FCC's campaign to reverse the normal bureaucratic trend, as far as radio regulation is concerned, and strip away or simplify regulations now on the books should produce its first results within the next two months.

That was the word last week from Chairman Dean Burch, in a speech to the CBS Radio affiliates meeting in Phoenix (see also page 27), and Commissioner Richard E. Wiley, who is in charge of the de-regulation project, speaking to the Minnesota Broadcasters Association, in Alexandria.

Both talked of the commission acting on a number of matters, on its own motion, in what they are calling Phase I of the project. Chairman Burch said the commission was only "at the starting line" in the de-regulation project, and that implementation and development of the over-all program will require "several years."

But these are the areas in which Chairman Burch and/or Commissioner Wiley said the commission might act on its own, "within the next month or two," to relax or eliminate rules concerned with station identifications, half-hour meter-reading requirements, daily transmitter inspections, operating-log entries, mechanical-reproduction announcements, and contract-filing requirements.

Commissioner Wiley said the rules involved have outlived their usefulness; modern equipment obviates the need for many of them. In all, he said, the task force working on the project has a list of 34 primary subject areas to which initial "re-regulatory consideration" will be given. (He usually uses the term "re-regulation"—to avoid the "utopian" images "de-regulation" inspires, he says.)

Commissioner Wiley, furthermore, looked even farther down the road and indicated a number of other regulatory areas the commission would explore, though probably through a proceeding in which specific comments would be invited. He said the issues are of "immense complexity" and require "prolonged in-depth analysis."

They include rules involving automatic transmitters, directional antenna requirements, remote pick-up requirements, and AM/FM duplication. Ultimately, he said, an appropriate rulemaking would be held to offer interested parties an opportunity to comment on proposed policies.

Even farther down the road—but "not out of sight"—are these other possibilities for de-regulation—fairness-doctrine-applications, ascertainment and programing requirements and license-renewal policies. Any of these, he said, might be "bolted from the depths" by studies now

being done by the commission.

Commissioner Wiley welcomes the project, begun in April, as a means of checking the trend to what he considers "overregulation." He expressed the hope that the steps now being taken in radio "may be the harbinger of an eventual review and re-evaluation of our entire regulatory posture vis-a-vis the broadcasting industry."

Indeed, he expressed the hope that the dialogue now developing between licensee and the commission on the de-regulation issue might lead to improved communications between them—and he listed a number of ways he thought the commission might help in this regard: distribute a directory of FCC personnel in specifying precise areas of responsibility, institute a WATS-type telephone service to facilitate broadcaster calls to the commission, improve the FCC's information service so that licensees will be better informed about commission matters, develop a series of regional meetings or workshops in which commission personnel could discuss regulatory matters with broadcasters, decentralize "some commission function in line with the creative 'new federalism' of this administration," and create opportunities for commission staffers to visit broadcast stations and observe operations "to better appreciate the everyday needs and concerns" of the industry.

Commissioner Wiley said the proposals—which are his own and preliminary—are not intended to obstruct existing relationships between broadcasters and their

private advisers. Rather, he said, they are to "create an atmosphere in which government and industry can work together to further the public interest."

Alianza claims case hinges on knowing where station profits go

Court hears challenger argue for disclosure by Albuquerque TV's, but asks if issue is premature

Counsel for an Albuquerque, N.M., chicanos group last week told the U.S. Court of Appeals in Washington that disclosure of broadcast stations' confidential financial records should at times be granted to interests considering a challenge to license renewal applications.

The attorney was Tracy Westen, of Washington's Stern Community Law Firm, representing the Alianza Federal de Pueblos Libres, which a year ago asked the FCC to make available to it the annual financial reports (form 324) from KOB-TV, KGGM-TV and KOAT-TV, the three commercial TV stations in Albuquerque. The Alianza contended that it must be allowed to examine the reports to determine whether it should petition the FCC to deny the stations' renewals. The commission denied the Alianza request, stating that the group had failed to make a "compelling showing" that the financial reports are pertinent to the Al-

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buquerque renewal proceeding—the ruling that the Alianza is appealing.

The lack of inferiority of programing for the Albuquerque Spanish-speaking community, Mr. Westen said in last week's oral argument, is the Alianza's principal complaint against the stations. But the group must first know whether the programing problem is the result of siphoning of profits by the licensees or simply due to a lack of funds at the stations, he said.

But the court—which consisted of Judges Carl McGowan and George E. MacKinnon and Sixth Circuit Judge Wade H. McCree of Detroit—appeared to be less interested in judging this part of Mr. Westen's argument than it was in determining whether the Alianza had acted too quickly in coming before it. On several occasions, the judges inquired whether the Alianza had not acted prematurely in requesting the disclosure before it had actually commenced litigation against the stations. (The group asked the FCC to make the disclosure in August 1971; a month later, having heard nothing from the commission, it filed petitions against KOB-TV, KGGM-TV and noncommercial KNME-TV. (KOAT-TV was spared, according to the group, because its past performance was "a little better" than the others and because it had indicated that it would continue to make improvements.) More than once it was asserted from the bench that if the Alianza felt that the three commercial stations had presented substandard programing it should have stressed that point in petitions to deny. The financial disclosure issue, the court indicated, might have been more appropriately settled in a hearing when and if the commission elects to order such a proceeding on the stations' renewal.

In response, Mr. Westen insisted that the commission's ruling in denying the disclosure request was a final one—not an interlocutory finding as had been suggested from the bench—and was therefore reversible by the court.

Mr. Westen also noted that the commission has as yet not acted on a petition he filed more than a year ago, which seeks a rule that would permit public inspection of 324 forms. The Citizens Communications Center and the National Citizens Committee for Broadcasting joined in that request.

FCC attorney Joseph Marino maintained that it would not be appropriate for the court to give the Alianza a simple yes or no response at present. Final disposition of the matter, Mr. Marino contended, will rest on the commission's action on the Albuquerque renewal applications. And KOAT-TV attorney Gordon R. Malick, who appeared as an intervenor, claimed the Alianza "has not pursued its administrative remedies."

Donrey to Buford: KFSA-TV

Donrey Media's KFSA-TV Fort Smith, Ark., will be sold to the Buford family of Tyler, Tex., subject to FCC approval, it has been announced. Price, including real estate, was estimated at \$4.1 million. The

Buford family, which would acquire the station through a new firm, Buford Television Inc. for Fort Smith, has controlling interest in KLTV(TV) Tyler and KTRE-TV Lufkin, both Texas. It also has an application pending at the commission to purchase KORN-TV Mitchell, S.D. Donrey, principally owned by Don W. Reynolds, also owns KFSA(AM) Fort Smith and KBRS(AM) Springdale, both Arkansas; KGNS-AM-TV Laredo, Tex.; KOLO-AM-TV Reno and KORK-AM-FM-TV Las Vegas.

KFSA-TV, a channel-5 facility, is affiliated with all three national TV networks. It operates with 100 kw visual, 12.7 kw aural and an antenna 1,025 feet above average terrain.

Primary hurdle. House Communications Subcommittee Chairman Torbet H. Macdonald easily outdistanced his opponent in the Massachusetts Democratic primary Tuesday (Sept. 19). Preliminary returns gave Mr. Macdonald, running for a 10th term in the seventh congressional district, nearly 85% of the vote—38,644 votes to 7,364 for Jack Waka, a Melrose, Mass., school teacher. In the November general election Mr. Macdonald will run against Joan Aliberti, a school committeewoman from Malden, Mass., who (subject to a recount) defeated three other challengers by 400 votes in the Republican primary last Tuesday.

FCC asked to launch marketwide probe of Phila. stations

Charges of discrimination should be examined all at once, group says; FCC hasn't taken that approach since 1963 hearings in Omaha

A Philadelphia citizen group that has petitioned the FCC to prevent alleged discrimination in employment at 28 Philadelphia stations last week suggested that the commission "institute a marketwide, public investigation" of the charges.

The commission has held marketwide hearings before, but not for a decade. The commission held one in Chicago, in 1962, and another in Omaha, a year later, both on the question of whether the television stations were providing local programing to meet the needs and interests of the community.

The Philadelphia group—composed of representatives of the Philadelphia Communications Coalition, the Congress of African People and the Black Affairs Council—said that a marketwide investigation would be an appropriate means for "determining the extent of the violations of the commission's EEO [equal-employment opportunity] rules and fashioning measures to ensure equal employment opportunities to blacks in the future."

It said it framed its complaint in terms of the entire market, with allegations against each station raised in the context of the employment practices of 20 li-

censes to draw the commission's attention to "the widespread disregard" of the EEO rules in one locality, to the marketwide impact of such alleged practices by the stations involved, and to the effect "this phenomenon has on the likelihood for improvement by the 28 stations."

The citizen group offered its suggestion for a marketwide hearing in a 100-page reply to the Philadelphia licensees' oppositions to its original petition.

And it was filed about the time the commission was ruling that the Philadelphia group need not immediately pursue its case on an individual basis.

The commission denied a request by CBS that the group be compelled to file separate pleadings specifying its allegations against each of the 28 stations named in its petition. CBS, licensee of WCAU-AM-FM-TV there, objected to what it called the petitioner's "blunderbuss" approach of filing in a single document its accusations against all the stations. CBS specifically sought a ruling that would require the coalition to answer separately each of the licensee pleadings filed in opposition to the petition.

The commission said that its rules require that any pleading contesting a license-renewal application (the coalition's petition, while not formally seeking denial of renewal, listed renewal denial or hearing orders among recommended possible sanctions against the stations) must present allegations specific enough to raise a question as to whether a renewal grant would be inconsistent with the public interest. The FCC said that if the coalition fails to show clearly the stations to which its charges apply the commission may conclude that the allegations lack specificity. But the commission decided that in the meantime the coalition may present its argument in any format it chooses.

The Philadelphia group's response to the petition to deny contains a marketwide analysis of broadcast-industry employment in Philadelphia, as well as a review of the employment records and practices of the 28 stations which the group claims, support the charge of anti-black discrimination.

Court keeps FCC off Sears Tower

Commission is upheld in claiming that it has no power over case

An Illinois citizen group has been rebuffed by the U.S. Court of Appeals for the Seventh Circuit in an effort to force the FCC to take jurisdiction over the 1,450-foot Sears Tower building now under construction in Chicago.

The Illinois Citizens Committee for Broadcasting is concerned about the television-signal interference it says the tower will cause in the Chicago area, and wants the commission to force Sears to take whatever action is necessary to protect the viewers' "rights" to adequate signals (BROADCASTING, Feb. 28). However, the commission contends it lacks authority to comply with that request (BROADCAST-

ING, May 29). And now the Appeals Court in Chicago has upheld that position. The court noted that the citizen group can point to no express language on which to base its claim that the commission has jurisdiction. The group did hold that the commission has "broad authority" over communications, and cited its assertion of jurisdiction over CATV as an example of its power to expand its jurisdiction. It maintained that any activities that "substantially affect communications" are subject to the FCC's authority.

"While we appreciate the need for a flexible approach to FCC jurisdiction," the court said, "we believe the scope advanced by petitioners is far too broad. The 'affecting communications' concept would result in expanding the FCC's already substantial responsibilities to include a wide range of activities, whether or not actually involving the transmission of radio or television, much less being remotely electronic in nature."

Sears has attempted to resolve the problem by making provision for all 10 Chicago television stations to move their transmitters to the new structure, which will be the world's tallest when completed next year (BROADCASTING, Aug. 21). Six of the stations now operate from transmitters atop the John Hancock building, where they moved three years ago.

However, the stations have not yet decided whether to accept the offer. Sears says its offer will cost it \$5 million. But a move from the Hancock building could cost some stations upwards of \$2 million.

WMAL begins to be cited as precedent

D.C. stations use court rulings in answering petitions to deny based on discrimination charges

Washington and Baltimore stations have begun to respond to challenges filed four weeks ago against their licenses (BROADCASTING, Sept. 4).

Seven of the 14 Washington stations named in a petition "to prevent further employment discrimination" filed by the Communications Coalition asked the commission to deny that pleading (WMAL-AM-FM-TV responded earlier to the same petition [BROADCASTING, Sept. 18]). All cited rulings by the U.S. Court of Appeals in Washington in June and September rejecting a challenge to WMAL-TV's 1969 renewal application. The stations asserted that the court in those rulings had set standards for determining whether a station has discriminated in employment and that the current petitioners have failed to meet those standards.

WTOP(AM) said the coalition has ignored its equal-employment programs, which, the station claimed, have seen an increase of minorities employed at the station from 8.2% three years ago to 21% in 1972. WDCA-TV said the petitioners' allegations were biased in that

they omitted seven Washington stations with substantial black employment from their challenge. This made the market-wide statistics cited in the petition inaccurate and misleading, WDCA-TV said. WGMS-AM-FM and WWDC-AM-FM said the coalition has failed to prove through its broad allegations that those stations have specifically discriminated against blacks.

WTOP-TV, in a separate pleading, asked the commission to throw out a petition filed against it by a suburban group, Aligned Citizens United for Television Equity. The group had claimed WTOP-TV and Washington's three other VHF stations (which it also filed against) have not devoted enough coverage to residents of Maryland's Prince

George's and Montgomery counties. The petitioners, according to WTOP-TV, are operating under the erroneous assumption that the Maryland suburbs of Washington are "worlds unto themselves" and that programming geared toward general audiences will not serve residents there.

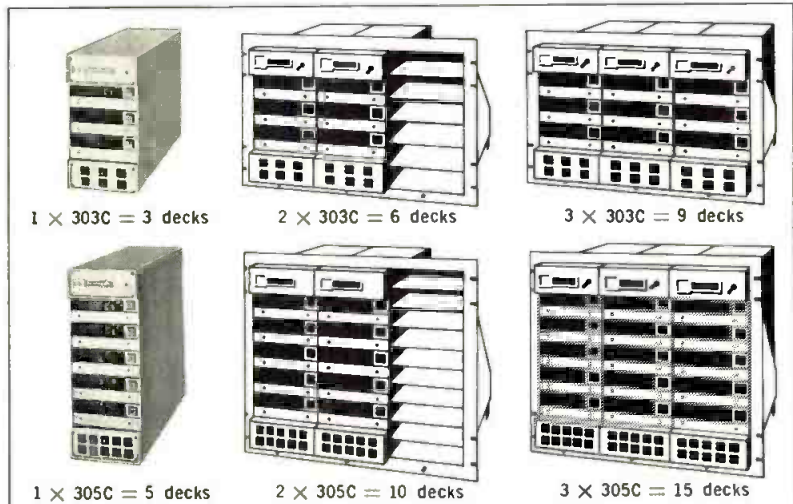
WMAR-TV Baltimore told the FCC that a petition filed against it by local blacks contained no factual evidence that the station discriminates against members of that race. The station also claimed parts of the petition represented "total plagiarism" of a petition filed in 1969 against the renewal of WMAL-TV in Washington.

In a later pleading, two of the 17 Richmond, Va., area stations named in a petition by a coalition of civil rights groups



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that alleged marketwide employment discrimination claimed that they never should have been included in that petition in the first place. WIKI(AM)-WDYL(FM) Chester, Va., contended that they serve predominantly rural Chesterfield county and that the petitioners had erroneously referred to them as Richmond stations. In any case, they said, their roster of minority employees surpasses the level judged reasonable by the Court of Appeals.

Baton Rouge AM ordered off the air

A unanimous FCC denies renewal on finding of many violations

The FCC has ordered the trustee of WLUX(AM) Baton Rouge—a station the commission said had amassed “a truly remarkable record of misconduct” over the past three years—to terminate operations.

In a unanimous action announced last week, the commission denied an application by Erwin A. LaRose, receiver in bankruptcy of Capital City Communications Inc., the WLUX licensee, for renewal of the station's license. It also denied Mr. LaRose's request that the commission hold oral argument on the case.

The commission designated WLUX's renewal application for hearing in October 1970 on a number of issues, including allegations that Capital City had participated in an unauthorized transfer of control, had filed inaccurate ownership reports and had generally operated the station improperly. The licensee was subsequently declared bankrupt and Mr. LaRose appointed receiver. After being denied permission to sell the station by the commission, Mr. LaRose elected to prosecute the WLUX renewal application.

But the commission found that to permit WLUX to operate for another license term would enable the stockholders of Capital City, who the commission claimed had displayed “an utter disregard” for FCC rules, to benefit financially. It said continued operation of the station would relieve the stockholders of their liability on Capital City's corporate debt of \$51,000.

WLUX was ordered off the air by Nov. 13, unless Mr. LaRose elects to pursue the matter in court.

Challenge is dropped; KPHO sale goes through

Dispute over abandonment of all-news format ends when buyer of another Phoenix AM promises 53% news-public affairs

The dispute over a proposed format change on KPHO(AM) Phoenix has ended to the apparent satisfaction of all parties involved. The FCC last week approved an application by Meredith Corp., the KPHO licensee, to sell the station to Dairyland Managers Inc. The commission action follows the withdrawal of a petition

to deny the sale by the Democratic Party of Arizona, which had objected to Dairyland's plan to drop KPHO's all-news format and substitute country music (BROADCASTING, Dec. 6, 1971).

The controversy over the KPHO sale eased considerably when the Democratic party reached an agreement with Dairyland whereby it would abandon its challenge on the condition that the commission approved the sale of KHAT(AM) Phoenix. Melvin Himelstein, the proposed buyer of KHAT, had agreed to switch that station's format to all-news, thus alleviating the party's concern that a loss of the same service on KPHO would deprive Phoenix listeners of a substantial amount of broadcast news.

The commission approved the KHAT transaction in the same action in which it authorized the KPHO transfer. It expressed reservations, however, about the condition by which the Democrats agreed to drop their challenge against KPHO—that Mr. Himelstein honor his agreement to devote at least 53% of KHAT's programming to news and public affairs. It said such a commitment could “curtail improperly” the licensee's obligation to maintain control over his programming and stipulated that if Mr. Himelstein initiates an all-news operation on KHAT, he should do so on his own volition. But Mr. Himelstein's agreement to meet the commitment on his own accord, the commission said, “comes within the discretion of the licensee in meeting in good faith and equitably the needs and interests of his area.”

Dairyland will acquire KPHO for \$1,651,000. The company, which has no other broadcast interests, is principally controlled by Stuart Struck, its president and an 82% stockholder. Mr. Struck is a director of the Sentry Insurance Co., which owns WSPT(AM) Stevens Point and WRJN(AM) Racine, both Wisconsin.

KHAT is being sold by Radio K-Hat Inc., whose principal stockholder, Ray Odom, will become general manager of KPHO. Mr. Himelstein, who has no other broadcast interests, will pay \$216,803 for the station.

KPHO(AM) is full time on 910 khz with 5 kw. KHAT is a daytimer on 1480 khz with 500 w.

Plough to pay \$2 million for Florida AM

Group broadcaster Plough Broadcasting Co. will purchase, subject to FCC approval, H. Y. Levinson's WSUN(AM) St. Petersburg-Tampa, Fla., it was announced last week. Plough will pay \$2 million.

Mr. Levinson three months ago contracted to sell his WCAR-FM Detroit to RKO General Inc. for \$625,000 (BROADCASTING, June 26). That transaction awaits the commission approval. Mr. Levinson retains WCAR(AM) Detroit and a majority interest in WSUN-TV (ch. 38) St. Petersburg-Tampa, which is presently off the air.

Plough Broadcasting, a subsidiary of the publicly owned Schering-Plough Corp., also owns WMPS-AM-FM Memphis,

WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Memphis.

The agreement for the WSUN purchase includes a covenant in which Mr. Levinson has agreed not to compete with Plough in that market.

WSUN operates full time on 620 khz with 5 kw. Broker was Blackburn & Co.

Settlement in Cheyenne

Frontier, multimedia owner, closes deal selling TV, two satellites and CP to Lamb Communications

Lamb Communications Inc., Toledo, Ohio, last week announced that it has completed the purchase of the three television stations formerly licensed to Frontier Broadcasting Co. The \$3-million transaction, which was approved by the FCC two months ago (BROADCASTING, July 10), brings to Lamb KFBC-TV Cheyenne, Wyo., and satellites KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo. Also included in the package is Frontier's construction permit for KVRW(TV) Rawlins, Wyo., and a microwave system serving Cheyenne.

Frontier elected to sell the properties rather than go through an FCC hearing on KFBC-TV's license-renewal application. The firm, which has several communications interests in the Cheyenne area including broadcast, print and CATV was accused of concentration of media control.

Lamb assumed control of the stations through a new, wholly owned subsidiary, Wymeco Communications Inc.

In another announcement last week, Taft Broadcasting Co. said it has closed the deal in which it sold its WBRC-AM-FM Birmingham, Ala., to Mooney Broadcasting Co. Price of that sale, which earned FCC approval last month, was \$2.05 million.

Media Briefs

Artistry and the media. CBS Vice Chairman Frank Stanton will attend a Sept. 28 meeting of the Wisconsin Arts Council, Racine, at which some 105 radio and television stations throughout the state that have been promoting the council will be honored. At the meeting, a scroll commemorating the broadcasters' efforts on behalf of the council will be presented by WAC Chairman Gerald Bartell, founder and past president of group broadcaster Bartell Media Inc.

NBC adds. KIVA-TV Farmington, N.M., has joined NBC-TV. Station is owned by Four States Television Inc.

In ABC fold. WPAM(AM) Syracuse, N.Y., has signed as affiliate of ABC's American Information Radio Network. WJHG-TV Panama City, Fla., and KTVE(TV) Monroe, La.-El Dorado, Ark., formerly NBC primary affiliates, have become ABC primary affiliates and NBC secondary affiliates. Both are owned by Gary Communications Systems, Albany, Ga.

Two for CBS. WFHR(AM) Wisconsin

Rapids, Wis. becomes CBS Radio affiliate, effective Oct. 2. WFBL(AM) Syracuse, N.Y., has already affiliated with CBS Radio.

Justice's exclusivity ideas called unsupportable

UHF licensee, AMST tell FCC that department's limitation proposals don't face up to the facts of life

The Association of Maximum Service Telecasters, an association of many of the nation's major-market VHF and UHF stations; WUAB Inc., licensee of a UHF in Lorain, Ohio, and a group of the broadcast industry's program suppliers fired back last week at the Justice Department's call for the FCC's adoption of "firm rules" to limit the length of program-exclusivity contracts. All three said, in effect, the department was beyond its depth.

At issue is a commission rulemaking proceeding begun in 1968, in which the commission is attempting to determine whether the outer limits of "time" exclusivity now found in the industry are reasonable and whether program material is being "warehoused."

Broadcasters and program suppliers had been unanimous in their comments that no regulations were needed.

But the Justice Department, in "reply comments" that were filed 19 days after the deadline for such comments, said the broadcaster's filings do not establish that long-term contracts are necessary or negate the possibility that they create barriers to entry for both UHF and CATV. And it suggested rules limiting exclusivity contracts to from one to three years' duration (BROADCASTING, Aug. 14).

AMST was particularly harsh in its assessment of the department's comments. It said they "are shot through with factual misconceptions and logical fallacies. They assume incorrectly that present exclusivity practices are guilty until proven innocent . . . ; they mistake the reason for the shorter periods that generally are found in connection with made-for-syndication material: they misconceive or ignore the previously articulated justifications of exclusivity, and they fail completely to support the restrictions they advocate."

Similarly, the program suppliers—seven motion picture producing companies—said the department's comments are "factually deficient in numerous respects" and "reflect basic misconceptions." They also contend that the contractual practice sat issues are legal, and that they do not restrain competition in the television market.

WUAB(TV), in a letter from its general manager, William A. Schwartz, noted that UHF stations have lined up in opposition to government regulation of the length of time program-exclusivity contracts could run. Therefore, he said, "it is respectfully submitted that these stations know better than the department what is best for them."



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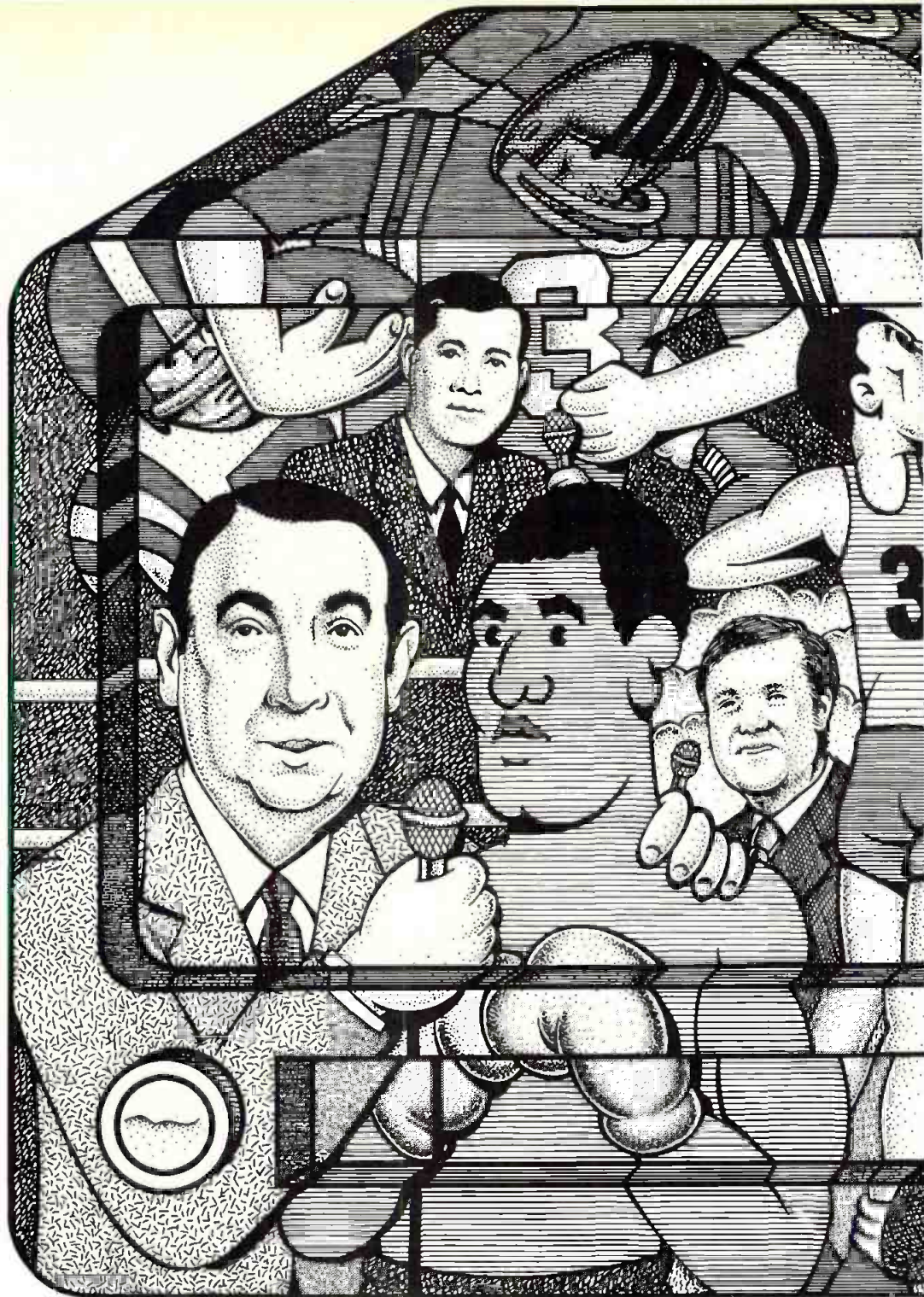
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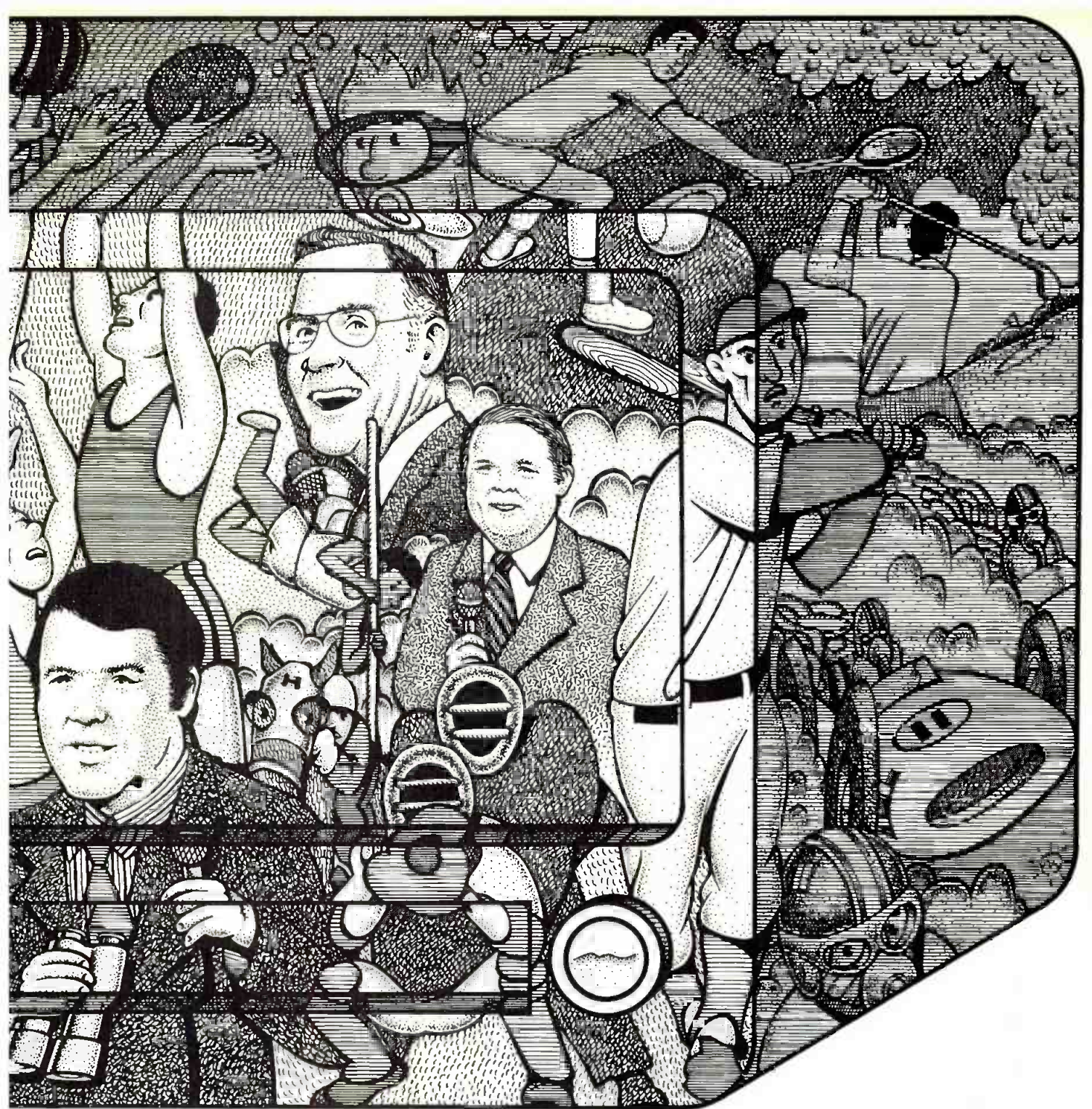
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Reviews, cont'd: Critics get more together

At the end of the first premiere week 'Waltons' draws high praise, 'Search' gets lukewarm reaction

Rounding up the latter part of opening week and the new shows, reviews seemed to point to more obvious successes and failures. Following is a sampling:

Banacek (Wednesday Mystery Movie) (NBC, Wednesday, 8:30-10)

"... Peppard projects a strong screen presence. . . . It elevated the interest, prevented the film from sliding through your mind only fitfully attended." Morton Moss, *Los Angeles Herald-Examiner*.

"It's a slickly done and engrossing entry, even if it does tend to get a little talky at times." Ed Swinney, *Houston Post*.

"The series did not set out to do very much except take up time somewhat pleasantly . . . good escapist entertainment." Norman Mark, *Chicago Daily News*.

"*Banacek* must get first-rate scripts if it is to keep its head above water. For, as *Banacek*, Peppard is the walking blahs, very, very boring." Howard Rosenberg, *Louisville (Ky.) Times*.

"Peppard fills the role very well. *Banacek* is an urbane, sexy and all-knowing sleuth who will probably score with female addicts of whodunit entertainment." Pete Rahn, *St. Louis Globe-Democrat*.

"... 90 suspenseful and frequently amusing minutes." Dwight Newton, *San Francisco Examiner*.

Search (NBC, Wednesday, 10-11)

"The less said the better. If sexual innuendoes, leering dialogue and big, bad car chases are your style, you'll dig it." Garry Deeb, *Buffalo Evening News*.

"The plots demand more reality, the characters should be less cartoony. . . ." Morton Moss, *Los Angeles Herald-Examiner*.

"There was one way to overcome the overwhelming gadgets and underwhelming story—turn off the set." Allan Lacamera, *Boston Herald-Traveler Record-American*.

"It's a gimmick show and a series can go only so far on a gimmick. Last night it went about two inches." Howard Rosenberg, *Louisville (Ky.) Times*.

"Unquestionably, there is a lot to say for *Search* . . . like contrived, ludicrous, gimmicky and dull." Don Page, *Los Angeles Times*.

"Nothing about the series, including O'Brian, merits keeping it on even for another week." Rex Polier, *Philadelphia Evening Bulletin*.

"... It tends to be as childish as a romp at the Playboy Club." Terence O'Flaherty, *San Francisco Chronicle*.

"The gimmicks carry the show (but

it) is played or snickers rather than laughs." Bettelou Peterson, *Detroit Free Press*.

The Waltons (CBS, Thursday, 8-9)

"If nothing else, it will be interesting to see if the public really has an appetite for good family entertainment." John O'Connor, *New York Times*.

"... there's the quality drop from the movie pilot. . . ." Morton Moss, *Los Angeles Herald-Examiner*.

"Its chances are slim against *Flip*, we know, but it is a worthy hour anyway." Kay Gardella, *New York Daily News*.

"*The Waltons* break all the rules. Except one: It's entertaining." Clarence Petersen, *Chicago Tribune*.

"This show probably will fare poorly



in the ratings game. . . . Early cancellation would be a pity. This is a genuine, if not always completely successful, attempt to recreate life, perhaps not as it was in reality, but how it was in memory." James Doussard, *Louisville (Ky.) Courier-Journal*.

"They happen to be real. . . . Something overdue on the network-dominated homescreen, however, heaven-sent and unfortunately hell-bent in the ratings rat race." Bob Williams, *New York Post*.

"... this nonviolent, sensitive show may do all right." Pete Rahn, *St. Louis Globe Democrat*.

"... gentle, human program that projects love, pathos and childhood jealousy." Forrest Powers, *Minneapolis Star*.

"*The Waltons* are 4-star. I found it quite wonderful in every respect. . . ." Percy Shain, *Boston Globe*.

"... rather heart-warming and beautifully cast. . . . TV needs shows like this one." Ed Swinney, *Houston Post*.

"... a nice, clean hour that contrasted happily with the stylized razzamatazz of the usual TV drama." Gary Deeb, *Buffalo Evening News*.

"... could just become the sleeper of the fall television season. It's got everything else going for it." Jay Sharbutt, AP.

"It is quite frankly the class of the season." Cecil Smith, *Los Angeles Times*.

"*Waltons* beauty deserves to stay." Steve Hoffman, *Cincinnati Enquirer*.

"Everything is perfect about *The Waltons* except the time slot." Bob Brock, *Dallas Times-Herald*.

"... sort of Depression-era *My Three Sons* or *Beverly Hillbillies* without the

yocks." Michael Drew, *Milwaukee Journal*.

Little People (NBC, Friday, 8:30-9)

"... We will immediately dismiss [this show] as a complete waste of time." Kay Gardella, *New York Daily News*.

"... Despite that obnoxious title . . . was an absolute delight with wit as sharp as the doctor's needles and a very astrin-



gent attitude." Cecil Smith, *Los Angeles Times*.

"The color pictures of Hawaii are surprisingly uninviting (we saw them all on *Hawaii Five-O*), but the humor is above average for the old-fashioned family-style comedy." Marvin Kitman, *Newsday*.

"All told, it's another *Family Affair*, but with more kids and without Sebastian Cabot as the nanny." Don Freeman, *San Diego Union*.

"Why they had to have Keith—why did it have to be done in Hawaii . . . and why did it have it to be done at all?" Rex Polier, *Philadelphia Bulletin*.

"There was absolutely nothing cute, clever or funny about this one." Barbara Holsopple, *Pittsburgh Press*.

"It's the show that has to go." Gary Deeb, *Buffalo Evening News*.

"The kids are hilarious. . . . and it's all delightful, happy talk with a G rating." Bill Barrett, *Cleveland Press*.

"A pleasant way to spend a half-hour." Frank Judge, *Detroit News*.

Ghost Story (NBC, Friday, 9-10)

"... The opener, in which a forest ranger is haunted by his wife and her lover after he has killed them, was an acceptable piece of hokum." Rick Du Brow, UPI.

"The initial [show] was pretty much of



a dud, peopled with thoroughly disagreeable riff-raff and reaching for its effects with underground hands, a ghostly reaper with a scythe and that pesky receiver." Percy Shain, *Boston Globe*.

"I can only say it scared the devil out

of me." Cecil Smith, *Los Angeles Times*.

"... In the opening episode, the plot wasn't worth the commitment of time." Kay Gardella, *New York Daily News*.

"... It seems to me a winner." Don Freeman, *San Diego Union*.

"... Was supposed to give us a few chills. For the most part, it left me a bit chilly." James Doussard, *Louisville (Ky.) Courier-Journal*.

"Has the makings of a success, but only if it can be more convincing." Frank Judge, *Detroit News*.

"When the props outdo the humans, you're in trouble." Percy Shain, *Boston Globe*.

"Got off sourly with the kind of thing Rod Serling did better in a half-hour." Bernie Harrison, *Washington Evening Star*.

"Had all the elements of a good spook show... but somehow it lacked good old-fashioned hair-raising terror." Barbara Holsopple, *Pittsburgh Press*.

"The premiere was a B horror movie." Rex Polier, *Philadelphia Bulletin*.

Banyon (NBC, Friday, 10-11)

"... In its premiere, seemed essentially like a routine story played out in 1930's costumes." Rick Du Brow, UPI.

"If *Banyon* hopes to take on further assignments, it is going to have to rough up its story lines a bit." Gregg Kilday, *Los Angeles Times*.

"We hoped it would have been better than it turned out to be... He [Robert

poor lighting gives them the same maniacal wild-eyed look as the sex deviates



they investigate." Clarence Peterson, *Chicago Tribune*.

"If you can hang on through the slow moving first hour of the [two-hour] opening episode... you'll see a solid second hour of detective drama. For some reason ABC felt it was necessary to get Karl Malden's first TV series underway with a movie-linked production, but this only gave the writers too much opportunity to clutter the plot." John Archibald, *St. Louis Dispatch*.

"... A crispness of production which indicates a strong future." Don Freeman, *San Diego Union*.

"In addition to their hearts the producers must have left their wit... and

taste in San Francisco." Norman Marks, *Chicago News*.

"This young cop-old cop potboiler looks like something out of the Museum of Natural History compared to the hip shows around it." Ron Powers, *Chicago Sun-Times*.

"Some of the show was suspenseful, much of it was a drag." Dwight Newton, *San Francisco Examiner*.

"... A routine adventure show." Frank Judge, *Detroit News*.

"The plot... could have been written on the head of a pin..." John O'Connor, *New York Times*.

"With background shots of the cable-car city, with its hills and bay, we don't see how this one can miss." Kay Gardella, *New York Daily News*.

"... Is a first-class suspense drama laudable for its individual performances." Don Page, *Los Angeles Times*.

Bridget Loves Bernie (CBS, Saturday, 8:30-9)

"... good possibilities if it doesn't prove too ethnic for exurbanites." Ed Swinney, *Houston Post*.

"... nothing more or less than a play on the old Abie's Irish Rose school of Broadway comedy." Bob Williams, *New York Post*.

"*Bridget* has looks of a hit." Pete Rahn, *St. Louis Globe Democrat*.

"Silly, but fun." Barbara Holsopple, *Pittsburgh Press*.

"... stereotypes can still be funny, I



Forster] was handed an opening script about a murdered man, and he should have handed it right back." Kay Gardella, *New York Daily News*.

"The show was interesting but the first script was typed out on a mixmaster." Frank Judge, *Detroit News*.

"*Banyon* stars Robert Forster, a younger, slower-moving Burt Reynolds, and he's not quite good enough to give that terse dialogue the lift it needs." Bernie Harrison, *Washington Evening Star*.

"The whole hour looked and played like a 'C-movie' out of Republic, based on the old Warner 'B' pot-boilers." Win Fanning, *Pittsburgh Post-Gazette*.

"Nastiness plus nostalgia? Nifty!" Harry Harris, *Philadelphia Inquirer*.

"... The Friday opener disappointed us." Morton Moss, *Los Angeles Herald-Examiner*.

The Streets of San Francisco (ABC, Saturday, 9-10)

"... Another old cop-young cop combination, except in those scenes where

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guess, and they are." Don Freeman, *San Diego Union*.

"... high good humor and impeccable taste." Win Fannings, *Pittsburgh Post-Gazette*.

"... strong contender for survival in



the TV marshland." John O'Connor, *New York Times*.

"... can't miss. But the success has little to do with the quality... I'm not sure I can take a season of 'jokes' about holy water, gefilte fish, meal prayers, rosaries and pork." James Doussard, *Louisville (Ky.) Courier-Journal*.

"... should be a fun-filled series." Kay Gardella, *New York Daily News*.

"May be a real surprise hit." Bob Foster, *San Mateo (Calif.) Times*.

"... the people are soon lost in the abstractions and the farcical caricatures." Morton Moss, *Los Angeles Herald-Examiner*.

The Bob Newhart Show (CBS, Saturday, 9:30-10)

"... some production problems, including a laugh track that almost buried Newhart's low-key comedy. But... we still recommend Newhart." Kay Gardella, *New York Daily News*.

"... for my money, a dilly, a dolly, a thorough delight." Cecil Smith, *Los Angeles Times*.

"... moderately amusing, though Newhart, as a psychologist, and Suzanne Pleshette, as his comely wife, weren't too well served by an episode about a fear of 'flying workshop.'" Harry Harris, *Philadelphia Inquirer*.

"... premiere disappointed with a



rather weak script of predictable comedy." Pete Rahn, *St. Louis Globe Democrat*.

"... [Newhart] reaching beyond the laughtrack for genuine humor, but not quite making it. It just doesn't ring funny here." Bob Williams, *New York Post*.

"... left me with mixed emotions... Maybe I just remember Suzanne Pleshette too strongly as a dramatic actress, but she just didn't seem to be quite in

the comedy groove." Ed Swinney, *Houston Post*.

"... you'll see Newhart at his funniest..." Barbara Zuanich, *Los Angeles Herald-Examiner*.

"Mr. Newhart's brand of comedy is deceptive... with no mugging, with no visible signs of agitation whatsoever, the atmosphere begins to throb with a pronounced sense of lunacy. It is this sort of low-keyed zaniness that makes [Newhart] worth watching." John O'Connor, *New York Times*.

Anna & The King (CBS, Sunday, 7:30-8)

"... seems destined primarily to attract kids and women turned on by Yul Brynner and lavished backgrounds and costumes." Ed Swinney, *Houston Post*.

"... different for TV, it's charming and it's lavishly produced..." Harry Harris, *Philadelphia Inquirer*.

"The question is: Is it all dressed up with no place to go?" Cecil Smith, *Los Angeles Times*.

"Brynner could save this TV series, but it's not an inviting idea." Bob Williams, *New York Post*.

"The only hope for this series is that the original pilot will prove so durable that it can survive such tampering every seven days this fall." Terence O'Flaherty, *San Francisco Chronicle*.

"Charming, civilized. This was a love-



ly, sumptuous production in happy keeping with the spirit and the tradition of its predecessors... The splendid performances of Yul Brynner and of Samantha Eggar brought added luster to the initial episode." Tony Lacamera, *Boston Herald-Traveler-Record American*.

"If you liked the movie, you'll like the TV series," Clarence Peterson, *Chicago Tribune*.

"(series) surprised me by coming up with a first show that was a fetching, updated reprise of that charming old property." Pete Rahn, *St. Louis Globe-Democrat*.

"... a show sure to drive everyone over the age of nine to attempt suicide by drowning in a vat of soy sauce... this series is sure to attract a large, childish audience—no one else will watch it." Norman Mark, *Chicago Daily News*.

"The hues are striking, the show a fashion show, the performers embodiments of true dramatic energy, who must reduce their capacities to the minor demands of a tight formula." Morton Moss, *Los Angeles Herald-Examiner*.

"M*A*S*H" (CBS, Sunday, 8-8:30)

"... might just make it, too. It may have trouble in its time slot, but if so it'll be moved fast. It'll be fun." Bob Foster, *San Mateo (Calif.) Times*.

"Has a much better chance of surviving because it is an irreverent, offbeat situation comedy which projects a contemporary, adult point of view... of the new season's harvest of shows it is



by far the best." Kay Gardella, *New York Daily News*.

"While we still have the ghastly Vietnam war with us, a comedy perspective on repairing bodies during the Korean war just doesn't register immediately as humorous. A sardonic movie does not always make a TV series hit." Bob Williams, *New York Post*.

"The laughs are there but with the compression into a half hour the shifts of mood and tone are often too abrupt." Don Freeman, *San Diego Union*.

"It is basically *Hogan's Heroes* out of POW camp, in surgery and in another war. No amount of sophomoric naughtiness could change that inescapable finding. The Hawkeye and Trapper John characters were so overwhelmingly fun-loving, so unceasingly wise-guyish and, yes, so generally obnoxious that I almost found myself rooting for Larry Linville's officious executive officer." Tony Lacamera, *Boston Herald-Traveler-Record American*.

"As a wild and wooly satire on Army life, *M*A*S*H* will delight anyone who has spent even eight weeks in basic training let alone fought in a war." Clarence Petersen, *Chicago Tribune*.

"Once the initial nausea is overcome... it is hilarious." Terence O'Flaherty, *San Francisco Chronicle*.

"... a surprisingly well-done retread job and I hope [writer Larry] Gelbart and [producer Gene] Reynolds can keep it going in such good style." Will Jones, *Minneapolis Tribune*.

"With the canned laughter toned down, I thought the show came off rather well, although the introduction of so many characters in the opening may be puzzling to the people who did not see the film on which the series was based." Ed Swinney, *Houston Post*.

"... doesn't provide an exact replica of the far-out movie—TV isn't ready for nudity, explicit sex, and uninhibited combat zone gore and gags—but it comes surprisingly close..." Harry Harris, *Philadelphia Inquirer*.

The Sandy Duncan Show (CBS, Sunday, 8:30-9)

"[It] now is one of the squarest items

to hit the small screen in 1972. . . . Alas, Sandy's season opener is neither new nor good." Gary Deeb, *Buffalo Evening News*.

"It's old sit-com stuff on the viewing box, utterly bereft of imagination." Bob Williams, *New York Post*.

"Sandy deserves better." Barbara Zuanich, *Los Angeles Herald-Examiner*.

" . . . Except for Tom Bosley's performance as Sandy's boss, the debut was both trite and unfunny." Clarence Petersen, *Chicago Tribune*.

"Sandy was back. In another bomb." Cecil Smith, *Los Angeles Times*.

" . . . Despite all new supporting players and other changes, basically a re-tread of last season's *Funny Face*." Harry Harris, *Philadelphia Inquirer*.

" . . . Wasn't much different from the old Sandy Duncan show . . . that's another way of saying its Sunday premiere constituted an unimpressive half-hour of strained and silly goings-on." Tony L-camera, *Boston Herald-Traveler Record-American*.

"The script is too childish for adults . . . too sophisticated for children, unless they're playing house on a much more intensive level these days." Norman Mark, *Chicago Daily News*.

KNXT's critic would disturb some bosses

But David Sheehan praises and pans without regard to whose show it is

David Sheehan, a Los Angeles TV critic, didn't like CBS-TV's *The New Bill Cosby Show*. He thought the writing on all the skits was terrible and he didn't think George Schlatter did a very good job of producing. And Mr. Sheehan said so on the air—on the CBS air.

David Sheehan is the so-called "resident critic" for CBS-TV-owned KNXT-TV Los Angeles. He regularly delivers stage, movie and music reviews as part of the station's news programing. For the last two weeks, in what is believed to be an unprecedented action, Mr. Sheehan has been reviewing ABC-TV and NBC-TV shows as well as CBS-TV programs, sometimes even suggesting to viewers that they might be better off watching another channel.

"It's time TV was given a good physical, if not mental, checkup," Mr. Sheehan gives in explanation for his inter-industry evaluations. "Since surveys show that the average American spends up to six hours watching television every day, we decided that what's on television deserves critical coverage right along with other forms of entertainment."

Working in the framework of a four-minute segment each evening, Mr. Sheehan reviewed all prime-time programs, with the concentration on new shows. The reviews were presented the night after each made its season debut. As a condition of his being permitted by management of the CBS Television Stations Group to conduct the reviews, Mr. Sheehan was told to provide total coverage. "We couldn't make anything look like an in-house publicity organ," he says.

As a result, Mr. Sheehan praised some

ABC-TV and NBC-TV shows and knocked down some CBS-TV shows (*Doris Day* and *Sandy Duncan* were heavily criticized, while *Maude* was lavishly praised). His on-air reviews were backed by either stills or videotape or film clips from the shows under discussion. At first Mr. Sheehan was greeted with a virtually complete lack of cooperation from the other networks. "I think part of their initial reluctance was really based on suspicion that this was going to be a rip-off—that we were just going to serve ourselves and kill everybody else," Mr. Sheehan observed. "Once they realized it wasn't anything like that, they became much more cooperative."

Mr. Sheehan hopes to regularly review special programs in the coming season as well as the midseason replacement programs.

New program unit set up for CBS-owned outlets

Drew named to Hollywood TV post that will concentrate on shows

CBS Television Stations Division has created a program department in Hollywood and has appointed Leon Drew as vice president, programs.

In announcing the moves last week, D. Thomas Miller, president of CBS Television Stations, said Mr. Drew's appointment becomes effective on Nov. 13. The department he will oversee will engage in the development of new shows for the five CBS-owned television stations—in New York, Los Angeles, Chicago, Philadelphia and St. Louis.

Mr. Drew has been vice president and general manager of CBS-owned WBBM-TV Chicago since 1970. Succeeding him in Chicago will be Robert Wussler, director of the CBS News special events unit. Mr. Wussler is in charge of planning and logistics for CBS's coverage of top events, including the space program and political conventions and elections.

Mr. Miller also announced that E. Hal Hough, vice president, programs, CBS Television Stations, will become vice president and assistant to the president of the division. Mr. Hough, who makes his headquarters in New York, has held various program executive posts in the division, starting in 1958.

How lone crusade by unknown editor led to rerun fuss

Nixon's embrace of Hollywood cause floors its originator—who was told last March by OTP that government had no authority over TV programing

When President Nixon announced an intention to discourage the frequency of reruns in network prime time (BROADCASTING, Sept. 18), nobody was more surprised than Bernard A. Balmuth. "I never thought to get that kind of a reaction out of the White House," he said last week.

Last May Mr. Balmuth, a Hollywood film editor functioning alone, started a sequence that was to culminate in a presidential intercession in TV programing. Mr. Balmuth asked the FCC to curtail reruns on television. Since then he's been virtually the forgotten man. Previously he was the man nobody seemed to want to know.

As far back as 13 months before he filed his petition for FCC rulemaking, Mr. Balmuth had been addressing governmental and industry organizations and officials, union leaders, community-involvement groups, presidents of the networks and others asking for advice and help in stopping what he considered excessive television reruns. He received little attention. Mostly he was discouraged, told not to fight city hall.

Ironically, the White House Office of Telecommunications Policy—the same agency that President Nixon has asked to explore the problem of excessive network reruns—was among the most pessimistic of respondents. Answering Mr. Balmuth's entreaty for help in doing something about the "national consumer problem" of "escalating television reruns in prime time by the three major networks," Brian P. Lamb, assistant to the director of OTP, stated in a letter: "We recognize the problem but, quite honestly, don't feel that in a free society it is the government's job to tell the media how to run their business."

In the same letter, dated last March 13, Mr. Lamb, though acknowledging



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that the TV season was becoming "shorter and shorter," with "less and less original programming," offered the opinion that "it is not the responsibility of the federal government to dictate to the networks what their programming should be." Added Mr. Lamb in the letter he said he was writing on behalf of OTP Director Clay T. Whitehead (whom Mr. Balmuth had originally written): "If the thrust of your efforts is to request that the FCC regulate the networks and prevent them from showing reruns, this would be difficult to accomplish since the FCC, at this time, has no legal authority to regulate the networks." Mr. Lamb suggested that Mr. Balmuth discuss the rerun situation with local stations "who are in a better position to tell the television networks what their audience would like to see."

(Another view of the government's position came, however, from the FCC itself. At one point in his extensive correspondence Mr. Balmuth got a letter from John M. Eger, legal assistant to FCC Chairman Dean Burch, suggesting the rulemaking procedure that was eventually followed.)

Mr. Lamb last week said that the President's interest in the matter—"as an employment problem"—put a different focus on it. He noted that when the Balmuth letter was received, reruns were not a major issue; he said that he wrote what he considered a "standard" response at a time when Mr. Whitehead was "out of town."

And although the President's interest changes the focus, Mr. Lamb stressed that Mr. Whitehead has indicated an awareness of the problems the networks face and, echoing his letter to Mr. Balmuth, said that "we don't intend to tell anyone how to run his business." He also indicated OTP is sensitive to the First Amendment issues involved in dealing with the problem. "We don't feel we're violating the First Amendment by talking to the networks and the unions," Mr. Lamb said.

The President has called for voluntary action by the networks to solve the problem, if possible; otherwise, he said, the government would act. Mr. Lamb said, "We think voluntary action is possible."

Mr. Balmuth's nonstop, one-man campaign began with a letter to Chairman Burch March 26, 1971. His second letter in the campaign, dated April 4, 1971, was to consumer advocate Ralph Nader, who Mr. Balmuth now says was probably the subconscious inspiration for his own project. As was his experience in a number of instances, Mr. Balmuth did not get a reply directly from Mr. Nader, but instead was answered by a spokeswoman for the Citizens Communications Center in Washington. "I think your complaint is quite a legitimate one, and well worth trying to correct," Susan Dillon of CCC wrote to him in a letter dated Sept. 8, 1971. Miss Dillon suggested a petition for FCC rulemaking.

Today, Mr. Balmuth, a black-bearded, trim-looking man of 54 who works on television shows for Screen Gems, has a bulging, carefully indexed loose-leaf book



Bernard Balmuth at home

of correspondence pertaining to his rerun campaign (and two other equally-bulging notebooks containing rerun statistical material and press clippings). "I did this all on my own," he says. "I prepared the FCC petition myself. I went to the library a lot. I got statistics from the FCC and the Human Resources Development Department. Luckily, my daughter saves *TV Guides*. I used their program logs as the basis for the survey information I included in my petition."

All the while, through the months of letter-writing and preparation, Mr. Balmuth—a film editor for 17 years and a member of Motion Picture Film Editors Local 776—claims he received little, if any, encouragement from the Hollywood labor establishment (all of which is now solidly on the bandwagon), not even from his own local. "Everyone agreed with me that reruns are a terrible problem but they said, 'You can't fight city hall,'" Mr. Balmuth recalls.

It wasn't until last February that Mr. Balmuth got word of his campaign into the local trade press and—according to him—not until late May that the Hollywood unions and guilds joined him in his fight. It was a fight that started, Mr. Balmuth insists, not primarily because of the dire unemployment situation in Hollywood, but more because he, as a loyal viewer, was chagrined by "the pollution of the airwaves" by excessive reruns.

"From the start I was enthralled by television," Mr. Balmuth explains. "I thought it was the greatest means of entertainment the world has known. I just love television." As the father of two young girls, Mr. Balmuth, who lives in North Hollywood, explains that he has been closely tied to home and considers television his major source of entertainment.

"I got tired of reruns and decided: 'Why not do something about it,'" he says. "It used to be that we'd only get the best of the original programs in reruns. Now we get a glut of everything."

The rising level of unemployment among fellow Hollywood trade unionists was also a definite consideration in his campaign.

"It used to be that I'd have trouble

getting time off for vacation," he points out. "That was when television started producing in June and went through April or May. Now some people only work five months. If you ever work through the year in this business, you're fortunate."

Mr. Balmuth, who over the years has been switched back and forth between television and motion picture production, was laid off in the latter part of February 1971 and was out of work more than five months that year, but this included an illness and hospital stay. More recently, thanks to an assignment with a theatrical motion-picture production, Mr. Balmuth was able to work through the normal television hiatus period, which, he contends, often starts as early as January and doesn't end until June.

Mr. Balmuth maintains that he's not against reruns per se and thinks his actions are for the ultimate benefit of the entire industry, including the networks. "I would merely like to see a more equitable relationship between original programs and reruns," he explains. His rule of thumb consistently has been 39 episodes of originals and 13 weeks of reruns.

Mr. Balmuth also is in favor of the repeal of the prime-time access rule as a means of aiding employment in Hollywood, although he notes that this would not alleviate his complaint as a viewer forced to abide too many reruns.

Exchange program

National Public Radio, Canadian Broadcasting Corp. will trade shows and possibly people

The Canadian Broadcasting Corp., which for many years has wanted to set up an exchange relationship with an American broadcasting organization, has found its opportunity. National Public Radio, the noncommercial radio network, and CBC are planning to exchange not only programs, but also facilities and possibly personnel.

NPR President Donald R. Quayle said exchange of drama and documentary programs and sharing of production facilities are now under discussion. He said both organizations are trying to develop a system of acquisition and exchange "whereby news of our respective countries, current events vital to our growth and development, and cultural and educational assets of our people will be shared to enhance the understanding between our audiences."

Jack Craine, director of CBC, said that the network has always had close relationships with the British Broadcasting Corp. and other Commonwealth broadcasters; however, he added, "we've always felt it was a pity that there was no obvious partner in the United States. . . . The creation of National Public Radio has provided the prospect of just such a partner, with whom we anticipate a close and very worthwhile association." NPR was organized in May 1971.

'Goldfinger' is boffo in Nielsen overnights

Box-office James Bond hit grabs half of sets in use in L.A. and three out of five in New York, giving ABC hopes for some returns on heavy investment in movies

The first test of ABC's decision to identify itself with blockbuster movies has met with success: The Sunday night (Sept. 17) telecast of "Goldfinger" starring Sean Connery as James Bond piled up an astonishing 60 share in the New York Nielsen overnights and a huge 50 share in Los Angeles.

With a reported \$2.5 million price tag for telecast rights to seven of the Bond films, at three showings per picture, it's touch and go whether ABC will make a profit on the package (unless the network can continue to find advertisers willing to pony up \$150,000 per minute, the reported price for "Goldfinger"), and it's a "dead certainty," according to an industry source, that ABC will lose "a great deal of money" on "Patton" and "Love Story," both of which are costing the network in the neighborhood of \$2 million for only one airplay. (An earlier published report that "Love Story," which will air this Sunday (Oct. 1) from 9 to 11 p.m. NYT, cost \$3 million for one showing was heatedly denied by network sources.)

ABC officials confirmed a previous report that the network would not hike its rates on "Love Story" (fifth on the list of the biggest grossing movies of all time). Advertisers will pay a reported \$68,000 a minute.

ABC people cite two basic reasons for the network's willingness to take a financial beating on a few big-name movies: By frontloading some of the more important titles, ABC is hoping to demolish competing shows so badly in the early weeks that they may never recover their audience, even when some of the weaker movies begin showing up on the network, and for prestige reasons, ABC would like to become known as "the quality movie network."

But an NBC programming executive said that ABC could run afoul of the same dilemma CBS found itself in last year with its early evening Sunday movie. "The first few weeks CBS murdered the competition with 'Guess Who's Coming

to Dinner,' 'To Sir With Love,' 'The Sand Pebbles,' and one or two others," he said. "But these big numbers turned out to be illusory because by the second month, CBS had run out of blockbusters and pretty soon the public was switching back to *Disney* and *The FBI*. I noticed that this year the Sunday night movie has vanished from CBS's schedule."

On the prestige argument, the NBC executive is convinced that ABC is spending far too much on a hoped-for intangible that can't be measured in dollars and cents. "We were offered many of these movies first, but the asking price was so far out of line that we turned them down," he said.

Despite the mind-boggling amounts of money the networks are spending on the big box-office pictures, the average movie in a typical package is about \$50,000 cheaper than it's been in the last couple of years. Industry sources cite the overall decline in the ratings of theatrical movies on television as the main reason for the somewhat depressed prices. The networks simply aren't as eager to gobble up every movie package as soon as it appears on the market. Secondly, industry sources say, the major studios themselves are beginning to recover from the financial slump of the last few years.

The movie companies are starting to build up their inventories again, but there are only five theatrical-movie showcases (down from eight a few years ago) on the networks as potential outlets for the new packages. In other words, the seller's market of the last few years has now become a buyer's market.

Along with the towels and Gideon's Bible: free television movies

Metrovision and Cine-Tel set up CCTV movies in motels and say they will offer them gratis to patrons as a 'service'

Hotel-motel pay television took a new turn last week: Two companies announced installation of closed-circuit systems on which motion pictures will be presented "free of charge."

Creative Cine-Tel Inc., New York, which has been active in motion-picture and TV-film editing and distribution, said its service will begin Oct. 22 at Downtowner Inns in Denver, Memphis, Mil-

waukee, and St. Louis. And Metrovision, an MGM operation, was introduced last week in six Holiday Inns located in greater Toronto.

Ernest Bogen, president of Creative CineTel, said "guests will not be charged for the motion pictures," and "the cost will be treated as any cost inherent to the operation of a hotel, be it air-conditioning, TV or even soap." But Mr. Bogen said hotels had the option of increasing their room charges if they considered it feasible, adding: "This is a step they may take whenever they provide an additional service." The hotels will be charged a fee, he added, based on the occupancy rate of the hotel, which will be a minimum of 65% of the total rooms. Metrovision's movies, at this time, are being offered to hotel guests as an added service and without cost. Indications are that they are being used as a test to see if guests are interested in accepting the Metrovision system as a medium for viewing motion pictures.

The equipment for the Cine-Tel concept consists of an automatic system developed by Telemation Inc., Salt Lake City, and four Sony-umatic videocassette players. The Telemation console connects to the hotel master TV antenna and provides automatic switch-over from one video cassette to another for two open channels. The Metrovision system calls for projection of feature films into hotel room at preselected times on video-tape cassettes. An unused channel of standard television sets are used for the closed-circuit presentations.

Mr. Bogen said the first feature films to be shown by Cine-Tel have been obtained from National General Pictures Corp. and added that agreements with other studios will be announced shortly. The four films from National General are "Red Sin," with Ursula Andress; "Light at the End of the World," with Yul Brynner; "Pocket Money" with Paul Newman and "Cat O' Nine Tails." The featured offerings at the Toronto Holiday Inns are two current MGM theatrical motion pictures, "Skyjacked" and "The Gang That Couldn't Shoot Straight." In addition to the current movies, also available to hotel guests are a selection of older films from the MGM library and children's films. Plans call for a new selection of both current and old films on a monthly rotation.

Blipped talk-show guest appeals FCC turndown

The U.S. Court of Appeals in Washington has been asked to review an FCC decision that involves the extent of a broadcaster's right to edit remarks of controversial talk-show guests.

The petition for review was filed last week by attorney and author Mark Lane, who is seeking reversal of a commission decision rejecting his complaint that KTLA(TV) Los Angeles had unlawfully edited his remarks on *The Virginia Graham Show*, in May 1970.

He contends that the editing denied him his First Amendment right of free



The Biggies. ABC is hoping to lure and keep a substantial audience with blockbuster feature films such as (l-r) "Goldfinger," "Love Story" and "Patton."

speech, and the viewers their right to suitable access to current political ideas and information.

The edited remarks involved allegations that an individual who had appeared on the program had said that he had been an Army prisoner-of-war interrogator in Vietnam and had participated in the torture deaths of up to 200 persons.

The station said it blipped the remarks on advice of counsel that the remarks were defamatory. And the FCC, in its 4-to-1 decision in the case, said that since stations are responsible for what they broadcast and the editing by KTLA had been done on the advice of counsel, the station did not appear to have acted improperly. (BROADCASTING, July 24).

Pastore takes aim at sports blackouts

He sets hearings on legislation to lift TV ban for sold-out games

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) announced last week that he will hold a hearing early next month on legislation to ban TV blackouts of professional sports events.

According to a subcommittee spokesman, the hearing will be held Oct. 3, 4 and 5, and witnesses will include FCC Chairman Dean Burch, a Justice Department spokesman, Pete Rozelle, commissioner of the National Football League, spokesmen for other sports and executives from ABC, CBS and NBC.

Announcement of the hearing followed introduction of two blackout bills last week by Senators Pastore and Robert P. Griffin (R-Mich.), the latter a member of the Communications Subcommittee.

The Pastore measure, S. 4010, which was co-sponsored by Senator Griffin and 10 other senators, applies to professional football, baseball, basketball and hockey and would remove the antitrust exemption (which permits blackouts) when tickets to home games are sold out 48 hours in advance.

The blackout bill introduced by Senator Griffin, S. 4007, would repeal the antitrust exemption for the four sports to permit a re-examination of the blackout rule. Two weeks ago Senator Griffin announced his intention to offer the bill (BROADCASTING, Sept. 18).

Senator William Proxmire (D-Wis.), who also co-sponsored S. 4010, introduced legislation similar to the Pastore bill last year (BROADCASTING, April 12, 1971).

The TV-blackout issue is also flourishing in the House, where Commerce Committee Chairman Harley O. Staggers (D-W. Va.) has instructed his Investigations Subcommittee to conduct an inquiry into home-game blackouts and those imposed as a result of closed-circuit telecasts. In addition, House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has renewed his pledge to hold a hearing on blackouts (BROADCASTING, Sept. 18).

Splits widen over news privilege

Despite unanimous media support, bills arouse Justice opposition as deterrent to law enforcement

Enactment of newsmen's-privilege legislation received staunch support from broadcast and print journalists at a House hearing last Thursday (Sept. 21). But the various bills pending before Representative Robert W. Kastenmeier's (D-Wis.) House Judiciary Committee Subcommittee No. 3 were just as strongly opposed by the Justice Department.

Roger Cramton, assistant attorney general in charge of the Office of Legal Counsel, told the subcommittee that the department "believes that legislation that would create an absolute privilege for newsmen in federal proceedings would unduly subordinate to the interests of the press the vital national interest in vigorous law enforcement."

He said Justice "does not oppose in principle the creation of a qualified privilege" but believes the attorney general's "Guidelines for Subpoenas to the News Media" render legislation unnecessary.

The guidelines, in force since August 1970, state that the department does not consider the news media as "an investigative arm of the government" and that "all reasonable attempts should be made to obtain information from nonpress sources before there is any consideration of subpoenaing the press." They also require negotiations with the press before issuance of subpoenas is contemplated and, if the negotiations fail, prohibit Justice officials from issuing subpoenas without specific authorization from the attorney general.

Mr. Cramton listed four reasons why

Justice feels legislation is not necessary: The guidelines operate successfully, the definition and scope of a qualified privilege has not been resolved, a qualified privilege will create administrative difficulties for the federal courts and it is doubtful that a qualified privilege will achieve any effect not already accomplished by those guidelines that are already in effect.

Another administration official raised a practical question about the proposed federal legislation earlier last week. White House Communications Director Herbert Klein, in a speech last Monday (Sept. 21) at the Hastings School of the Law in San Francisco, said: "I believe there is a real question as to whether the timing is correct to gain passage of an adequate law by the Congress." He explained that "in the current atmosphere of the Congress" there is "a danger that amendments would be attached to such a proposal in a way to be restrictive to the press. . . . I oppose further regulation of the media."

Witnesses last week who spoke in favor of the legislative approach were Chet Casselman, Radio Television News Directors Association; Guy Ryan, Sigma Delta Chi; Jack Bradley, National Press Photographers Association; John Finnegan, Associated Press Managing Editors Association, and Robert Fichenberg, American Society of Newspaper Editors. The organizations make up the Joint Media Committee, whose recommendations for newsmen's-privilege legislation have been embodied in bills first introduced in the House by Representative Charles Whalen Jr. (R-Ohio) and in the Senate by Senator Walter Mondale (D-Minn.).

Mr. Casselman said enactment of the JMC bill "is imperative in view of the Supreme Court's recent 5-to-4 decision that newsmen have no constitutional right to refuse to tell grand juries about confidential information and the sources of information" (BROADCASTING, July 3).

The JMC measure, he said, "offers broad protection for news information and sources. The protection is not absolute, but we believe the bill is fair and realistic and would prove workable and effective from the standpoint of the public, the government, and the news media."

The measure would protect newsmen's information and sources, except for allegedly defamatory information in cases where the defense is based on that information. The privilege could be divested by a U.S. district court only upon a showing, by those seeking the information, that (1) a newsmen probably has information relating to a specific law violation, (2) the information is not obtainable elsewhere and (3) there is a "compelling and overriding national interest" in the information.

If newsmen are forced without good cause to disclose confidential information and sources, Mr. Casselman warned, "the entire stream of information will become shallow and polluted."

After hearing the testimony, subcommittee member Robert Drinan (D-Mass.) suggested that the JMC witnesses "haven't done your homework." He charged that



RTNDA's Casselman



Justice's Cramton

it has not been shown that Justice's guidelines have been abused. And, if the Justice Department continues to oppose the measure, he said, "I'm not certain that the legislation is viable."

Another member of the subcommittee, John Conyers Jr. (D-Mich.), urged the JMC to support a bill containing a blanket newsmen's privilege. "Why should we qualify a constitutional prerogative?" he asked. If a bill with exemptions to the privilege is supported now, he contended, "you may regret it further down the line."

On the other hand, Representative Tom Railsback (R-Ill.) praised the journalism witnesses for their "very pragmatic" approach to the problem.

The subcommittee's hearing is scheduled to continue Sept. 27 and 28. The witnesses will include six House members who have introduced newsmen's-privilege bills: Mr. Whalen, Jerome Waldie (D-Calif.), Edward Koch (D-N.Y.), Ogden Reid (R-N.Y.), Bella Abzug (D-N.Y.) and William Moorhead (D-Pa.).

McGovern promises to meet the press

Semimonthly news conferences, open cabinet meetings—if . . .

If Senator George McGovern (D-S.D.) is elected President, he plans to institute presidential news conferences twice a month and news conferences by cabinet members at least once a month.

The plans were stated in a letter from the senator to Hillier Kriehbaum, immediate past president of the Association for Education in Journalism, a professional organization of some 1,000 college-journalism teachers. Mr. Kriehbaum, of New York University, had asked for a statement on how Senator McGovern's administration would deal with the press.

Senator McGovern wrote that the presidential and cabinet-level news conferences would be initiated immediately, either by executive order or by legislation.

He also promised an end to background briefings in which information is supplied on the condition that the source not be disclosed. Such briefings would be for attribution, Senator McGovern said.

And, he added, cabinet meetings would be open to newsmen except in rare cases involving national security.

ABC says that it was wrong on facts but not on fairness

In response to AIM complaint, incorrect statements in documentary are straightened out on the air, while equal-time request is rejected

ABC News has owned up to five factual errors in an Aug. 7 documentary, *Arms and Security: How Much Is Enough?*, but maintains the show did not violate the fairness doctrine. Roger Peterson, ABC News Defense Department correspondent, corrected the errors in a statement delivered at the opening of the Sept. 17 airing of *Issues and Answers*, which also dealt with military defense.

The errors in the documentary had been called to the attention of ABC News President Elmer W. Lower in a letter from Accuracy in Media, a Washington nonprofit organization that keeps tabs on news reporting and commentary. In a Sept. 14 letter to AIM, Mr. Lower agreed to make corrections but disagreed with AIM's contention that the program raised a fairness-doctrine issue. "The fairness doctrine does not require that mathematically equal time be afforded in every presentation to every side of an issue. Nor does it preclude presentation of a program which has its own commentary or viewpoint," Mr. Lower wrote. He added that ABC had fulfilled its fairness obligation in other programming on military preparedness.

AIM had earlier obtained a transcript of the program, from which AIM Chairman Reed Irvine wrote an analysis, which was published in the Aug. 25 issue of the American Security Council's *Washington Report*. The analysis charged that the telecast "was heavily loaded with statements by men who supported the ABC conclusion." Other spokesmen, including Defense Secretary Melvin Laird, were "scarcely permitted to come to bat," Mr. Irvine said.

Mr. Irvine said that ABC should present another program on national defense to correct what he called the "gross imbalance" of *Arms and Security*. He suggested telecast of "Only the Strong," a film produced by the Institute for American Strategy. Mr. Irvine noted that the institute had tried to buy a half hour of prime time from ABC to show the program "but the network refused on the basis that it was doing a documentary

of its own, which turned out to be *Arms and Security*."

On *Issues and Answers*, Mr. Peterson said the documentary had described the B-52 as a supersonic bomber. The airplane is subsonic, he said. Another correction dealt with the program's reference to 60% of the national budget being devoted to national defense instead of the actual figure of approximately 40%. (The transcript of the ABC documentary showed the 60% statement was made by Frank Reynolds, who reported and narrated on the show, in his commentary at the conclusion of the hour. His statement was: "Sixty percent of America's tax dollar goes for defense.")

The program also incorrectly identified "Only the Strong" as an American Security Council film rather than an Institute for American Strategy film, and said the President's blue-ribbon defense-panel characterized U.S. defense policies as sufficient and that the American Security Council criticized this report. Mr. Peterson said that the last two statements were incorrect—"The blue-ribbon panel did not deal with the question of sufficiency of our defenses and the council did not criticize the panel report."

The fact was, said Mr. Peterson, that the council circulated "a supplementary statement written by seven of the 16 members of the presidential panel saying that they believe that the strategic military balance is running against the United States in favor of the Soviet Union."

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RTNDA plans Miami Beach post mortem

Topic goes on convention agenda following complaints of abuses at national political conventions

Question of who should handle accreditation and floor passes to national political conventions will be a prime topic at the annual convention of the Radio Television News Directors Association in Nassau, British West Indies, Nov. 28-Dec. 2.

The issue arises from the discontent of some radio-TV newsmen about difficulties they encountered at the Democratic national convention in Miami Beach last July—particularly the alleged failure of House Radio-TV Gallery officials to prevent infractions of the rule that floor passes be used for only 20 minutes. This dissatisfaction was pointed up publicly by James H. Lewis, news director of WFTV(TV) Orlando, Fla., in the September issue of the *RTNDA Communicator* that reached members last week.

Response to Mr. Lewis's criticism came quickly from Joseph F. McCaffrey, Evening Star Stations, Washington, who is chairman of the convention committee of the Congressional Radio-TV Correspondents Galleries. Mr. McCaffrey acknowledged the problem and said that gallery officials had done their best. But, he added, the tremendous increase in the number of accredited broadcast newsmen had made it virtually impossible for gallery personnel to cope with the demands. He suggested that henceforth the national political committees themselves handle their own news arrangements.

Mr. Lewis, in his *Communicator* article, complained not only that insufficient floor passes for radio-TV newsmen were available (250 had been requested; only 100 were issued), but that many newsmen failed to abide by the 20-minute rule, leaving others waiting to enter the floor. And, he charged, on the final night of the convention, no passes were available at all.

Part of the problem, Mr. Lewis stressed, was that many broadcast newsmen

were using the passes irresponsibly. He cited one case where a radio newsmen with a still camera spent most of his time on the floor taking pictures of his general manager with members of his state's delegation. In another instance, Mr. Lewis said, Emmett Rozier, news director of WESH-TV Daytona Beach, Fla., was seen handing his credentials to a student from Stetson University, Deland, Fla. Mr. Rozier told BROADCASTING that the student was a stringer for WESH-TV and did indeed file a number of stories from the convention after Mr. Rozier had departed.

Public broadcast newsmen were not spared by Mr. Lewis either. He claimed that members of WNET(TV) New York lined up for floor passes even though their colleagues of the Public Broadcasting Service had permanent floor passes.

And finally, Mr. Lewis said, there were cable-TV reporters, a new category in broadcast news. He said he saw one reporter from a New Jersey cable system armed only with an audio tape recorder. And, he added, representing a New York CATV system was "an army" of youngsters with Sony backpacks who, because of their numbers, were able to organize their line-standing operation in such a way as to have a constant supply of floor passes.

"They seemed to have little production experience," Mr. Lewis said, "and told one reporter this was their first experience shooting anything."

The Republican convention was smoother, Mr. Lewis told BROADCASTING, because there was less demand for credentials and floor passes, and because the Republicans seemed to be better organized.

Because of this, Mr. Lewis said, he intends to ask RTNDA to handle accreditation and other arrangements for both national conventions in 1976. RTNDA, he said, should establish a task force to study the entire issue of convention coverage by local stations, including such factors as a designated area of the convention floor for permanent location of film crews as a better alternative to floor passes; priorities for floor passes if that system is to be continued, and finally the institution of standards for accreditation.

In his letter to Ray Hiebert, editor of

the *Communicator*, Mr. McCaffrey commented that policing credentials for political conventions is a thankless job that the radio-TV gallery was first asked to assume in 1940 when there were comparatively few radio reporters covering conventions.

"Since then there has been a reportorial explosion," Mr. McCaffrey said. He noted that there were 1,371 domestic and 133 foreign newsmen at the Democratic national convention, as well as 334 domestic and 55 foreign organizations for which gallery officials were responsible.

Mr. McCaffrey noted also that the gallery officials had asked the Democrats for daily floor passes "which would take care of larcenous members of the fraternity," but they declined. (The Republicans followed this suggestion, and thus circumvented newsmen who tried to use the same pass from one day to the next.)

Mr. McCaffrey said that he has recommended that the galleries no longer be involved with conventions. "If there are any national conventions in the future," he said, "I recommend the national committees themselves do their own accreditation."

CBS News shuffle. Russ Bensley was named executive producer and director of CBS News special events unit last week, replacing Robert Wussler who has become vice president, general manager of CBS-owned WBBM-TV Chicago (see page 39). Mr. Bensley, who has been executive producer of *CBS Evening News with Walter Cronkite* since last January, has been replaced in that post by Paul Greenberg, who has been executive producer of *CBS Evening News with Roger Mudd* and *CBS Sunday News with Dan Rather*. Mr. Greenberg's successor will be named shortly.

CBS is Nielsen winner for GOP convention

Network takes first two nights, NBC third; over-all home viewing under that for Democratic sessions

CBS-TV took first place in National Nielsen ratings on coverage of last month's Republican national convention. NBC-TV was first in the coverage ratings of the Democratic national convention in July (BROADCASTING, Aug. 7).

During respective periods of convention coverage CBS had a 9.6 average rating, NBC 9.1 and ABC 8.8. For periods of common coverage of the GOP convention, CBS was shown with a 10.7 rating and a 36% share of the three-network audience, NBC 9.9 and 34% and ABC 8.8 and 30%. According to figures available last week, CBS won the first and second nights (Aug. 21 and 22) of the convention and NBC the third night (Aug. 23).

The A. C. Nielsen Co. meantime said over 50.3 million households (81.1% of

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the nation's TV households) tuned to the three-network coverage of the Republican convention. This compared with 53.5 million households, or 86.1% of total TV households, tuned to the Democratic convention.

Average hours of viewing per household of the GOP convention was 4.2 as compared with 6.7 hours for the Democratic convention. The prime-time (7:30-11) GOP convention audiences during each minute, for the three networks combined, averaged 12.3 households (compared with 13.1 million homes for the Democrats, with prime-time measured between 7-11 p.m.).

Cable

What Hughes might be able to do with its satellite

Herb Jacobs does some forecasting in cable, foresees CATV network carrying individualized programs

Imagine a giant, multichanneled interconnection service, with the national reach of a television network and the flexibility of specialized magazines. A satellite operator provides both the hardware for interconnection and 24 hours' worth of programming on eight different channels—not mass-appeal programs, but fine drama and music, practical how-to programs, innovative children's shows and a host of other attractions. Principally over cable, all or part of this national programming is offered to viewers, who as a result live a "better, fuller, easier life." And, of course, the whole thing is run by Howard Hughes.

Whether or not this cornucopia comes to pass, it is not someone's idle vision. It is in the possible future of Hughes Aircraft Co., which awaits only FCC approval of its domestic-satellite appli-

cation to launch a more modest version of this system. One version of the possibilities was outlined last week by Herb Jacobs, chairman of Telcom Associates, in a speech to the Association of Broadcast Executives of Texas. Earlier this year, Telcom completed a study for Hughes of programs that satellites might offer as an alternative to network programming; that study has not been released, but Mr. Jacobs opened the door a crack last week. In revealing a little about the 800-page Telcom report, he gave a sense of what Hughes might be able to do with its proposed satellite service, which is designed entirely to serve cable systems.

This, essentially, is what Hughes asked Telcom to do in its study: Many viewers in homes now passed by cable don't subscribe. These are people who might be reached by special-interest programs not now seen on television, rather than by a "fourth network"—or a fifth or sixth—that uses satellite technology to offer more movies and sports. What kinds of programs that complement, rather than compete with, existing service can satellites offer to attract these subscribers?

In the process of answering that relatively short-range question, Telcom went ahead to envision a future in which satellites actually provided—at a healthy profit to the operator—a constant, diversified service for subscribers across the country. As Mr. Jacobs described his findings, the public is willing to pay 50 cents a week—over and above the normal monthly charge for cable—to receive extra services on eight channels. Once the satellite service reaches 20 million cable subscribers, it will bring in nearly \$500 million a year, apart from whatever advertising revenue may be generated. The channels would be dedicated: one for children's programs, one for public affairs, one for "enrichment" (everything from spiritual values to foreign languages to fashion), one for "enlightenment" (essentially hobbies and household hints), two for a variety of

cultural programs, one for vocational training, and one for radio—50 stations on one band.

A Hughes spokesman was somewhat more reserved than Mr. Jacobs in his prognosis. He said, for example, that public affairs and many cultural events would be too expensive—and in many cases too duplicative of existing TV—to be offered at any time in the foreseeable future. He added, however, that Hughes has taken a strong interest in children's programming and certain kinds of practical how-to programs as feasible and attractive bait for those who do not now subscribe to cable.

The broad technological outline of Hughes's system has been on file with the FCC for over a year. In its proposal then, Hughes said that it wants to establish one satellite service entirely for cable: it would program six to eight channels and dedicate two others to public broadcasting. Since that time, Hughes has funded several market and program studies, of which the Telcom report is one, to put some flesh on that proposal.

Mr. Jacobs said that even the expansive version of a satellite's potential is economically feasible, when the day comes that 20 million subscribers receive it. He found that "almost no one was immune to such a plethora of attractions . . . and remember that will be a helluva lot more for 50 cents a week than any magazine can offer. Imagination? Not entirely—but a common-sense approach to meet real needs or desires."

Teleprompter in Houston

Teleprompter Corp. has contracted to purchase 97% of the stock of Southwest Video Corp., which owns cable systems and franchises in eight communities in the Houston metropolitan area. The transaction involves an undisclosed amount of Teleprompter common stock. Southwest Video's properties have a potential of about 32,000 subscribers, Teleprompter said.

Broadcasting Stock Index

Weekly market summary of 127 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Sept. 20	Closing Sept. 13	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	70 1/4	72 3/4	- 2 1/2	- 3.43	81 1/2	51 1/4	8,418	591,364	
ASI COMMUNICATIONS	ASIC	O	2	2		.00	5	1 5/8	1,815	3,630	
CAPITAL CITIES	CCB	N	56 1/4	54 3/4	+ 1 1/2	+ 2.73	64 1/4	48	6,496	365,400	
CBS	CBS	N	55 3/4	57 1/2	- 1 3/4	- 3.04	63	45 1/2	28,096	1,566,352	
COX	COX	N	43 1/4	45 5/8	- 2 3/8	- 5.20	51	36 1/4	5,827	252,017	
FEDERATED MEDIA	F	O	2 1/2	3 1/4	- 3/4	- 23.07	4 1/8	2 1/4	820	2,050	
GROSS TELECASTING	GGG	A	16 1/2	16 1/8	+ 3/8	+ 2.32	23 7/8	12 1/4	800	13,200	
LIN	LINB	O	12 5/8	11 3/4	+ 7/8	+ 7.44	22 3/8	11 3/4	2,341	29,555	
MOONEY	MOON	O	9 5/8	9 5/8		.00	11 5/8	4	250	2,406	
PACIFIC & SOUTHERN	PSOU	O	8 3/4	8 1/2	+ 1/4	+ 2.94	18 1/4	8 1/2	2,010	17,587	
RAHALL COMMUNICATIONS	RAHL	O	16 1/2	16 1/4	+ 1/4	+ 1.53	29	8	1,037	17,110	
SCRIPPS-HOWARD	SCRP	O	22 1/2	22 1/2		.00	27	18	2,589	58,252	
STARR	S8G	M	27 1/8	27 1/8		.00	30 1/2	15 1/2	1,042	28,264	
STORER	SBK	N	41 1/8	43	- 1 7/8	- 4.36	49 3/8	31	4,223	173,670	
TAFT	TFB	N	53 3/8	52	+ 1 3/8	+ 2.64	59 1/4	41 3/4	4,064	216,916	
									TOTAL	69,828	3,337,773
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	5 3/8	5 1/4	+ 1/8	+ 2.38	8 3/4	4 1/2	1,250	6,718	

	Stock symbol	Exch.	Closing Sept. 20	Closing Sept. 13	Net change in week	% change in week	High	Low	1972	Approx. shares out (000)	Total market capitali- zation (000)
AVCO	AV	N	14 3/4	15	- 1/4	- 1.66	20 7/8	13 7/8		11,497	169,580
BARTELL MEDIA	BMC	A	3 3/8	3 1/8	+ 1/4	+ 8.00	7 1/8	3		2,257	7,617
CHRIS-CRAFT	CCN	N	5 1/4	5 3/8	- 1/8	- 2.32	8 3/4	5 1/8		3,999	20,994
COMBINED COMMUNICATIONS	CCA	A	30 3/4	30 3/4		.00	42 1/2	28 1/2		3,264	100,368
COWLES COMMUNICATIONS	CWL	N	10 3/4	10 7/8	- 1/8	- 1.14	13 1/8	9 1/2		3,969	42,666
DUN & BRAD STREET	DNB	N	75 1/4	78	- 2 3/4	- 3.52	81 3/8	63		12,894	970,273
FUQUA	FQA	N	17	18	- 1	- 5.55	27 7/8	16 5/8		8,282	140,794
GABLE INDUSTRIES	GBI	N	24	25	- 1	- 4.00	32 1/4	23 1/2		2,220	53,280
GENERAL TIRE & RUBBER	GY	N	27	27 1/8	- 1/8	- .46	32 5/8	24 5/8		19,483	526,041
GLOBETROTTER COMMUNICATION INC	GLBTA	O	9	9		.00	20 1/2	8 1/2		2,843	25,587
GRAY COMMUNICATIONS	O		11 1/4	11 1/4		.00	14	6 1/2		475	5,343
ISC INDUSTRIES	ISC	A	6 5/8	6 7/8	- 1/4	- 3.63	9 1/8	6		1,655	10,964
KAISER INDUSTRIES	KI	A	6 3/4	7	- 1/4	- 3.57	9 5/8	6 3/4		26,948	181,899
KANSAS STATE NETWORK	KSN	O	6 7/8	7	- 1/8	- 1.78	7 7/8	6 1/2		1,621	11,144
KINGSTIP INC.	KTP	A	13 3/8	13 1/2	- 1/8	- .92	16 1/8	12 1/2		1,154	15,434
LAMB COMMUNICATIONS	O		3 1/4	3	+ 1/4	+ 8.33	4 7/8	2		475	1,543
LEE ENTERPRISES	LNT	A	23 1/8	23 1/8		.00	30	17 1/2		3,357	77,630
LIBERTY CORP.	LC	N	20	20 1/8	- 1/8	- .62	21 5/8	17 1/2		6,753	135,060
MCGRAW HILL	MHP	N	15 3/4	16	- 1/4	- 1.56	20 7/8	14 3/8		23,327	367,400
MEDIA GENERAL INC.	MEG	A	35 1/2	36 3/4	- 1 1/4	- 3.40	49 3/8	34 3/8		3,434	121,907
MEREDITH CORP.	MDP	N	20 3/4	21 3/4	- 1	- 4.59	30 3/4	18 1/2		2,794	57,975
METROMEDIA	MET	N	34 3/8	34	+ 3/8	+ 1.10	39	27 1/4		5,959	204,840
MULTIMEDIA INC.	O		42	42		.00	44	14		2,408	101,136
OUTLET CO.	OTU	N	15	14 5/8	+ 3/8	+ 2.56	19 3/8	13		1,335	20,025
POST CORP.	POST	O	16 1/2	17 1/4	- 3/4	- 4.34	30	9		942	15,543
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 1/8	2 1/8		.00	4 7/8	1 5/8		919	1,952
REEVES TELECOM	RBT	A	2 7/8	3	- 1/8	- 4.16	4 1/4	2 3/8		2,292	6,589
RIDDER PUBLICATIONS	RPI	N	25	27	- 2	- 7.40	34 1/2	25		8,327	208,175
ROLLINS	ROL	N	36 1/2	38 7/8	- 2 3/8	- 6.10	43 1/4	33		12,146	443,329
RUST CRAFT	RUS	A	34 7/8	35 1/8	- 1/4	- .71	39 3/8	24		2,318	80,840
SAN JUAN RACING	SJR	N	26 1/4	23 7/8	+ 2 3/8	+ 9.94	34 3/4	22 1/2		1,958	51,397
SCHERING-PLOUGH	SGP	N	120 3/4	121	- 1/4	- .20	135	82 5/8		25,471	3,075,623
SONDERLING	SDB	A	12 7/8	13	- 1/8	- .96	30 3/4	12 1/8		1,005	12,939
TIMES MIRROR CO.	TMC	N	52 1/4	54	- 1 3/4	- 3.24	61 5/8	46 1/2		15,395	804,388
TURNER COMMUNICATIONS	O		6 3/8	6 3/8		.00	7	2		1,328	8,466
WASHINGTON POST CO.	WPO	A	32 1/4	34 3/8	- 2 1/8	- 6.18	37 1/4	23 1/2		4,806	154,993
WHDH CORP.	O		23	24	- 1	- 4.16	30	11		589	13,547
WOMETCO	WOM	N	20 7/8	20 1/2	+ 3/8	+ 1.82	25 7/8	18 1/2		5,789	120,845
Cable									TOTAL	236,938	8,374,844
AMECO	ACO	O	2 3/8	2 3/8		.00	12 3/4	1 1/2		1,200	2,850
AMERICAN ELECTRONIC LABS	AELBA	O	4 3/4	5 5/8	- 7/8	- 15.55	9 3/4	3		1,726	8,198
AMERICAN TV & COMMUNICATIONS	AMTV	O	44 1/2	44 3/4	- 1/4	- .55	47 1/4	17 1/4		2,462	109,559
BURNUP & SIMS	BSIM	O	19 3/4	19 3/8	+ 3/8	+ 1.93	23 3/8	6 3/4		7,510	148,322
CABLECOM-GENERAL	CCG	A	9 3/4	10	- 1/4	- 2.50	18 1/4	9 1/4		2,438	23,770
CABLE INFORMATION SYSTEMS	O		2 1/2	2 1/2		.00	4 3/4	1 3/4		955	2,387
CITIZENS FINANCIAL CORP.	CPN	A	9 3/8	9 1/4	+ 1/8	+ 1.35	15 1/4	9		2,416	22,650
COLUMBIA CABLE	CCAB	O	17	17		.00	21 3/4	17		900	15,300
COMMUNICATIONS PROPERTIES	COMU	O	10 1/2	11	- 1/2	- 4.54	27 3/8	10 1/2		1,917	20,128
COX CABLE COMMUNICATIONS	CXC	A	35 7/8	39 1/2	- 3 5/8	- 9.17	41 3/4	23 1/4		3,556	127,571
CYPRESS COMMUNICATIONS	CYPR	O	19	18 1/2	+ 1/2	+ 2.70	23	7		2,732	51,908
ENTRON	ENT	A	4 1/8	4 1/2	- 3/8	- 8.33	9 1/4	3		1,358	5,601
GENERAL INSTRUMENT CORP.	GRL	N	27 7/8	27 7/8		.00	32 7/8	20 3/4		6,501	181,215
LVO CABLE INC.	LVOC	O	12 3/4	13 7/8	- 1 1/8	- 8.10	16 1/2	6 3/4		1,466	18,691
STERLING COMMUNICATIONS	STER	O	4 1/8	3 5/8	+ 1/2	+ 13.79	7 3/4	3 1/2		2,162	8,918
TELE-COMMUNICATIONS	TCOM	O	33 1/2	34 1/2	- 1	- 2.89	35 1/4	15 1/2		3,822	128,037
TELEPROMPTER	TP	A	38 1/4	37 5/8	+ 5/8	+ 1.66	44 1/2	28 1/8		15,551	594,825
TIME INC.	TL	N	46 3/8	46	+ 3/8	+ .81	64 3/4	44 5/8		7,284	337,795
TOCOM	TOCM	O	7 5/8	8	- 3/8	- 4.68	10	7 1/8		596	4,544
VIACOM	VIA	N	19 3/4	20	- 1/4	- 1.25	28 1/2	15 1/2		3,836	75,761
VIKOA	VIK	A	9 1/8	9 3/4	- 5/8	- 6.41	19 3/4	8		2,333	21,288
Programming									TOTAL	72,721	1,909,318
COLUMBIA PICTURES	CPS	N	10	10		.00	14 7/8	9 1/8		6,342	63,420
DISNEY	DIS	N	180	176 7/8	+ 3 1/8	+ 1.76	201 3/4	132 3/4		13,802	2,484,360
FILMWAYS	FWY	A	4 1/2	4 1/2		.00	8	4 3/8		1,868	8,406
GULF & WESTERN	GW	N	33 1/2	33 3/4	- 1/4	- .74	44 3/4	28		15,816	529,836
MCA	MCA	N	24 3/4	23 5/8	+ 1 1/8	+ 4.76	35 7/8	23 1/8		8,182	202,504
MGM	MGM	N	21 5/8	21 3/8	+ 1/4	+ 1.16	22	16 3/4		5,897	127,522
MUSIC MAKERS	MUSC	O	2	2		.00	3 3/4	1 1/8		534	1,068
TELE-TAPE PRODUCTIONS	O		1 1/2	1 5/8	- 1/8	- 7.69	2 7/8	1		2,190	3,285
TRANSAMERICA	TA	N	17 1/8	17 1/2	- 3/8	- 2.14	23 1/2	16 1/4		67,213	1,151,022
20TH CENTURY-FOX	TF	N	10 1/2	10 3/4	- 1/4	- 2.32	17	8 5/8		8,562	89,901
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 5/8	+ 1/8	+ 7.69	4 1/8	1 3/8		2,203	3,855
WARNER COMMUNICATIONS INC.	WCI	N	38 3/4	39	- 1/4	- .64	50 1/4	31 1/4		16,221	628,563
WRATHER CORP.	WCO	A	9 7/8	10 1/2	- 5/8	- 5.95	17 7/8	9 1/4		2,164	21,369
Service									TOTAL	150,994	5,315,111
JOHN BLAIR	BJ	N	13 5/8	14 1/2	- 7/8	- 6.03	22 3/8	13 1/4		2,604	35,479
COMSAT	CO	N	56 5/8	56 1/8	+ 1/2	+ .89	75 3/8	52		10,000	566,250
CREATIVE MANAGEMENT	CMA	A	10	10 1/8	- 1/8	- 1.23	15 1/2	9 3/8		975	9,750
DOYLE DANE BERNBACH	DOYL	O	27 1/4	28 1/4	- 1	- 3.53	34 3/4	24		1,925	52,456
ELKINS INSTITUTE	ELKN	O	2 7/8	1 3/4	+ 1 1/8	+ 64.28	16 3/8	1 3/4		1,664	4,784
FOOTE, CONE & BELDING	FCB	N	12 1/8	12 1/4	- 1/8	- 1.02	14	10 5/8		2,162	26,214
GREY ADVERTISING	GREY	O	15 1/4	15 1/4		.00	18 1/8	9 1/4		1,200	18,300
INTERPUBLIC GROUP	IPG	N	29 1/2	30	- 1/2	- 1.66	36 1/8	22 3/4		1,843	54,368
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/2	13 1/8	+ 3/8	+ 2.85	17 3/4	5 7/8		825	11,137
MCCAFFREY & MCCALL	O		12 1/8		- 3/8	- 3.00	16 1/2	7		585	7,093
MOVIELAB	MOV	A	1 3/4	1 3/4		.00	3 1/8	1 5/8		1,407	2,462

	symbol Stock	Exch.	Closing Sept. 20	Closing Sept. 13	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low			
MPO VIDEOTRONICS	MPO	A	4 1/2	4 1/2		.00	7 1/8	3 5/8	547	2,461	
NEEDHAM, HARPER & STEERS INC.	NDHMA	O	29 3/4	31	- 1 1/4	- 4.03	34 1/8	21 1/2	911	27,102	
A. C. NIELSEN	NIELR	O	57	54 5/8	+ 2 3/8	+ 4.34	59 1/4	37 5/8	5,299	302,043	
OGILVY & MATHER	OGIL	O	36 1/4	38 3/4	- 2 1/2	- 6.45	48 1/2	16	1,716	62,205	
PKL CO.	PKL	O	1 3/8	1 3/8		.00	9 1/2	1 3/8	778	1,069	
J. WALTER THOMPSON	JWT	N	33 1/8	34 1/4	- 1 1/8	- 3.28	49 1/4	31 3/4	2,704	89,570	
UNIVERSAL COMMUNICATIONS INC.		O	12	12 1/2	- 1/2	- 4.00	17	8	715	8,580	
WELLS, RICH, GREENE	WRG	N	20	19 3/4	+ 1/4	+ 1.26	27 7/8	19	1,635	32,700	
Manufacturing									TOTAL	39,495	1,314,023
ADMIRAL	ADL	N	14 1/2	14 1/4	+ 1/4	+ 1.75	27	13 5/8	5,813	84,288	
AMPEX	APX	N	5 5/8	6	- 3/8	- 6.25	15 1/8	5 5/8	10,875	61,171	
CARTRIDGE TELEVISION INC.		O	27 1/2	27 1/2		.00	43 1/2	16 1/2	2,083	57,282	
CCA ELECTRONICS	CCAE	O	2 7/8	3 1/8	- 1/4	- 8.00	6 1/4	2 1/4	881	2,532	
COLLINS RADIO	CRI	N	14 7/8	14 1/8	+ 3/4	+ 5.30	19 7/8	13 1/4	2,968	44,149	
COMPUTER EQUIPMENT	CEC	A	2 5/8	2 3/4	- 1/8	- 4.54	4 5/8	2 1/2	2,421	6,355	
CONRAC	CAX	N	26 1/8	26 1/4	- 1/8	- .47	39 3/8	25	1,259	32,891	
GENERAL ELECTRIC	GE	N	65	65		.00	70 7/8	58 1/4	182,123	11,837,995	
HARRIS-INTERTYPE	HI	N	50 1/4	50 3/4	- 1/2	- .98	59	48 1/4	6,365	319,841	
MAGNAVOX	MAG	N	29 3/8	30 1/4	- 7/8	- 2.89	52 1/4	27 1/2	17,685	519,496	
3M	MMM	N	77 5/8	77 1/2	+ 1/8	+ .16	85 3/4	74 1/4	12,867	998,800	
MOTOROLA	MOT	N	116 1/8	113 1/2	+ 2 5/8	+ 2.31	129 7/8	80	13,481	1,565,481	
DAK INDUSTRIES	OEN	N	17 5/8	17 7/8	- 1/4	- 1.39	21 3/4	9 5/8	1,638	28,869	
RCA	RCA	N	34 5/8	34 1/8	+ 1/2	+ 1.46	45	32 1/8	74,352	2,574,438	
RSC INDUSTRIES	RSC	A	2 5/8	2 5/8		.00	4 3/8	2 1/2	3,458	9,077	
TECHNICAL OPERATIONS INC.	TO	A	10 1/2	10 5/8	- 1/8	- 1.17	17 7/8	9 7/8	1,386	14,553	
TEKTRONIX	TEK	N	51 3/4	53 1/8	- 1 3/8	- 2.58	65 1/2	32 3/4	8,136	421,038	
TELEMATION	TIMT	O	6	6		.00	13 3/4	4 1/4	1,050	6,300	
WESTINGHOUSE	WX	N	39 3/4	40 1/8	- 3/8	- .93	54 7/8	39 1/8	87,609	3,482,457	
ZENITH	ZE	N	43 3/4	45 1/8	- 1 3/8	- 3.04	50 1/2	39 3/4	19,037	832,868	
									TOTAL	455,487	22,899,881
									GRAND TOTAL	1,025,463	43,150,950

Standard & Poor's Industrial Average

121.75

123.63

- 1.88

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.

Fates & Fortunes®

Broadcast Advertising

Albert S. Kestnbaum, senior VP, advertising, J. B. Williams Co., New York, adds duties as president of house agency, Parkson Advertising Agency, New York, succeeding **Philip Agisim**, who becomes vice chairman.

Mark Stroock, VP and director, corporate relations, Young & Rubicam International, New York, named senior VP.



Mr. McGrath

William B. McGrath, VP and assistant to president, WHDH Inc., Boston, joins Provan-die, Eastwood & Lombardi there as senior VP, division of broadcast services.

Harry Warren, account supervisor, and **Hal Nitch**, media director, Knox Reeves Advertising, Minneapolis, named VP's. **Hal Goldberg**, VP, media and research services, moved to newly created post of VP-director, marketing and research.

Warren W. Middleton, executive director, Institute of Broadcasting Financial Management, Chicago, joins Media Payment Corp., New York, as sales director.

MPC begins operations in January as central billing and collections company for stations.

Martha Stein, senior research associate, NBC research department, named coordinator of sales development, participating program sales, NBC Television Network, New York.



Mr. Odiome

Jeffrey T. Odiome, group creative director, N. W. Ayer & Son, Philadelphia, elected VP.

Dodie R. Dial, secretary-treasurer, Herbert S. Benjamin Associates, agency, Baton Rouge, named VP and treasurer. **Margaret S. Webb**, assistant VP, named VP and secretary. **Richard J. Barra**, assistant VP, named VP. **Gene E. Clark**, assistant VP, named VP.

Whitney Harris, with KMET(FM) Los Angeles, joins KEMO-TV San Francisco as general sales manager.

Guy Woodward, local sales manager, WBAP-AM-FM Fort Worth, appointed general sales manager.

William S. Hemmens, with WGAN-AM-FM Portland, Me., appointed sales manager.

Paul Robbins, local sales manager, WCER-AM-FM Charlotte, Mich., named general sales manager.

Edward Quinn, with WTMJ-AM-FM Milwaukee, appointed general sales manager, WTMJ-TV there.

Tony Malone, with KLAS-TV Las Vegas, appointed local sales manager.

J. Jan Hoffman, sales manager, wxit-(AM) Charleston, W. Va., joins WQTY-(AM) and WFMI(FM) Montgomery, Ala., in same capacity.

Tom Ragland, with WREC-TV Memphis, appointed local sales manager.



Mr. Tuoti

Frank X. Tuoti, corporate director, sales development, Kaiser Broadcasting, New York, named VP, marketing and research, Metro TV Sales, there, station representation division of Metro-media.

Ronald G. Newman, copy supervisor, Leo Burnett, Chicago, appointed associate creative director. **Marvin L. Greenberg**, with Kenyon & Eckhardt there joins Burnett as associate creative director. **Carol H. Williams**, copy

writer, appointed copy supervisor.

Thomas D. Lynch, account executive, Robert Eastman, New York, joins sales staff of Blair Radio, New York, in same capacity.

Ingrid S. Kallan, copywriter, Waterman Advertising, New York, joins Tinker, Dodge & Delano, New York, in same capacity.

Gerald Dolear, sales manager, Commercial Products Inc., Dallas, commercial producers, named executive VP.

Media



Mr. Bergeson

Charles W. Bergeson, station manager, WJW-TV Cleveland, named general manager. He succeeds **Kenneth L. Bagwell**, named VP of Storer Cable TV Division (see page 49).

Dwight L. Case, area VP for ASI Communications and VP and general manager, KROY(AM) Sacramento, Calif., named regional VP, radio division, RKO-General Inc., with direct responsibility of supervising KHJ-AM-FM Los Angeles.

James A. (Nick) Hice, general manager, WNCT(AM) Greenville, N.C., elected VP, Roy H. Park Radio Inc., subsidiary of parent Roy H. Park Broadcasting Inc.

Ed Christian, general manager, WCER-AM-FM Charlotte, Mich., named VP.

Bill Hart, VP and general manager, WPFB-AM-FM Middletown, Ohio, assumes additional duties as VP WPAY-AM-FM Portsmouth, Ohio. All are Braden Corp. stations.



Mr. Norman

Ted Norman, national sales manager, WBAP-AM-FM Fort Worth, appointed general manager.

Robert A. Clark, VP and general manager, KLUR(FM) Wichita Falls, Tex., joins WQTY(AM) and WFMI(FM) Montgomery, Ala., in same capacity.

Sam F. Beard, KLUR sales manager, appointed station manager.

Alfred W. Hill, treasurer and operations manager and VP of programming, Sconnix Group Broadcasting, licensee, named VP of station.

Don M. Van Cleave, sales manager, WTSL(AM) Hanover, N.H., joins WARV(AM) Warwick, R.I., as general manager.

Bruce A. Houston, sales manager, WRC-AM-FM Washington, appointed general manager.

Joseph Shawy, manager, billing and compensation, ABC Inc., New York, appointed director, accounting services.

Joseph A. Reilly, administrator, labor relations, NBC Burbank, appointed director of employee relations.

James Austin, VP, sales, WFUN(AM)



Honoree. Compton Advertising chairman C. Stuart Mitchell looks on as **Barton A. Cummings**, chairman of the New York agency's executive board, receives simulated *Time* cover during celebration of his 25 years with Compton. Cover was sketched by Compton artists Dave Attebury and Rolf Siljander.

South Miami, Fla., appointed manager, KKDJ(FM) Los Angeles.

John Froome, program manager, KAKE-TV Wichita, Kan., appointed assistant general manager.

Richard Q. De Angelis, general sales manager, WNEM-TV Bay City-Saginaw-Flint, Mich., appointed general manager.

Robert A. Stoepler, accounting manager, Kaiser Broadcasting, Oakland, Calif., appointed business manager of Kaiser's WKBD-TV Detroit.

Burton Bridgens, manager, community affairs and broadcast standards, WRC-TV Washington, appointed director, special projects.

Programing

William J. Butters, VP and general manager, Trans-World Communications, New York, closed-circuit television division of Columbia Pictures Industries, elected president.



Mr. Klein

William B. Klein, associate director, business affairs, CBS-TV Hollywood, joins Warner Bros. Television, Burbank, in same capacity.

Alfred Ashley, corporate executive, Warner Bros., Burbank, named VP, administration, television distribution.

Evelyn P. Davis, VP, community relations, Children's Television Workshop, New York, named VP of newly created community education-services division.

Richard K. A'Hearn, program manager, WRC-TV Washington, named executive VP, Altman Productions Inc. there.

Robert Adams, production manager,

WRC-TV Washington, appointed program manager. **Jane E. Cohen**, program director, WPHL-TV Philadelphia, joins WRC-TV, as director, community affairs program.

Don Day, program manager, WBAP-AM-FM Fort Worth, appointed operations manager.

Isadore Miller, manager, special projects, business affairs department, CBS-TV, New York, named associate director, talent and program negotiations.



James T. Jensen, regional sales manager, East Coast, Walt Disney Educational Materials Co., Los Angeles, named Northeastern sales manager. ABC Media Concepts, New York, which distributes TV programming and other films to nonbroadcast outlets. **James G. Steenson**, Western sales representative, Learning Corp. of America, New York, appointed Western sales manager. **James B. Middleton**, Midwest sales representative, McGraw-Hill Films, Indianapolis, named Midwest regional sales manager there.

Mary I anken, Southern division manager, Avco Radio Television Sales Inc., Miami, joins Rhodes Productions Inc., Los Angeles, as Eastern division manager. **Dick Deitsch**, district manager, appointed Midwestern division manager.

Don Perkins, assistant film director, WNEW-TV New York, appointed director, film operations.

Rick Sadle, production engineer, KLAC(AM)-KMET(FM) Los Angeles, appointed creative director, KSN(FM) Oakland-San Francisco. All are Metromedia stations.

Rex Kramer, general manager, WIDG(AM) St. Ignace, Mich., joins WCER-AM-FM Charlotte, Mich., as program director.

Dirk Lamb, with WTAR-TV Norfolk-Newport News, Va., appointed program director, WTAR(AM). **Charles J. Williams**, production supervisor, WTAR-TV, appointed production manager.

Don Markwell, program director, WCOV-AM-FM Montgomery, Ala., joins WQTY(AM)-WFMI(FM) there as operations manager.

Gary Bentley, news director and anchorman, KJEO(TV) Fresno, Calif., opens production company, Bentley Productions, there.

Doyle W. Kaniff, with WGN Continental Productions Co., Chicago, joins George M. Ricci & Associates, production company representative, as partner.

Clarence Anderson, with WCCO-TV Minneapolis, appointed production manager.

Beardsley Graham, communications consultant, Washington, named executive VP-marketing, Videorecord Corp., Westport, Conn., producers-distributors of cartridge television programming.

Jon Stone, producer, *Sesame Street* for Children's Television Workshop, New York, appointed executive producer. New producer is **Robert Cunniff**, formerly

writer for ABC-TV's *The Dick Cavett Show*.

Wendy J. Mayer, assistant promotion manager, KDKA(AM) Pittsburgh, named assistant to manager of information services, *Mike Douglas Show*, Philadelphia.

Victor M. Summa, freelance producer, industrial films, joins noncommercial WTTW(TV)-WXXW(TV) Chicago as unit producer.

Broadcast Journalism

Don Kennedy, owner and manager, WKLS(FM) Atlanta, named president, Georgia Network Inc., regional radio news service there. **Larry Melear**, independent radio program producer, named VP. **Wade Melock**, news editor, WGST(AM) there, appointed news director. **Peggy Nielson**, political coordinator, appointed special features editor. **Richard Moore**, with WTCG-TV there, appointed state correspondent.

William Lawlor, news director, WPIX-TV New York, joins WPVI-TV Philadelphia as executive producer. He succeeds **Howard Glassroth**, named operations manager, WTNH-TV Hartford-New Haven, Conn.

Henry Magnuson, news director, WGAN(AM) Portland, Me., appointed executive director, news and information. He is succeeded by **Bill Johnson**, anchorman.



David J. Kelly, news director, WWJ-AM-FM-TV Detroit, joins WMAL-TV Washington as news and informational manager.

Bob Ryan meteorologist, WPRI-TV Providence, R.I., joins WCVB-TV Boston in same capacity. **Phillip S. Balbani**, Boston newsman, appointed editorial writer. He succeeds **Richard Braude**, staff member of weekly news program, *The Investigators*.

Lynn Sher, writer, Associated Press, named reporter, WCBS-TV New York.

Bob Dahlgren, with WGBS(AM) Miami, joins KHOJ-TV Houston as sports editor, weekend news.

Harriet Cherberg, newswoman, WRDU-TV Durham, N.C., joins WNNJ(AM)-WIXL-FM Newton, N.J., in same capacity.

Ken Kurtz, with WANE-TV Fort Wayne, Ind., appointed to new term, chairman, Photo Committee of The Associated Press Broadcasters Association. **Tony Larson**, with KOSI(AM) Aurora, Colo., named chairman of APBA's newsletter committee, which serves as editorial board for group's official publication, *News from APBA*.

Professor Vernon Stone, University of Wisconsin School of Journalism, elected chairman, Association for Education in Journalism (AEJ), broadcast journalism division. **Professor Larry Walkin**, University of Nebraska school of journalism, elected vice chairman. **David Dary**, University of Kansas, William Allen White

School of Journalism, elected secretary.

Cable



Mr. Bagwell

manager, Teleprompter's Newport Beach, Calif., system.

Kenneth L. Bagwell, VP and general manager, wjw-TV Cleveland, named VP, Storer Cable TV Division, Miami Beach.

Richard E. Pecotte, manager-trainee, Teleprompter Cable TV of Farmington, N.M., appointed manager. He succeeds **James W. Harper**, appointed

Music

Ira F. Beal, with law departments, CBS, named VP, law, Polygram Corp., New York, record and music publishing company.

Lebaron Taylor, former general manager, WDAS(AM) Philadelphia, joins Atlantic Records, New York, as director of artists and repertoire for rhythm-and-blues recordings.

Dave Pell, creative head, Motown Records, Hollywood, joins KIIS(AM) Los Angeles as music director.

Equipment & Engineering

Edward F. Dick, with Westinghouse Electric Corp., Elmira, N.Y., joins Rauland division, Zenith Radio Corp., Chicago, as VP, cathode-ray-tube operations.

Ronald L. Bailer, market development department, E. I. duPont Co., Wilmington, Del., joins Allen Products Co., Milford, Conn., as VP, marketing.

Robert N. Stiles, East Coast manager, Houston Fearless Corp., Los Angeles, appointed VP, sales, engineering and service.

John F. Watter, marketing manager, The Multra-Guard Inc., subsidiary of Multronics Inc., Rockville, Md., named VP of Multronics.

Ed Ries, owner of Ed Ries and Associates, Los Angeles, sales organization for broadcast equipment, appointed general manager, product division, Grenier Bros. Inc., Hollywood, TV consulting and equipment-manufacturing firm.

Robert S. Davis, manager, sales coordination-Latin America, electronic components, RCA, Harrison, N.J., appointed manager of sales for Latin America. **John E. Hillman**, sales manager for Latin America, RCA electronic components, Harrison, N.J., appointed manager, sales engineering, Latin America.

Ron Newswander, national sales manager, custom tape duplicating, Super-scope Inc., Sun Valley, Calif., appointed national sales manager, recorded tape division.

Richard Thompson, field engineer, McClatchy Broadcasting Co., appointed director of engineering for group's stations in California and Nevada.

Fred A. Fanella, manager, procurement, GTE Sylvania Inc., New York, appointed manager, materials, entertainment products group.

Dr. Daniel Earl Noble, chairman, science advisory board, Motorola Inc., Phoenix, will be awarded Stuart Ballantine medal of The Franklin Institute for his contributions to systems engineering in field of electromagnetic communications and in field of mobile, two-way, FM communications systems.

Allied Fields

Larry J. Walker, director, financial relations, National General Corp., Los Angeles, elected VP, Paul R. Spindler & Co., public relations, Beverly Hills.

Robert Q. Tiedje, coordinator, management services, Bahakel Broadcasting Co., Charlotte, N.C., joins Pepper-Tanner Inc., Chicago, as senior account executive.

FCC Commissioner **Richard E. Wiley** elected recording secretary, Federal Bar Association.

Max D. Paglin, senior supervising attorney, FCC Office of Opinions and Review, elected to membership, National Academy of Public Administration.

Kenneth R. Goodwin, planning officer, office of chairman, FCC, joins National Marine Fisheries Service of Department of Commerce, as chief, plans and policy development.

Peter H. Sloan, executive VP and director, Cassette Education System Corp., Philadelphia, appointed broadcast manager, Broadcast Data Base, New York.

Deaths

Harold P. See, 65, chairman of Chronicle Broadcasting Co. (KRON-FM-TV San Francisco), died last Thursday (Sept. 21) in Mills hospital, San Mateo, Calif., of emphysema. He joined KRON-TV after long career in radio and television engineering (at NBC, New York and Washington, from 1930 to 1947, at WBAL-TV Baltimore from 1947 to 1949). He is survived by wife and two daughters.

T. Frank Smith Sr., 68, president and founder, KRIS-TV Corpus Christi, Tex., died Sept. 5 after lengthy illness. Mr. Smith was one of earliest licensed amateur radio operators in Texas. He is survived by his wife, Helen, and one son.

Grace F. Gladstone, 59, wife of Arthur A. Gladstone, Chief Administrative Law Judge, FCC, died Sept. 18 at Alexandria Seminary Hospital in Alexandria, Va. She is survived by husband and two sons.

William G. Hutton, 68, retired VP, Smith Electronics Inc., Cleveland, and associate, Carl E. Smith, consulting radio engineers there, was killed in tractor accident at his home in North Royalton, Ohio. He is survived by his wife, Naomi, one son and two daughters.

Fred E. Sherry, 55, ABC News electrician in Miami bureau, died on Sept. 14 after long illness. He is survived by his wife, Barbara, and several children.

As compiled by BROADCASTING Sept. 13 through Sept. 19, 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—directional 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

Call letter application

- Viewer Sponsored TV Foundation, Los Angeles—Seeks *KVST(TV).

Existing TV stations

Final actions

- KMEX-TV Los Angeles—Broadcast Bureau granted request to operate trans. by remote control from 721 North Bronson Avenue, Hollywood. Action Sept. 7.
- KFMB-TV San Diego—Broadcast Bureau granted requested authority to operate translator from 1405 Fifth Avenue, San Diego. Action Sept. 8.
- KCST(TV) San Diego—Broadcast Bureau granted request to operate trans. by remote control from 8330 Engineer Road, San Diego. Action Sept. 11.
- WTOG(TV) St. Petersburg, Fla.—Broadcast Bureau granted request to operate remote control from 365 105th Terrace, N.E., St. Petersburg. Action Sept. 6.
- WFLA-TV Tampa, Fla.—Broadcast Bureau granted CP to change aur. ERP to 60.3 kw and change type trans. Action Sept. 18.
- WFLD-TV Chicago—Broadcast Bureau granted authority to operate trans. by remote control from Field Television Center, Marina City, Chicago. Action Sept. 14.
- WRAU-TV Peoria, Ill.—Broadcast Bureau granted request to operate trans. by remote control from 500 North Steward Street, Creve Coeur, Ill. Action Sept. 6.
- WKJG-TV For Wayne, Ind.—Broadcast Bureau granted CP to change type trans. Action Sept. 6.
- WXIX-TV Newport, Ky.—Broadcast Bureau granted mod. of license covering change of name

from U.S. Communications of Ohio Inc. to WXIX-TV Inc. Action Sept. 18.

- KMEG(TV) Sioux City, Iowa—Broadcast Bureau granted request to operate trans. by remote control from 1301 Seventh Street, Sioux City. Action Sept. 14.
- KTVC(TV) Ensign, Kan.—Broadcast Bureau granted CP to change type trans. Action Sept. 15.
- *WKPC-TV Louisville, Ky.—Broadcast Bureau granted request to operate remote control from 4309 Bishop Lane, Louisville. Action Sept. 14.
- WSBK-TV Boston—Broadcast Bureau granted license covering alt. driver. Action Sept. 14.
- WKAR-TV East Lansing, Mich.—Broadcast Bureau granted license covering new station. Action Sept. 18.
- WLOX-TV Biloxi, Miss.—Broadcast Bureau granted request to operate trans. by remote control from De Buys Road, Biloxi. Action Sept. 11.
- *WMAO(TV) Greenwood, Miss.—Broadcast Bureau granted license covering new station. Action Sept. 18.
- FCC denied request by Channel 13 of Las Vegas Inc., licensee of KSHO-TV Las Vegas asking FCC to withdraw notice of apparent liability for forfeiture of \$10,000, issued against KSHO-TV for clipping parts of network programs. KSHO-TV is affiliated with ABC network. Action Sept. 13.
- KOTI(TV) Klamath Falls, Ore.—Broadcast Bureau granted license covering changes in transmitting equipment. Action Sept. 14.
- WTAFF-TV Philadelphia—Broadcast Bureau granted request to operate trans. by remote control from Benson East apartments, intersection of township line and York Road, Jenkintown, Pa. Action Sept. 11.
- WNEP-TV Scranton, Pa.—Broadcast Bureau granted request to operate trans. by remote control from Wilkes-Barre-Scranton airport, Avoca, Pa. Action Sept. 11.
- KTSM-TV El Paso—Broadcast Bureau granted CP to change ERP to vis. 316 kw, aur. 42.7 kw; change type trans. Action Sept. 11.
- WNV(TV) Goldvein, Va.—Broadcast Bureau granted authority to operate remote control from 8325 Little River Turnpike, Annandale, Va. Action Sept. 14.
- WTAR-TV Norfolk, Va.—Broadcast Bureau granted CP to change type trans. Action Sept. 15.
- KXLY-TV Spokane, Wash.—Broadcast Bureau granted CP to change type trans. Action Sept. 6.
- *WMUL-TV Huntington, W. Va.—Broadcast Bureau granted request to operate trans. by remote control from Communication building, Marshall University, Huntington. Action Sept. 14.
- KFIZ-TV Fond du Lac, Wis.—Broadcast Bureau granted request to operate trans. by remote control from 18 West First Street, Fond du Lac. Action Sept. 6.

Actions on motions

- Chief, Broadcast Bureau, on requests of Storer Broadcasting Co. and of Black Efforts for Soul in Television, extended through Oct. 2 time to file comments and through Oct. 13 time to file reply comments in matter of reimbursement for legitimate and prudent expenses of public interest group for consultancy to broadcaster in certain instances (Doc. 19518). Action Sept. 12.
- Chief, Office of Opinions and Review in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion for time by Forum Communications Inc. and extended to Sept. 22 time to file opposition to application for review filed by WPIX Inc. (Docs. 18711-2). Action Sept. 13.
- Chief Administrative Law Judge Arthur A. Gladstone in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, on considering petition by Broadcast Bureau for reconsideration, affirmed his memorandum opinion and order of Sept. 1 denying change of venue (Docs. 19168-70). Action Sept. 8.
- Chief Administrative Law Judge Arthur Gladstone in San Juan, Mayaguez, Ponce, all Puerto Rico (Telesanjun Inc. [WTSJ(TV)]. WMGZ(TV). WPSJ(TV)), TV proceeding, having under consideration necessity for reassigning case, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge in lieu of Chief Administrative Law Judge Arthur A. Gladstone (Docs. 19353-5). Action Sept. 8.
- Administrative Law Judge Isadore A. Honig in matter of Alabama Educational Television Commission, renewal of license for *WAIQ(TV) Montgomery, Ala., et al., granted motion by applicant, and postponed hearing to Dec. 6, 10 a.m., and set certain procedural dates (Docs. 19422-30). Action Sept. 8.
- Administrative Law Judge Isadore A. Honig in matter of Alabama Educational Television Commission, Renewal of License for *WAIQ(TV) Montgomery, Ala., et al., granted motion filed by petitioners Sept. 13 to withdraw reply to opposition to motion to compel answers, and ordered withdrawn petitioners reply to opposition to motion to compel; and dismissed as moot motion to strike reply by Alabama Educational Television Commission (Docs. 19422-30). Ann. Sept. 15.
- Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted petition by WPIX Inc. for leave to amend application to reflect changes in description of functions of certain principals and officers and commencement of civil litigation against certain corporate affiliates (Docs. 18711-2). Action Sept. 8.

New AM stations

Application

- Rockport, Tex.—James H. Belote. Seeks 1470 khz, 500 w-D. P.O. address: 4903 Creekmore Drive, San Antonio, Tex. 78220. Estimated construction cost \$20,820; first-year operating cost \$19,450. Revenue \$28,000. Principal: James H. Belote, sole owner. Mr. Belote is chief, communications-electronics division, Department of the Army, Fort Sam Houston, Tex. Ann. Sept. 1.

Final action

- Steubenville, Ohio—Capitol Broadcasting Corp. FCC granted 950 khz, 500 w, DA-D. P.O. address: Box 4318, Charleston, W. Va. Estimated construction cost \$127,794; first year operating cost \$60,000. Revenue \$100,000. Principals: E. M. Johnson, president, et al. Capitol Broadcasting Corp. owns WCAW(AM) Charleston. Action Aug. 29.

Actions on motions

- Administrative Law Judge Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, granted petition by Broadcast Bureau and extended time to Oct. 27 to file supplemental findings of fact and conclusions of law (Docs. 18899-900). Action Sept. 12.
- Administrative Law Judge Millard F. French in Brunswick, Ga. and Jacksonville, Fla. (Dowric Broadcasting Co. and Integrated Broadcasting Co.), AM proceeding, on presiding judge's own motion,

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15, 9:00 a.m. (Docs. 19448, 19450). Action Sept. 13.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz. Hollister and Aptos-Capitola, all California (St. Cross Broadcasting Inc., et al.), AM proceeding, on informal request of St. Cross Broadcasting Inc., continued hearing to Oct. 10 and Sept. 22 for notification of witness (Docs. 19503-4, 19506). Action Sept. 11.

Other actions

■ Review board in Statesboro and Jesup, both Georgia, AM proceeding, granted request by Jesup Broadcasting Corp. for extension of time through Sept. 21 to reply to exceptions and brief to initial decision, filed by Morris's Inc. (Docs. 17722, 18395). In initial decision released July 6, examiner proposed denial of applications of Community Radio System for new AM on 850 khz at Statesboro, and of Morris's Inc. for 1080 khz at Jesup. Action Sept. 12.

■ Review board in Mt. Pleasant, Iowa, AM proceeding, set oral argument for Oct. 12, 10 a.m., before panel of review board, on exceptions and briefs to initial decision proposing grant of application of BCST Company of Iowa Inc. for CP for new AM at Mt. Pleasant and denial of competing applications of Pleasant Broadcasting Co. for AM at Mt. Pleasant, and of Chariton Radio Co. for AM at Chariton, Iowa (Docs. 18594-6). Action Sept. 14.

■ Review board in Centreville, Va., AM proceeding, granted motion by Centreville Broadcasting Co. for extension of time through Sept. 20 to file responsive pleadings to further motion by O. K. Broadcasting Corp. to enlarge issues (Doc. 18888). Application of Centreville Broadcasting Co. for new AM at Centreville was designated for hearing by commission on June 24, 1970. Action Sept. 12.

Existing AM stations

Application

■ WIGM Medford, Wis.—Seeks CP to remove series limiting resistor in ant. Ann. Sept. 15.

Final actions

■ KOOL Phoenix—Broadcast Bureau granted CP to install new trans., as aux., at nighttime site for D and N use with existing DA system; install new trans. for aux. use from daytime site. Action Sept. 11.

■ KREX Grand Junction, Colo.—Broadcast Bureau granted license covering use of former main trans. and ant. as daytime-only aux.; trans. and studio location same. Action Sept. 7.

■ WGN Chicago—Broadcast Bureau granted CP to increase power of aux. trans. to 10 kw; install new trans. Action Sept. 12.

■ WZOE Princeton, Ill.—Broadcast Bureau granted CP to move ant.-trans. and studio location to 0.16 mile south of city limits on S. Main Street, Princeton; make changes in ant. system. Action Sept. 8.

■ FCC denied petition by Wagenvoort Broadcasting Co., licensee of WVOG New Orleans, for reconsideration of commission's June 1 action denying mitigation or remission of forfeiture of \$10,000 ordered March 15, incurred primarily for technical violations of rules. Action Sept. 13.

■ WCBY Cheboygan, Mich.—Broadcast Bureau granted license covering use of present main trans. as alt.-main trans. Sept. 7.

■ WKMD Stirling, N.J.—Broadcast Bureau granted license covering new AM; studio and remote control at 1390 Valley Road, Stirling. Action Sept. 12.

■ KKIM Albuquerque, N.M.—Broadcast Bureau granted license covering new AM; trans.-studio location redesignated as 301 Los Ranchos, N.W. Action Sept. 7.

■ KOTS Deming, N.M.—Broadcast Bureau granted mod. of license covering change from D to SH. Hours of operation Monday through Saturday from 5:57 a.m. to 7 p.m. and from 7 a.m. to 5:15 p.m. on Sunday; granted license covering changes and mod. of license. Action Sept. 12.

■ KCJA Humble City, N.M.—Broadcast Bureau granted CP to install new trans. for aux. purposes only. Action Sept. 12.

■ WYSL Buffalo, N.Y.—Broadcast Bureau granted CP to increase ant. height to 338 ft. Action Sept. 8.

■ WJMO, WLYT(FM), both Cleveland Heights, Ohio—FCC, in response to petition from Friendly Broadcasting Co., licensee, has issued notice of apparent liability against Friendly for alleged violations of technical operating rules on WJMO (Doc. 19412). Action Sept. 13.

■ WBUX Doylestown, Pa.—Broadcast Bureau granted license covering changes; delete remote control. Action Sept. 11.

■ WHMT Humboldt, Tenn.—Broadcast Bureau granted license covering new AM; trans. location at Old Gibson Road, R.F.D. 3; studio and remote control location at 1214 Main Street. Action Sept. 11.

Summary of broadcasting

Compiled by FCC Aug. 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized ¹
Commercial AM	4,353	5	16	4,374	49	4,423 ¹
Commercial FM	2,317	1	57	2,375 ²	112	2,487
Commercial TV-VHF	504	1	6	511 ³	12	524 ²
Commercial TV-UHF	184	0	5	189 ³	51	253 ³
Total commercial TV	688	1	11	700	63	777
Educational FM	513	0	19	532	77	609
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	118	0	7	125	12	137
Total educational TV	204	0	12	216	13	229

* 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.

■ KENR Houston—Broadcast Bureau granted CP to install new trans. as alt.-main. Action Sept. 12.

■ WJWS South Hill, Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location. Action Sept. 8.

■ WDOT Burlington, Vt.—Broadcast Bureau granted CP to change trans. site to Interval Road, Burlington. Action Sept. 8.

■ FCC denied request by Timnankin Inc., licensee of KOOD Lakewood, Wash., asking FCC to reinstate authority to remain silent. KOOD has been off air since May 1, 1969. Timnankin's request for license renewal was dismissed by commission, operating authority ended, and call letters deleted, effective Sept. 13. Action Sept. 13.

Actions on motions

■ Chief, Office of Opinions and Review in Smyrna, Ga. (Laurence N. Polk Jr. and Times-Journal Inc. and M. W. Kinney Jr.), in matter of transfer of control of WYNK, granted petition by Times-Journal Inc. and M. W. Kinney Jr. for extension of time to Oct. 2 to file application for review of review board's decision released Aug. 2 (Doc. 18784). Action Sept. 12.

■ Administrative Law Judge Frederick W. Denniston in Clare, Mich. (Bi-County Broadcasting Corp.), in matter of renewal of licenses for WCRM-AM-FM, on motion by Bi-County Broadcasting Corp., canceled hearing scheduled for Sept. 18 at Bay City, Mich., and in lieu thereof scheduled prehearing conference for Sept. 19 (Doc. 19492). Action Sept. 11.

■ Administrative Law Judge Forest L. McClenning in White Castle, La. (Shedd-Agard Broadcasting Inc. [KLSU]), in matter of revocation of license, on request by Broadcast Bureau for affirmative relief, ordered stricken response of Shedd-Agard Broadcasting Inc. to Bureau's request for admissions and further ordered that, unless response to said request for admissions complying with provisions of rules is filed within ten days from release date of this order, each of matters of which admission is requested shall be deemed admitted (Doc. 19514). Action Sept. 11.

Other actions

■ Review board in Denver denied appeal by Action Radio Inc., licensee of KTLK Denver, from Examiner's order denying Action's motion to compel Broadcast Bureau to answer 269 unanswered interrogatories and to give more complete answers to ten interrogatories which Bureau had answered (Doc. 19274). Proceeding involves Action's renewal application for KTLK. Action Sept. 13.

■ Review board in Chattanooga, AM proceeding, scheduled oral argument for Oct. 5, 10 a.m., before panel of review board, on exceptions and briefs to initial decision proposing grant of application of Rock City Broadcasting Inc. for new AM on 1190 khz, with 10 kw power, DA, at Chattanooga and denial of application of Jay Sadow (WRIP) for change in facilities from 980 khz, 500 w-D in Ross-ville, Tenn., to 1190 khz, with 50 kw power, in Chattanooga (Docs. 18901-2). Action Sept. 14.

Fine

■ KGLC Miami, Okla.—FCC notified Miami Radio Inc., licensee, that it has incurred apparent liability for \$1,500 for violation of rules by operating station with improperly licensed operator, by failing to have operator sign on and off operating log and by failing to make field intensity measurements each seven days as required by station license. Action Sept. 13.

Call letter application

■ WRSU New Orleans—Seeks WGSO.

Call letter action

■ WBGS Slidell, La.—Granted WSDL.

New FM stations

Applications

■ *Elk Grove, Calif.—Elk Grove Unified School District. Seeks 90.1 mhz, 10 w. HAAT 102 ft. P.O. address Elk Grove Boulevard, Elk Grove 95624. Estimated construction cost \$405; first-year operating cost \$50; revenue none. Principals: Jordan W. Montana, president of school district, et al. Ann. Aug. 14.

■ Vail, Colo.—Radio Vail Inc. Seeks 104.7 mhz, 75.5 kw, HAAT 1,186 ft. P.O. address 815 Reed Street, Lakewood, Colo. 80215. Estimated construction cost \$76,226; first-year operating cost \$35,000; revenue \$60,000. Principals: John H. Gayer, president (55%), et al. Mr. Gayer is chairman and director (85%) of KFNF(AM) Shenandoah, Iowa. He also is president (50%) of Big Country Radio Inc., Steamboat Springs, Colo., applicant for new FM in Steamboat Springs. Ann. Sept. 1.

■ *New London, Conn.—Connecticut College Broadcast Association Inc. Seeks 89.9 mhz, 10 w. HAAT 15 ft. P.O. address Connecticut College, Box 1333, New London 06320. Estimated construction cost \$2,020; first-year operating cost \$2,000; revenue none. Principals: Mary Ann Sill, president, et al. Miss Sill is student at Connecticut College. Ann. Aug. 22.

■ *Chestertown, Md.—Board of Education of Kent County. Seeks 90.5 mhz, 17.3 kw, HAAT 217 ft. P.O. address Washington Avenue, Chestertown 21620. Estimated construction cost \$62,846; first-year operating cost \$13,500; revenue none. Principals: Paul R. Hilton, president of board of education, et al. Ann. Sept. 1.

■ Pocomoke City, Md.—Peter and John Radio Fellowship Inc. Seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address Box 6234, Baltimore 21206. Estimated construction cost \$41,149; first-year operating cost \$43,000; revenue \$35,000. Principals: John O. Bissett, president, et al. Mr. Bissett is president and director of WRBS(FM) Baltimore, and is minister and co-director of River Valley Ranch, religious camp in Millers, Md. Ann. Aug. 31.

■ Clarksdale, Miss.—J. Boyd Ingram. Seeks 101.7 mhz, 3 kw, HAAT 185 ft. P.O. address Box 2154, Jackson, Miss. 39205. Estimated construction cost \$6,350; first-year operating cost \$25,575; revenue \$36,000. Principal: J. Boyd Ingram (100%). Mr. Ingram is employed by South Central Telephone Co. and owns Broadcast Service Co., radio station maintenance service, both in Jackson, Miss. He is engineer at WWUN(AM) and WKXI(FM), both in Jackson. He also owns CP for KCRI(AM) Helena, Ark. Ann. Aug. 22.

■ Kilgore, Tex.—Floyd W. Addington, Thomas H. Spurlock. Seeks 95.9 mhz, 3 kw, HAAT 155 ft. P.O. address Box 1717, Kilgore 75662. Estimated construction cost \$25,646; first-year operating cost \$28,395; revenue \$13,000. Principals: Floyd W. Addington and Thomas H. Spurlock (each 50%). Mr. Addington and Mr. Spurlock own KTXJ-AM-FM Jasper, Tex. Mr. Addington is partner in law firm of Addington and McGraw in Jasper. Ann. Aug. 22.

■ *Portsmouth, Va.—School Board of City of Portsmouth. Seeks 91.9 mhz, .3 w. HAAT 16.9 ft. P.O. address 1 High Street, Portsmouth 23705. Estimated construction cost \$6,699; first-year operating cost \$1,300; revenue none. Principals: Les L. Fry, board chairman, et al. Ann. Aug. 31.

Final actions

■ Fayette, Ala.—Jesse Willard Shirley. FCC granted

98.1 mhz, 20 kw. HAAT 360 ft. P.O. address Route 2, Box 245, Guin, Ala. 35563. Estimated construction cost \$70,734; first-year operating cost \$34,280; revenue \$45,000. Principal: Jesse Willard Shirley (100%). Mr. Shirley is advertising salesman at WEZQ(AM) Winfield, Ala. Action July 19.

■ Moscow, Idaho—KRPL Inc. Broadcast Bureau granted 103.9 mhz, 180 w. HAAT 990 ft. P.O. address 1328 Pullman Road, Moscow 83843. Estimated construction cost \$25,320; first-year operating cost \$11,461; revenue \$42,759. Principals: John P. Mix (60%) and Thomas L. Neal (40%). Mr. Mix and Mr. Neal own KRPL(AM) Moscow. Action Aug. 22.

■ *Cincinnati—Northwest Local School District. FCC granted 90.1 mhz, 10 w. HAAT 53.8 ft. P.O. address 4850 Poole Road, Cincinnati 45239. Estimated construction cost \$7,140; first-year operating cost \$990; revenue none. Principals: James H. Benedict, president of school district, et al. Action Aug. 9.

■ Orangeburg, S.C.—Radio Orangeburg Inc. Broadcast Bureau granted 103.9 mhz, 3 kw. HAAT 300 ft. P.O. address P.O. drawer 1386, Orangeburg 29115. Estimated construction cost \$25,246; first-year operating cost \$6,164; revenue \$9,600. Principals: H. Edward Crapps Sr. (75%) and Edward R. Paulling (25%). Mr. Crapps has majority interest in WBLR-AM-FM Batesburg, S.C. and in WORG(AM) Orangeburg. He also owns Startime Enterprises Inc., entertainment firm in Batesburg, S.C. Mr. Paulling has minority interest in WORG. Action Aug. 24.

Actions on motions

■ Chief, Office of Opinions and Review, in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted motion by Harvit Broadcasting Corp. for extension of time to Sept. 18 to file opposition to application for review filed by Three States Broadcasting Co. (Docs. 18456-7). Action Sept. 12.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, on request of applicants, postponed hearing to Nov. 20, 10 a.m. and set certain procedural dates (Docs. 19559-60). Action Sept. 8.

■ Administrative Law Judge David I. Kraushaar in Galion, Ohio (Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, on letter request of Tuscarawas Broadcasting Co., extended to Sept. 29 final deadline for exchanging engineering and lay exhibits (Docs. 19461-2). Action Sept. 12.

■ Administrative Law Judge Forest L. McClenning in Wilmington, Ohio (5 KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, granted motion by 5 KW Inc. to correct transcript of hearing to extent indicated (Docs. 19218-9). Action Sept. 11.

Rulemaking actions

■ FCC amended FM table of assignments by assignment of FM ch. 244A to Ballston Spa, N.Y., as first local broadcast outlet (Doc. 19498). Action effective Oct. 31, terminated proceeding. Assignment was proposed in rulemaking notice released May 12 in response to petition filed by Paul F. Godley Jr. Action Sept. 13.

■ FCC denied petition by Williams G. Brown and Clifton G. Moor (B and G Broadcasting Co.) for amendment of FM table of assignments by assigning ch. 296A to St. Simons, Ga. Action Sept. 13.

■ Modesto and Manteca, both California—FCC granted petition by Kula Broadcasting Corp., licensee of KGMS Sacramento, and KSFM(FM) Woodland, both California, for reconsideration of portion of second report and order, adopted June 1, which assigned ch.'s 244A and 272A to Modesto and Manteca Calif., respectively (Doc. 19297). Commission is amending FM table of assignments to reverse assignments of ch. 272A to Modesto and ch. 244A to Manteca, effective Oct. 31. Action Sept. 13.

■ Wellsboro, Pa.—FCC proposed amendment of FM table of assignments by deleting ch. 249A at Wellsboro and replacing it with ch. 283. Farm and Home Broadcasting Co., licensee of WNBT and WGCR-FM, both Wellsboro, requested rule making. Interested parties should submit comments by Oct. 31 and replies by Nov. 10. Action Sept. 13.

Call letter application

■ Gannon College, Erie, Pa.—Seeks *WERG(FM).

Call letter actions

■ St. Thomas Seminary, Hartford, Conn.—Granted *WJMJ(FM).

■ Cape Canaveral Broadcasters Inc., Melbourne, Fla.—Granted WTAI-FM.

■ West Georgia College, Carrollton, Ga.—Granted *WWGC(FM).

Designated for hearing

■ Klamath Falls, Ore.—FCC designated for hearing mutually exclusive applications of Klamath Temple and 960 Radio Inc. for new FM's on ch. 223 at Klamath Falls. Klamath Temple proposes predominately religious programming, while 960 Radio proposes general market and duplication of programming of KLAD(AM). Action Sept. 13.

Existing FM stations

Starts authorized

■ KAWW-FM Heber Springs, Ark.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT minus 145 ft. Action Aug. 22.

■ KIOO(FM) Porterville, Calif.—Authorized program operation on 99.7 mhz, ERP 15 kw, HAAT 690 ft. Action July 17.

■ KMKF(FM) Manhattan, Kan.—Authorized program operation on 101.7 mhz, ERP 1.6 kw, HAAT 400 ft. Action Aug. 25.

■ WIDE-FM Biddleford, Me.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 170 ft. Action Aug. 28.

■ WEBO(FM) Owego, N.Y.—Authorized program operation on 101.7 mhz, ERP 1.15, HAAT 450 ft. Action Aug. 25.

Final actions

■ WLAY-FM Muscle Shoals, Ala.—Broadcast Bureau permitted remote control from 620 E. 2d Street, Muscle Shoals. Action Sept. 6.

■ *WUAL-FM Tuscaloosa, Ala.—Broadcast Bureau granted license covering new FM. Action Sept. 7.

■ *KFCA(FM) Phoenix—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,640 ft.; studio and ant. location 524 West Washington Street. Action Sept. 11.

■ KLAZ(FM) Little Rock, Ark.—Broadcast Bureau granted license covering new FM on 98.5 mhz; ERP 100 kw; ant. height 880 ft. Action Sept. 8.

■ KFIG(FM) Fresno, Calif.—Broadcast Bureau granted CP to change frequency to 101.1 mhz, ch. 266; change trans. location, studio location and remote control to Del Webb Center, 2220 Tulare. Fresno; install new trans. and new ant. (Doc. No. 19378). Action Sept. 7.

■ KORJ(FM) Garden Grove, Calif.—Broadcast Bureau permitted remote control from 1342 East Chapman Avenue, Orange, Calif., by employees of station only. Action Sept. 13.

■ KGB-FM San Diego—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 34.3 kw; ant. height 500 ft. Action Sept. 11.

■ KGB-FM San Diego—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 500 ft. Action Sept. 11.

■ WTMJ(FM) Miami—Broadcast Bureau granted license covering changes; ERP 60 kw; ant. height 380 ft. Action Sept. 7.

■ WSWT(FM) Peoria, Ill.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 480 ft. Action Sept. 8.

■ WFMB-FM Indianapolis—Broadcast Bureau permitted remote control from 1330 North Meridian Street, Indianapolis. Action Sept. 6.

■ *WVHI(FM) Muncie, Ind.—Broadcast Bureau granted license covering changes; ERP 310 w.; ant. height 79 ft. Action Sept. 11.

■ WMDH(FM) New Castle, Ind.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 240 ft. Action Sept. 12.

■ WASA-FM Havre de Grace, Md.—Broadcast Bureau granted license covering changes; trans.-studio location redescribed as 1605 Level Road; ERP 16 kw; ant. height 340 ft. Action Sept. 12.

■ WRBJ-FM St. Johns, Mich.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 125 ft. Action Sept. 8.

■ WPHD(FM) Buffalo, N.Y.—Broadcast Bureau granted CP to change trans. location to between Kensington Avenue and Kensington Expressway, west of Filmore Avenue, Buffalo; change transmission line; make change in ant. system. ERP 49 kw; ant. height 340 ft.; remote control permitted. Action Sept. 8.

■ WELV-FM Ellenville, N.Y.—Broadcast Bureau granted new FM; studio and remote control location at 99 Canal Street; ERP 3 kw; ant. height 320 ft. Action Sept. 15.

■ *WGUC(FM) Cincinnati—Broadcast Bureau granted CP to install new ant.; ant. height 600 ft.; ERP 18.5 kw; remote control permitted. Action Sept. 7.

■ WSAI-FM Cincinnati—Broadcast Bureau granted license covering changes; ERP 32 kw; ant. height 600 ft. Action Sept. 7.

■ WSAI-FM Cincinnati—Broadcast Bureau granted license covering use of formerly authorized ant. as aux. with main trans.; ERP 14.2 kw; ant. height 517 ft. Action Sept. 8.

■ WGAL-FM Lancaster, Pa.—Broadcast Bureau granted CP to install new trans.; ERP 8.5 kw; ant. height 490 ft.; remote control permitted. Action Sept. 7.

■ WDVR(FM) Philadelphia—Broadcast Bureau granted CP to install new trans.; ERP 23.5 kw; ant. height 650 ft.; remote control permitted. Action Sept. 7.

■ *WJCR(FM) Washington, Pa.—Broadcast Bureau granted license covering new noncommercial FM. Action Sept. 8.

■ WYZZ(FM) Wilkes-Barre, Pa.—Broadcast Bureau granted license covering changes; ERP 7.5 kw; ant. height 1060 ft. Action Sept. 11.

■ WDAR-FM Darlington, S.C.—Broadcast Bureau granted license covering changes; trans. location 106 Smith Avenue.; ERP 3 kw; ant. height 180 ft. Action Sept. 11.

■ KIOU(FM) Corpus Christi, Tex.—Broadcast Bureau granted license covering changes; ERP 35 kw; ant. height 290 ft. Action Sept. 15.

■ KDTX(FM) Dallas—Broadcast Bureau granted request for SCA. Action Sept. 8.

■ KELT(FM) Harlingen, Tex.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 730 ft. Action Sept. 8.

■ KBUC-FM San Antonio, Tex.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 285 ft. Action Sept. 11.

■ WJSC-FM Johnson, Vt.—Broadcast Bureau granted license covering new noncommercial FM; trans. location: JSC Johnson; remote control and studio location at Senators Hall, JSC Johnson. Action Sept. 7.

■ WJWS-FM South Hill, Va.—Broadcast Bureau permitted remote control from Highway 47, two miles west of city, South Hill. Action Sept. 6.

■ KLYK Longview, Wash.—Broadcast Bureau permitted remote control from Hotel Monticello, 1405 17th. Longview; studio location also at Hotel Monticello. Action Sept. 6.

■ KDUX-FM Ocean Shores, Wash.—Broadcast Bureau dismissed as moot application for interim authority to operate FM on ch. 284 in Ocean Shores. Action Sept. 8.

■ KAAR(FM) Yakima, Wash.—Broadcast Bureau granted license covering changes; trans. location top of Rattlesnake Ridge; ERP 61 kw; ant. height 780 ft. (Doc. No. 15937). Action Sept. 15.

■ WWLA(FM) La Crosse, Wis.—Broadcast Bureau granted CP to install new trans.; new ant.; ERP 100 kw; ant. height 540 ft. Action Sept. 11.

Call letter applications

- *KHSC(FM) Arcata, Calif.—Seeks *KHSU-FM.
- KHJ-FM Los Angeles—Seeks KRTH(FM).
- WKFM(FM) Chicago—Seeks WIOE(FM).
- WDSU-FM New Orleans—Seeks WQUE(FM).
- WOR-FM New York—Seeks WXLO(FM).

Call letter action

■ KJAE(FM) Lakewood, Colo.—Granted KLAK-FM.

Designated for hearing

■ Bethany, W. Va., Paris, Ohio—FCC designated for hearing applications of Bethany College for change in facility of noncommercial WVBC(FM) Bethany from ch. 201 to ch. 211, and Calvary Christian College for ch. 211 at Paris. Commission said application granted in proceeding shall be without prejudice of whatever further action may be warranted in connection with establishment of table of assignments for educational FM's in Pennsylvania. Action Sept. 13.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following translators, all Montana: K09BC Basin, K04EE Broadus and Ashland rural area, K04FF East and West rural Forsyth, Forsyth, Rosebud area, lower Rosebud Creek and Hammond Valley West, K09BW and K11CB, both Forsyth, K11BR and K13BL, both Grass Range, K10ED lower Rosebud Creek rural community, K11AA Terry and K12AN Scobey and vicinity, Poplar Valley area, Four Butte area and Julia area. Action Sept. 8.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux. and SCA's when appropriate: KNOT Prescott, Ariz.; KOTI-

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BROADCASTING MAGAZINE
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(TV) Klamath Falls, Ore.; WBUX-Doylesville, Pa.; WCTC New Brunswick, N.J.; WEJL-AM-FM Scranton, Pa.; WIAC San Juan, Puerto Rico; WMAJ State College, Pa.; WMVR Sidney, Ohio; WPTS Pittston and WYZZ(FM) Wilkes-Barre, both Pennsylvania. Actions Sept. 11.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux. and SCA's when appropriate: WBIV(FM) Wethersfield township, WEIV(FM) Ithaca, WJIV(FM) Cherry Valley township, WMIV(FM) South Bristol township, WOIV(FM) DeRuyter township and WADR Remsen, all New York; WGHM-AM-FM Skowhegan, Me.; WHWH Princeton, N.J.; WICK Scranton, Pa.; WJWL Georgetown, Del.; WPIC-AM-FM Sharon and WSEW Selinsgrove, both Pennsylvania. Actions Sept. 15.

■ FCC granted application of Reginaldo Espinoza II for renewal of license of KRDD Roswell, N.M., for one year (Doc. 19208). Commission directed Espinoza to demonstrate at end of year that he has modified operations to assure compliance with commission requirements in future. Commission set aside order, released April 26, 1971, designating Espinoza's renewal application for hearing and terminated proceeding. Action Sept. 13.

■ Broadcast Bureau granted renewal of license for K04DN Wauneta, Neb. Action Sept. 8.

Modification of CP's, all stations

■ KUPD-FM Tempe, Ariz.—Broadcast Bureau granted mod. of CP to extend time to Jan. 26, 1973. Action Sept. 7.

■ KMJ-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1973. Action Sept. 11.

■ KBAI Morro Bay, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 22. Action Sept. 11.

■ *WMNR(FM) Monroe, Conn.—Broadcast Bureau granted mod. of CP to extend completion date to June 14, 1973. Action Sept. 8.

■ *WWPT(FM) Westport, Conn.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 26, 1973. Action Sept. 8.

■ Melbourne, Fla., Cape Canaveral Broadcasters Inc. Broadcast Bureau granted mod. of CP for FM to extend completion date to Oct. 15. Action Sept. 7.

■ WHO-FM Des Moines, Iowa—Broadcast Bureau granted mod. of CP to extend completion date to March 26, 1973. Action Sept. 7.

■ WCCM-FM Lawrence, Mass.—Broadcast Bureau granted mod. of CP to correct trans. location to 119 Chandler Road, Andover, Mass.; change trans. and ant.; ERP 50 kw; ant. height 430 ft.; remote control permitted. Action Sept. 7.

■ WAAM Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP to make changes in nighttime array. Action Sept. 14.

■ *KSJN-FM Minneapolis-St. Paul—Broadcast Bureau granted mod. of CP to operate trans. by remote control from studio location at 400 Sibley Street, St. Paul; ERP 100 kw; ant. height 1290 ft. Action Sept. 7.

■ *KWJN-FM Minneapolis-St. Paul—Broadcast Bureau granted mod. of CP to extend completion date to March 15, 1973. Action Sept. 7.

■ KBOW-FM Butte, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1973. Action Sept. 11.

■ KFUN-FM Las Vegas—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 5, 1973. Action Sept. 11.

■ WKXR-FM Exeter, N.H.—Broadcast Bureau granted mod. of CP to extend completion date to March 15, 1973. Action Sept. 8.

■ Oneonta, N.Y., Franklin Mountain Broadcasting Corp.—Broadcast Bureau granted mod. of CP for FM to change trans. and change ant.; ERP 2.0 kw; ant. height 360 ft.; remote control permitted. Action Sept. 7.

■ WCTO(FM) Smithtown, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 10, 1973. Sept. 11.

■ WCJW Warsaw, N.Y.—Broadcast Bureau granted mod. of CP to reduce height of east tower and specify MEOV's. Action Sept. 11.

■ WVWB-FM Bridgeton, N.C.—Broadcast Bureau granted mod. of CP to change trans. site to approximately 2 miles north-northwest of New Bern; change trans.; new ant.; make changes in ant. system; ERP 100 kw horiz., 27 kw vert.; ant. height 730 ft.; remote control permitted. Action Sept. 7.

■ WVWB-FM Bridgeton, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 8, 1973. Action Sept. 7.

■ WEGG Rose Hill, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to March 9, 1973. Action Sept. 8.

■ *WNEO-TV Alliance, Ohio—Broadcast Bureau granted mod. of CP to change ERP to vis. 1260 kw, aur. 251 kw; change trans. location approximately 600 ft. southwest of present site; change type trans.; make changes in ant. structure; ant. height 830 ft. Action Sept. 11.

■ *WOSU-TV Columbus, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to March 14, 1973. Action Sept. 14.

■ WCTM, Eaton, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1973. Action Sept. 11.

■ WYTV(TV) Youngstown, Ohio—Broadcast Bureau granted mod. of CP to change ERP to vis. 550 kw; change type of trans.; type of ant.; make changes in ant. structure; change ant. height to 577 ft. Action Sept. 15.

■ WHW-59 Slatington, Jim Thorpe and Mahoning Valley, all Pennsylvania—Cable TV Bureau granted mod. of CP to extend completion date of CARS to Jan. 1, 1973. Action Aug. 31.

■ KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to March 11, 1973. Action Sept. 11.

■ KMIO(FM) Sinton, Tex.—Broadcast Bureau granted mod. of CP to change studio location to trans. site 3.2 miles south-southwest of Taft, Tex. Action Sept. 15.

■ WISS-FM Berlin, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15. Action Sept. 11.

■ WVJP Caguas, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action Sept. 11.

Translator actions

■ K59AC Gonzales, Calif.—Broadcast Bureau granted license covering new UHF translator. Action Sept. 8.

■ K70FL Hartsel, Colo.—Broadcast Bureau granted license covering new UHF translator and to specify type trans. Action Sept. 8.

■ K70DQ, K83AL, both Windom, Minn.—Broadcast Bureau granted licenses covering two new UHF translators. Action Sept. 8.

■ K72BO, K74BH, both Paradise Valley, Golconda and Winnemucca, all Nevada—Broadcast Bureau granted licenses covering changes in two UHF translators. Action Sept. 8.

■ K80CU Winnemucca, Nev.—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action Sept. 8.

■ K70EY, K78BA, both Winnemucca, Nev.—Broadcast Bureau granted licenses covering changes in two UHF translators. Action Sept. 8.

■ W81AM Milford, Cooperstown and Portlandville, all New York—Broadcast Bureau granted license covering new UHF translator. Action Sept. 8.

■ W42AB Oneonta, N.Y.—Broadcast Bureau granted license covering new UHF translator. Action Sept. 11.

■ W67AA Springfield Center, East Springfield and Springfield, all New York—Broadcast Bureau granted license covering new UHF translator. Action Sept. 11.

Ownership changes

Applications

■ KFOX(AM) Long Beach, Calif.—Seeks assignment of license from Industrial Broadcasting Co. to Walton Communications Inc. for \$1,100,000. Sellers: Leroy L. and Reba K. Gloger. Buyer: John B. Walton Jr. (100%). Mr. Walton owns KELP-AM-TV El Paso, KDJW-AM-FM Amarillo, KBUY-AM-FM Fort Worth, all Texas, KAVE-TV Carlsbad, N.M. and KIKX(AM) Tucson, Ariz. He also owns (10%) KIDD(AM) Monterey, Calif. Ann. Aug. 15.

■ WBGC(AM) Chipley, Fla.—Seeks assignment of license from Broaddus Radio Inc. to Sunny Hills of Chipley Inc. for \$150,000. Sellers: James E. Broaddus Jr., president, et al. Buyers: William A. and Cecilia M. Masi (together 99%), et al. Mr. Masi owns Radio Coast to Coast, advertising agency. He also is general manager and has minority interest in WHBI-FM Newark, N.J. Mrs. Masi is bookkeeper at WHBI(AM) Newark. Ann. Aug. 10.

Cable

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Vision Cable Television Co., Fort Lee and Edgewater, both New Jersey; Missouri CATV Systems Inc., Osage Beach, Mo.; Theta Cable of California, El Segundo, Calif. Actions Sept. 11. H. C. Osterstag Cable Television Co., Wrightsville, Pa.; Redwood

Cablevision Inc., Fortuna and Rio Dell, both California; American CATV Inc., Salamanca and Great Valley, both New York. Actions Sept. 13.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Peninsula Cable Corp., Williamsburg and Hampton, both Virginia; Valley Cablevision Corp., Mishawaka, Ind. Actions Aug. 14.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: St. Johnsbury Community TV, St. Johnsbury, Concord, St. Johnsbury Center, Lyndon, Lyndonville, Passumpsic, Waterford, Kirby and Barnett, all Vermont. Action Sept. 15. Lawrence Cablevision Inc., New Castle, Shenango and Union township, all Pennsylvania; Bartlesville Video Inc., Dewey, Okla.; Martinsville Cable Vision Inc., Martinsville, Fieldale and Collinsdale, all Virginia; Mooreland Television Co., Mooreland, Okla.; Valley Cablevision Corp., Goshen and Roseland, both Indiana; Sunrise Video Corp., Sunrise, Fla.; National Cable Co., East Lansing, Mich.; Missouri Valley TV Co., Chamberlain, S.D. Actions Sept. 18.

■ WOX-20 Los Banos, Calif.—Cable TV Bureau granted CP for new CARS on 12,787.5-12,812.5 mhz to bring in TV signal KGSC-TV San Jose, Calif. to CATV in Los Banos. Action Aug. 31.

■ WOW-98 San Jose, Calif.—Cable TV Bureau granted CP for new CARS LDS to be used with CATVs serving San Jose. Action Sept. 1.

■ WJT-49 Columbus, Ga.—Cable TV Bureau granted license covering permit for new CARS. Action Aug. 31.

■ WJT-50 Columbus, Ga.—Cable TV Bureau granted license covering permit for new CARS. Action Aug. 31.

■ WOW-97 Davenport and Bettendorf, both Iowa, and Silvis, Moline and East Moline, all Illinois—Cable TV Bureau granted CP for new CARS LDS to be used with CATV serving Davenport Bettendorf, Silvis, Moline and East Moline. Action Aug. 31.

■ WKF-25 Bay City and Midland, both Michigan—Cable TV Bureau granted license covering permit for new CARS. Action Aug. 31.

■ WOX-21 St. Cloud, Minn.—Cable TV Bureau granted CP for new CARS on 12,700-12,725 mhz to bring in TV signal KDAL-TV Duluth, Minn. to CATV serving St. Cloud. Action Aug. 31.

■ WOW-96 St. Cloud Minn.—Cable TV Bureau granted CP for new CARS on 12,700-12,725 mhz to bring in TV signal KDAL-TV Duluth, Minn. to CATV serving St. Cloud. Action Aug. 31.

■ WHD-89 Coshocton, Ohio—Cable TV Bureau granted CP to reinstate expired permit for CARS. Action Aug. 31.

■ WHD-90 Dennison-Uhrichsville, both Ohio—Cable TV Bureau granted CP to reinstate expired permit for CARS. Action Aug. 31.

■ WHD-91 Sugar Creek and Cambridge, both Ohio—Cable TV Bureau granted CP to reinstate expired permit for CARS. Action Aug. 31.

■ WKG-62 Coos Bay, Eastside and North Bend, all Oregon—Cable TV Bureau granted license covering permit for new CARS. Action Aug. 31.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Sept. 19. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Anaheim, Calif.—Theta Cable of California, Santa Monica, has submitted revised application for franchise.

■ *La Junta, Colo.*—Daniel Properties Inc., Denver, has been awarded franchise by city council.

■ Pinellas Park, Fla.—Teleprompter Corp., TM Communications of Florida Inc. and American Television and Communications Corp. have applied for franchise. TM proposes monthly rate of \$4.50, Teleprompter \$4.95 and American \$4.60. Each company proposes free installation during construction period.

■ Des Moines, Iowa—Following companies have applied for franchise: Time-Life Broadcasting Inc., New York; Iowa Cable Vision Inc., affiliate of Viacom Inc., New York; Hughes Aircraft/Teleprompter, Los Angeles; Athena Communications Corp. of Iowa, subsidiary of Gulf and Western Industries Inc., New York; Cablecom-General of Des Moines and Hawkeye Cablevision Inc., Des Moines. Additional application is expected from General Electric Cablevision Inc., Schenectady, N.Y.

■ *Wichita, Kan.*—Air Capital Cablevision Inc., partly owned by Kansas State Network Inc., Wichita, has been granted franchise by city commission.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted. 40c per word—\$5.00 minimum.

—Situations Wanted. 30c per word—\$5.00 minimum.

—All other classifications. 50c per word—\$5.00 minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—5" or over billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

San Francisco area FM seeking qualified GM with sales and executive experience. Good benefits. Send resume and salary requirements in confidence to Box J-190, BROADCASTING.

Station Manager (AM-FM) for one of fastest growing markets in Southwest. Excellent living and working conditions. Must be strong in local sales, ability to motivate and direct sales force. Excellent starting salary, plus percent of profits, insurance plan, retirement plan. Chance to grow with diversified corporation. Write giving full details. Box J-205, BROADCASTING.

General manager for top 100 market station. Must be sales oriented. Strong administrator. Immediate opening. Call owner evenings 201-891-4490. Box J-237, BROADCASTING.

Long established successful metropolitan market AM-FM. Must have background of sales, sales recruitment, training. Complete administrative responsibility. Upper Midwest. Unusual long range opportunities with growing group operation. Please provide complete details with first letter. It will promptly be acknowledged. Salary open so advise. Initial expectations assuming long-range possibilities. Box J-240, BROADCASTING.

Manager—small market AM. Plenty of know-how, heavy in sales, responsible self starter. Excellent opportunity for right man. 816-385-2191.

Looking for a chance to move out West? Top rated CW AM/FM located in Bakersfield, California looking for an experienced Station Manager. Must be heavily sales oriented and a good administrator. New facility with fringes. Call Dorothy or Mike Owens, 805-393-1011.

Sales

We have just promoted our Sales Manager and are looking for his replacement. If you are the hottest salesman around, we will let you prove it and you can grow with us as we expand. Call evenings 201-891-4490. Box J-114, BROADCASTING.

Immediate opening. Experienced salesmen in fast growing New York State market. Good salary plus commission and active account list. Send resume to Box J-170, BROADCASTING.

We are looking for a professional in sales. Must be a self-starter, highly motivated, and ready for a take charge position with our Texas FM. Send resume and track record to Box J-195, BROADCASTING.

Sales Continued

Sales manager, strong personal sales, who can motivate salesmen. Salary, override, bonus, incentives. Box J-196, BROADCASTING.

Combination sales manager/play-by-play. Salary plus commission and override. One of Iowa's best markets. KDLS AM/FM, Box 26, Perry, Iowa 50220.

Good opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

Ideal place for salesman to move up to bigger market or big city salesman to move his family to a beautiful vacationland where there are no big city problems. Contact Charlie Persons, Station KVBR, Brainerd, Minnesota 56401.

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.

Announcers

One topnotch production person and one super jock. Good pay, great station. Production guy to be good with comedy. Jock to take over highly rated show on 50,000 watt northeast giant. References will be checked. Box H-238, BROADCASTING.

Florida South Gulf Coast metro market need experienced morning man for contemporary format 5,000 watt fulltime. Start \$225 week plus talent remotes. Air mail tape and resume to Box H-269, BROADCASTING.

Experienced announcer for up-tempo MOR fulltime regional in Carolinas. First helpful. Can double in sales if experienced. Send tape, resume requirements first letter. Box J-140, BROADCASTING.

Modern Country oriented jock needed to fill an all-night slot at top rated station. Good pay for man who knows how to talk to night audience. Send tape and resume first time. Box J-163, BROADCASTING.

Want Afternoon drive announcer. First or third phone . . . Soft personality. Sell MOR. Good salary. Send resume and tape to Box J-171, BROADCASTING.

Announcer. Third phone. 50,000 watt FM Stereo in New York State. Afternoon drive MOR. Send resume and tape to Box J-172, BROADCASTING.

Wanted Black jock for morning drive. Must be professional. No rappers. Must understand the contemporary soul sound. Send tape, resume, photo and salary requirements. Box J-185, BROADCASTING.

New Modern Country in Ohio-W.Va. area. We'll pay for a professional sound, jocks and newsmen. Tape resume to Box J-198, BROADCASTING.

Wanted proven track record for 50KW FM applicant. Top 40 format. Stereo. Incentive for rate grabbers. Send complete resume including air check and salary requirements. Box J-203, BROADCASTING.

Michigan NBC affiliate needs mature sounding, mature acting all-around announcer for adult oriented MOR format. Must be experienced. No drifters. Send tape, resume, and recent photo. Box J-212, BROADCASTING.

Country. Need young, ambitious, talented jock, first phone, strong on production, promotion imagination, and willing to work. Medium SW market, highly-competitive, fun. We won't make you rich now, but we'll help you further develop your talents and assist you to bigger things. So, you need big-market potential to catch on here. Tell all to Box J-238, BROADCASTING.

Newsman/announcer for Kansas, 5KW NBC outlet for afternoon/evening shift. 3rd endorsed, experience, good references are musts. New facility, great place to live and grow family. KVGB Radio, Great Bend, Kansas 67530.

Announcers Continued

Morning man on top rated station with MOR contemporary format in Florida's fastest growing market. Must be experienced with bright, warm sound and natural sense of humor. Send audition tape, background, references, picture, complete info immediately to Glenn Lewis, PD, WDBO Radio, Orlando, Florida 32802.

Losing good man to Uncle Sam. Need contemporary pro with three to five years experience. No beginners, please. Good pay to right man. Must know contemporary music, have very good production ability and outstanding personality both on and off the air. Send air check, photo and resume to Craig Weston, WGOM, Box 538, Marion, Indiana 46952.

Experienced morning man, major market, MOR/gold format. Immediate opening. Send tape, resume, photo to Program Director, WGST, Box 7888, Atlanta, Georgia 30309.

Ten thousand watt metro New York full time AM station wants experienced first phone drive time personality. Heavy on production. Also experienced full time salesman. Immediate openings. WRAN, Dover, New Jersey.

Afternoon man for top CBS affiliate. Rush all details including tape, photo, references and salary requirements. Jerry Schroeder, WSGW, Mason Building, Saginaw, Michigan 48607.

We are looking for a strong air personality who can do it all. Contemporary MOR format. ARB and Pulse rated. Possibility of talk and PBP. Salary open. Outstanding broadcasting team to work with. Contact Tom Casey, WRTA, Altoona, Pa. 814-943-6112.

Immediate opening for experienced announcer, MOR & Rock. Good production. Send resume to WRIC Radio, Box 838, Richlands, Va., or call 703-964-4066.

Contemporary jock needed, experience mandatory. Apply Program Director, WTXL, West Springfield, Mass.

Morning man—midwest MOR medium market. Beautiful recreation area with major college. Experienced only. EOE. Call Ron Hines 618-942-2181. No collect calls please.

Christian Broadcasting Network, Itahaca, New York, has immediate opening for Gospel-oriented third phone air men or first phone combos. 607-272-8080 or 273-1175.

Technical

Experienced AM-FM automation chief who finds way not excuses, who maintains instead of replacing. Engineer \$8000. Engineer-announcer or engineer-news \$9000. Engineer-sales \$8000 plus fat commission. Could lead to bigger things. Southwest. Box J-121, BROADCASTING.

Coastal South Carolina/Resort area. Chief engineer, experienced all phases studio and transmitter maintenance, proofs and construction. Non-directional AM-FM. Small market, excellent opportunity. Box J-174, BROADCASTING.

Chief Engineer for Black station in major Southern market. Send complete details to Box J-177, BROADCASTING.

Experienced audio engineer major east coast city—first phone—necessary to maintain modern stereo studios and assist chief engineer in administrative duties. Excellent opportunity for the right person. Box J-226, BROADCASTING.

First phone freeze is over. If you've got a 3rd or 1st, talent and experience, we've got the top contemporary in the Midwest. Call Rick Tyler, WJPS, Evansville, Indiana. 812-425-2221. An Equal Opportunity Employer.

Chief Engineer/Announcer. Experienced for AM directional. Permanent position for right person. Growing small market station in Northern Illinois offers stability and opportunity for responsible operator. Send resume and salary requirements to WRHL, Rochelle, Ill. 61068.

Technical Continued

First class broadcast engineers needed for growing AM Directional and FM Stereo stations. Salary commensurate with experience. Dynamic Northern New Jersey area. Contact Betty Russell at 201-538-1250.

News

Major market station in a progressive city that is still liveable searching for a strong anchorman with experience. Pay and working conditions are very good and company has serious commitment to news. Send resume to Box J-167, BROADCASTING.

Experienced anchor man for number one CBS affiliated VHF station in North Central market. \$15,000-\$20,000 plus top compensation package for right man. VTR a must along with complete resume. EOE. Mail to Box J-182, BROADCASTING.

News Director needed for new Class B FM applicant. Will be largest and best in eight station market. Located in beautiful Ohio Valley. Excellent track records a must. Format Top 40. Stereo. Stock in parent company as incentive. Salary open. Send complete resume including air check and salary requirements. Box J-201, BROADCASTING.

Leading southeastern 50KW metro is seeking a public affairs oriented news director. Our selection will be based on experience in news, public affairs, specials, awards, as well as your capability to direct and lead a news team. We offer excellent starting salary and fringe benefits. An equal opportunity employer. Box J-236, BROADCASTING.

Programing, Production, Others

Top 40 PD wanted for new 50KW FM applicant. Must be tight and entertaining. No time and temperature types need apply. First phone nice, but not necessary. Ohio Valley location. Eight station market. Make us No. 1. Stereo—all new. Send resume and salary requirements to Box J-202, BROADCASTING.

Production manager, cinematographer, to produce radio, television programs for Washington, D.C., university. Must be creative. Several years experience preferred. Send resume, salary requirements to Box J-242, BROADCASTING.

Situations Wanted, Management

Attention Phoenix: Ready to make money and take pride in your operation? 90% of Phoenix stations need help. Top broadcast professional ready to apply skills. Box J-127, BROADCASTING.

Professional with top credentials. Take charge broadcaster. Seeks association where he can apply experience & ability in return for growth opportunity. Box J-128, BROADCASTING.

General Manager. Heavy sales and promotion oriented. Thorough knowledge of FCC rules. Excellent references. Currently employed. Will consider investment for good permanent opportunity. Box J-176, BROADCASTING.

Have conquered New York, Chicago, Detroit markets in national sales for major rep firms. Anxious for station. Management level. Will relocate. Box J-194, BROADCASTING.

Guarantee to put your station in black quickly. No gimmicks or expenditures. Just hard work and know how. Presently successful selling manager. Top references—ethics, morals, ability. Box J-227, BROADCASTING.

Sales

Major N.Y.C. radio station news director most anxious to switch to sales. Intelligent, personable, diligent, innovative, gregarious, aggressive, stable, 32, much broadcasting experience but not in sales. Will work like a beaver, take much less money to get into sales without leaving N.Y.C. area. Box J-221, BROADCASTING.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Announcers

Extremely funny, but warm and sincere, 27-year-old recent announcing school grad. Professional musical background. I'm your Rock/MOR dj. 212-451-1764. Box J-77, BROADCASTING.

Experienced Black, 1st ticket pd, dj, tv booth. Box J-92, BROADCASTING.

DJ tight board, good news and commercials, knows rock. Box J-106, BROADCASTING.

Announcers Continued

Heavy personality, contemporary adult, 10 year pro. Box J-108, BROADCASTING.

Looking for first break. Talented, versatile, new and different Top 40 dj with solid gold specialty. 3rd class license but first class all the way. Small or medium market in Anytown, USA. Write Box J-109, BROADCASTING.

DJ, announcer, newscaster. Tight board, 3rd phone, limited experience. Good voice. Any format. Looking to work anywhere, specialty news commentary. Box J-120, BROADCASTING.

Morning man/pd. Successful and capable. Current employer is best reference. 4 years experience, great production work. Not a drifter. You might need me. I might need you. Let's talk! Box J-160, BROADCASTING.

Professionally trained. Will go anywhere. Do anything for minimum salary to gain experience. Hard worker, friendly. Box J-166, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

Professional, experience Black Top 40 jock (5 1/2 years) ready for a major California market. Disenchanted with present working conditions. Good references and voice. 3rd. w/endorsement. Box J-181, BROADCASTING.

First phone, 4 years experience, 33 years old and single. Desires Top 40 position with same. During daytime. For tape and information write Box J-184, BROADCASTING.

First phone, personality jock and sportscaster. Top 40, Contemporary and MOR formats. Tight board. Play-by-play in all sports. Presently employed with good reference. Young, married and will relocate. Box J-187, BROADCASTING.

NY jock seeks West Coast. Pro—not prima donna. Box J-189, BROADCASTING.

Third endorsed, 1 1/2 years experience, seeking opportunity in California or Arizona. No fancy claims, just a dedicated worker who can do a job for you. Excellent references. Box J-191, BROADCASTING.

Progressive-rock man, 2 years experience. Recent college graduate, know college-age youth market inside out—I'm part of it! Work anywhere, for station that loves good rock music. 3rd phone. Tapes, etc. Box J-200, BROADCASTING.

College degree in broadcasting, 3rd, and experienced. Announcer seeking Contemporary or Progressive FM. References available. Box J-206, BROADCASTING.

Creative/adaptable dj. Recent broadcasting school grad. Pleasant sounding. Good ad-lib wit. 28. Dependable. 212-373-9722. Box J-208, BROADCASTING.

Black experienced first phone. DJ. News/sports. All formats. Available immediately. 405-842-7400. Ext. 239 or Box J-210, BROADCASTING.

First ticket, DJ, 20, married, looking to move up where I can learn more, good voice, news, production; dependable; 1 1/2 years experience, seek permanent job. Top 40 MOR-up tempo. Box J-220, BROADCASTING.

Untie me! Super personality rock jock desires contemporary, top 40, or rock station. First phone, experienced, married, and all replies answered. 815-723-2085 or Box J-222, BROADCASTING.

Super jock, operations director, P.D., music director, C.E., production, continuity. All done equally well. Box J-233, BROADCASTING.

Help! My mother-in-law will kill me if I don't get a job soon. Young, trained, but inexperienced. Prefer Ohio, but will move. MOR or Rock. Reply Box J-234, BROADCASTING.

Gig wanted! Hertz from soul rock to classical. Plus news and production. Broadcast trained. 3rd. endorsed. 212-749-3006.

Can you help? Looking for that all important first break into radio. First phone, single, 25, broadcast school grad. Can relocate anywhere, anytime. Edward Engel, 1620 West Wallen, Chicago, Ill. 60626. 312-262-7614.

First phone winner wants progressive MOR CW winner. Nine years of communicating to people. Production and stability. Write Box 1 Rt. 1, Proctorville, Ohio. Immediate availability. Call 614-886-7458 after 5 p.m.

Personality ready for good contemporary station in a larger market. Experienced, musically involved, on air humor, also radio and TV talk experience. First phone. Strong pull on 18-35 listeners. Danny Odess, 5511 Fleming St., Naples, Florida 33940. Or even better call 813-774-4372.

Announcers Continued

Serious. Pleading voice. Tight board. Dependable. First phone. Gl. 26, Chicago or Suburban. Also writes. Rock, MOR, news. D. L. Lawrence, 312-248-6502.

Music and sports are my interests! College graduate in Marketing. 4 years radio-TV experience. Conscientious, hardworking, willing to learn, need challenge. Write: Gary Major, 3925 N. 66th St., Omaha, Neb. 68104.

Announcer/news 1st phone, 26 years old; married; dependable, prefer Western states but all replies welcome. Jim Orate, 822 S. Harbor, Anaheim, Calif. 92805.

First phone, college and broadcast school graduate. Audition tape available. John Bremer, 1414 North Hobart, #16, Los Angeles, Calif. 90027. Phone 213-466-2093.

Professionally trained. Beginner, age 21, single, vet, tight board, good commercial delivery. Will relocate. Ronnie Mack, 1313 Blavis St., Phila., Pa. 19140. 215-329-4548.

Top 40 announcer, seeking permanent location anywhere. Married and draft exempt. Has warm professional sound, loves production and live copy, will handle news and light sales. Prefer rock or up tempo station. I'm a hard working guy, give me a try! For tape and resume call: AC 612-771-2350.

I want that break! 3rd endorsed, 23, single. Will send tape, and resume upon request. J. Robert Apple, 1312 Hillsdale Drive, Monroeville, Pennsylvania 15146.

Four years experience, first phone announcer. C&W/MOR. Chally, 1511 Tenth Ave., Belvidere, Illinois 61008. 815-544-2065.

Experienced DJ/1st phone, excellent recommendations seeks employment west of Mississippi river in medium or major market at quality, contemporary station. Call Eddie (316) 227-2868 or 826-3217.

Young dj, third phone looking for first break into broadcasting. Tight board, good news, commercials, ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

Air personality, creative production, 3rd endorsed, contemporary, up tempo MOR or rock only. G. A. Jerolamon, 301 Wiley Ave., Salisbury, N.C. 28144. 704-636-3408.

DJ, tight board, excellent news, commercials. Third phone, prefer midwest, Rocky Mountains. Wendell Kufahl, Route 5, Merrill, Wisconsin 54452.

Technical

Experienced, aggressive chief engineer. FM Stereo, automation, high power directionals, proofs. Quality audio. Full maintenance. Box J-219, BROADCASTING.

Experienced chief engineer-announcer seeks position in northern states. Excellent employment background. R.R. #2, Lebanon, Indiana.

Super-chief needs a new challenge and a new location. Proven pro-inovator in all aspects of broadcast engineering. Present employer will be glad to tell you about me. Contact Jim Campbell, 913-272-4447.

News

First phone, solid news-production, Brown grad, 2 years experience; seeks light Rock, MOR, Up Country. Box J-159, BROADCASTING.

Female news reporter/interviewer, 30. Major market experience. Highly educated with warm and human approach. Box J-179, BROADCASTING.

Very professional. Very dedicated. Very young. Working in newsroom of one of the biggest stations in the United States. Making low-teens salary in behind-the-scenes position. Out of school less than two years. Hold responsible position with present employer. Have also worked as small market news director and reporter. Looking for job that offers genuine challenge on or off the air, in an operation that makes a big commitment to news, regardless of market size. Reply Box J-186, BROADCASTING.

Major market pro. Can dig, develop, write, read. Prefer heavy local operation. Box J-189, BROADCASTING.

Experienced newsmen seeking position as news director or member of news team. Prefer Midwest or Middle South. Box J-215, BROADCASTING.

Experienced radio-TV news/sports director (RTNDA), enthusiastic, neat. Journalism major, degree. Desires radio and/or TV. Preferably New England. Box J-239, BROADCASTING.

There are eight million stories in the Naked City. I'll find and report all the stories in your city. 5 years experience. Good voice. Original writing style. 914-783-6645.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Rock program director with major market experience wants small or medium market to settle down and raise a family. Good air show, production, copy, knowledge of programing. First phone. Box H-170, BROADCASTING.

Rock program director currently working for top rock station in top ten market. Looking for medium market rock station with fewer bumps. Box J-192, BROADCASTING.

Successful country P.D. seeks new challenge in Southeast. Convert to country or tighten up present operation. Ready for group P.D. position. Annual salary \$30 per thousand pop or 25K top ten markets. Minimum 15K and chance for equity. Reply Box J-241, BROADCASTING.

Sonny Dodd. Top 40 Contemporary market only. PD, MD, seven years. Ratings. Tape, resume, photo. 204 14th St., NW, Fort Payne, Ala. 35967. 205-845-4158.

Announcer with staff manager, program director, music director and production experience. 26, married, 3rd ticket. 3 years experience with Modern Country—2 spent as PD or MD. Prefer Modern Country in small to medium market. Presently working. 912-743-9187.

TELEVISION

Help Wanted Sales

TV Sales Manager will fill #2 position; successful creative local sales experience a must; operations knowledge desirable; Southeast market, network affiliate; salary plus override with all fringes. Box J-73, BROADCASTING.

Chicago TV Salesman. Channel 26 (WCIU-TV) needs two salesmen with either local radio or local TV sales experience. Salary \$15,000 to \$30,000 depending on experience. Please send resume and photo to Peter Zomaya, Board of Trade Bldg., Chicago, Ill. 60604.

Technical

Chief engineer-group owner needs experienced chief for VHF market, North Central. Box J-110, BROADCASTING.

Chief photographer, totally experienced, lab knowledge required. Eight man department. Send salary requirements with resume. Midwest. Write Box J-139, BROADCASTING.

Special projects engineer to help install and maintain new TV color and new FM equipment. First phone and installation/maintenance experience required. WJCT-TV-FM, 2037 Main St., Jacksonville, Fla. 904-354-2806.

Chicago equipment sales. Gravco Sales, Inc., a subsidiary of the Grass Valley Group, needs a regional manager for the Midwest territory. A strong technical background is essential. Please send a resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, N.Y. 11021.

Videotape editor for fast growing production house utilizing AVR-1's, RA-4000, HS-200, Grass Valley Terminal Gear and Norelco PC70S-2's. Some maintenance required—digital knowledge desirable. Contact: Dallas D. Clark at 412-682-2300. Television Production Center, Inc., Pittsburgh, Pa. 15213.

Director of Engineering needed to build and operate two new VHF network-affiliated stations in Boise and Idaho Falls-Pocatello, Idaho. Must have experience in all phases of engineering, including studio and transmitter plant design and construction, negotiation for equipment and hiring and training personnel. Engineering degree preferred but not required. Call James Lavenstein, 801-359-5403.

News

Network station in city bordering Midwest and South wants reporter-writer-announcer for 10 o'clock news. Opportunity to do documentaries. Ability to report and write news is paramount. Write Box J-178, BROADCASTING.

Experienced news director. (RTNDA). Degree in journalism. Major seeks New England radio or TV. Heavy on sports. Box J-211, BROADCASTING.

Weathermen: Our first choice is "Tex" Antoine, but he's not available. That's the style we're after. Do you have it? Northeastern major market. Send resume and tape, if available. Box J-231, BROADCASTING.

TV reporter, relief anchorman. Experienced, dependable, to join growing news organization. Documentary experience would also be helpful. Send VT, resume, salary requirements to Tom Weiser, KRIS-TV, Box 840, Corpus Christi, Texas 78403.

News Continued

News producer for aggressive news organization in top 25 market. Must have broad experience in reporting and production and have proven track record of administrative capabilities. Salary open. Send resume to Donald Keough, News Director, WDAF-TV, Signal Hill, Kansas City, Mo. 64108. No phone calls.

Midwest capital city network affiliated station needs experienced newscaster/photo reporter. Must be energetic, self-starter with ability to do the complete job. Thoroughly familiar with 16mm color SOF and silent. Call Jack Hoskins, 217-528-0465.

Programing, Production, Others

Commercial artist capable of creating and producing television commercials. Midwest station in top 100 TV market. Send complete resume. Box J-228, BROADCASTING.

Production manager, cinematographer, to produce radio, television programs for Washington, D.C., university. Must be creative. Several years experience preferred. Send resume, salary requirements to Box J-242, BROADCASTING.

Net owned station in top ten market seeks manager of advertising, promotion and publicity. A great opportunity for the right person. Contact Mr. Ray Timothy, Station Manager, WKYC-TV, 1403 East Sixth Street, Cleveland, Ohio 44114.

Development director. Desire experienced person for public relations and fund raising activities for Educational Public Television station Contact: WSKG-TV, Box 97, Endwell, NY 13760.

Graphic Artist. The University of Wisconsin-Green Bay seeks designer for instructional and television graphics, scenery and print. Includes ITV and color broadcast operation. Bachelor's Degree or equivalent training required. Salary \$8-9,000. Send resume and portfolio to: UWGB, Educational Communications Dept., Green Bay, Wis. 54302.

Situations Wanted, Management

Operations/Program Manager. BS Degree Communications. 10 Years experience. Qualified, dedicated. Presently employed. Change of ownership necessitates me to seek employment elsewhere. Box J-164, BROADCASTING.

Master of Business Administration with BJ, first phone and six years experience. Ideal managerial assistant with fresh ideas and approaches to help you in all areas. Radio or TV. Location and salary open. Box J-217, BROADCASTING.

Business manager available, five years with major UHF group, looking for a challenging position with growth potential. Excellent references. Box J-232, BROADCASTING.

Announcers

Experienced pro, network quality voice, major market experience seeks TV announcing position. All phases TV and radio. Box J-180, BROADCASTING.

Announcer wants position and change to acquire equity in the company or corporation. Box J-218, BROADCASTING.

Sports anchorman. Experienced, young, ambitious. I know sports and I love sports. I know film, VT, do sports, produce specials, play-by-play. Want new challenge, bigger market. Box J-230, BROADCASTING.

Technical

Seasoned production engineer. Tennessee or? Box J-9, BROADCASTING.

Hard working, dependable, young, switcher-director with two years radio-TV experience about to get married. Would like to move to another small or medium size market to help build family and future. Box J-83, BROADCASTING.

News

TV writer/director with cable news experience seeks news position. 2 Years plus broadcast television experience. Know 16 and 35. Box J-207, BROADCASTING.

Executive producer in major California market, to lead or join quality operation. Major reporting experience and administrative. Age 30. Box J-214, BROADCASTING.

My present 75% audience share may not be transferable to your news operation, but I am! Box J-216, BROADCASTING.

Senior staff reporter in medium market. Young, creative professional. Anchor/cine experience. 5 years in broadcasting. Box J-223, BROADCASTING.

Programing, Production, Others

Production manager, producer/director, photographer/cinematographer. Do you need an aggressive, experienced young pro? Presently acting production manager in metro-market, want to move up. Box J-16, BROADCASTING.

Need programing head for CATV studio? Experienced. Mature. Box J-93, BROADCASTING.

Black Woman, experienced film and TV producer/writer, journalism and news experience. MA degree, creative ideas, seeks position. Box J-148, BROADCASTING.

Writer, producer, director, desires a challenging position in small or medium television market. Has five years experience. Willing to work hard. Can supply excellent references. Box J-175, BROADCASTING.

New York University television graduate seeks employment in production operations or in news coverage. Live studio and location videotape experience. Dependable Man Friday. Resume upon request. Will relocate. Ray Retner, 55 Bonita Vista Rd., Mount Vernon, N.Y. 10552.

WANTED TO BUY EQUIPMENT

Need used 400 foot tower. KLOV, Loveland, Colorado 80537.

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.

Northern Michigan High School radio station needs donated broadcast equipment. Tax deductible. Phone collect Jerry Hockstad—616-264-8108.

FOR SALE EQUIPMENT

Steal—5KW FM BTF-5B in service 107.1 MHz \$2,000. WDDD, Marion, Ill. 618-997-2341.

Gates MO-2639 modulation monitor, MO-2890 frequency monitor (1230 KHz), and M-5144 RF amplifier installed 1955 and still in use being removed due to move. Call or write WTV Radio, Titusville, Pa. 814-827-2812.

RCA TT25 Sound Amplified Channel 5 can be modified to picture. RCA TT5A Transmitter Channel 5 can be modified to air cooled. Just removed from standby service, fully operational. Harmonic filter, V58F, and Diplexer not included. Priced to move. Chief Engineer, KSD-TV, 1111 Olive St., St. Louis, Mo. 63101.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Heliast-xyroflex. 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.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. \$800. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

Like new—Gates/ATC automation system: complete stereo system: cartridge handler, two Ampex 352's, detector-control unit, three cartridge playback units, auto-sequence, silence sensor, fade amplifiers, auto-restart, digital clock, meter panel, composite motor start, programmer, auto program logger, switcher, auto network joiner, network tone receiver. Excellent condition. 616-345-7121.

Stereo console—B-802 in good condition, used less than 3 months before trade-in on four-channel board. Almost new with full warranty but some minor scratches. Priced at \$2,750.00 F.O.B., Omaha, Nebraska. Used Equipment Department, McMartin Industries, Inc., 605 North 13th Street, Omaha, Nebraska 68102. Call Collect: 402-342-2753.

Used test equipment: Large selection, low prices, General Radio RF bridges 916AL, proof of performance equipment, dummy loads 20W to 25KW, Daven video pots, Motorola MRR-4 microwave relay, write for list. Frederick Chassey, Box 257, Lafayette Hill, Pa. 19444.

Two RCA TK-42 color camera chains complete with auxiliary electronics and controls. \$15,000.00 each. E. Newton Wray, General Manager, KTBS-TV, Shreveport, La. 71104. Telephone 318-868-3644.

Ampex 7900 with Delta 44 time base corrector. Like new VTR—just retrofitted—with prototype TBC. No longer needed in engineering program. System output NTSC color or monochrome; meets FCC specs. Available early October, \$20,000 or best offer. Call Dave Acker or Bob Paulson, Television Microtime, Inc. 203-242-0761.

Sparta, AC-155B-studio console and remote unit. Absolutely like new. Features latest A-15B console, best quality Russco synchronous turntables. Bought two, can only use one. \$1,250.00. (304) 536-1310.

RCA video recorders TR-22 low-band color and mono. Also TR-3 mono player. Broadcast Equipment Service, Box 2989, Mon Air, Virginia 23235. 703-272-0693.

For Sale Equipment Continued

Amplex 1000-C with Amtec & colortec. \$9500. KLFY-TV, Lafayette, La. 318-233-2152.

Collins 204H-1 linear. 2-30 MHz Autotune. \$1500. H. G. Husbands, 214-276-9759.

INSTRUCTION

Earn Electronics Degree mainly by correspondence. F.C.C. license preparation included (optional). Accredited, Accrediting Commission NHSC. G.I. Bill approved. Free brochure. Write: Registrar, Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 5841 Chippewa.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date Oct. 4, January 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone! Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$(10.00 with broadcast endorsement) 2nd. \$(12.00), and 1st. \$(16.00), phone exams; complete package, \$25. Research Company, Dept. B, Rt. 2, Box 448, Calera, Alabama 35040.

Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks \$355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

World's most unique! Home study zero to First phone, 18 weeks, \$100 total cost. Guaranteed. For sample lesson write: Academy Radio Television, 1304 State, Bettendorf, Iowa 52722.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

COMEDY MATERIAL

Professional comedy material! Servicing the Stars for 30 years. "The Comedian" Monthly \$45 yr. "Anniversary Issue" \$30. 35 Fun-Master gag files \$45. Billy Glason, 200 W. 54th St., New York, N.Y. 10019.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

30 Minute pop-in tape! Hundreds comedy one-liners, includes sexy gal. \$10. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

For a weekly topicality and humor service in magazine form, send \$2.00 for a sample issue to: Altogether, Box 52524, New Orleans, La. 70152.

Road to the White House—thirty minute taped historical documentary on presidential campaigns. Actualities. \$15.00. Robert Barry Productions, 47 N. Main St., Yoe, Pennsylvania 17313.

Attention—Radio-TV stations and advertising agencies! Are your local commercials falling flat because . . . (a) same old tired, overworked voices? (b) weak, immature voices? (c) inexperienced, unprofessional voices? Metro Vox can solve your problems and increase your sales with polished professional voices. Introductory offer: One (60 sec.) spot free! (Enclose \$1 for mailing/handling). We'll return finished spot immediately with rate card. Send copy to: Metro Vox, P.O. Box 463, Cornwall, N.Y. 12518.

"Insight!" Series of 100 sponsorable (or sustaining) 90 second taped, fully-produced Featurettes. Send \$5.00 for three show samples. Free catalog of many available features. Chicago Broadcast Circle, 25 East Chestnut, Chicago, 60611.

RADIO

Help Wanted Management

ACCOUNTING MANAGER

Leading major market TV-AM located in attractive upstate New York city needs Business Manager. Accounting degree plus successful record in broadcast accounting and business management is required. Send resume and salary requirements in confidence to
Box J-183, Broadcasting
An Equal Opportunity Employer

MANAGEMENT OPPORTUNITY RADIO NEWS

Extremely challenging opportunity to break new ground in a major Western market. We need an experienced, committed radio news person with desire to get radio journalism out of its rut. Position is news chief in news-based format. Resume and tape to
Box J-188, Broadcasting

SALES MANAGER VERY LARGE SOUTHERN MARKET

If you have a track record in selling ideas and not numbers, you can write your own ticket and future with our growing National Top 40 Organization. Send full details. Confidential? We'll treat your reply like an atomic secret. (P.S. We have numbers, too.)
Box J-225, BROADCASTING

Sales

GEORGIA-FLORIDA

chain is seeking a dynamic professional radio salesman who wants to earn the money for the good things in life. If you are truly a heavyweight, send complete resume and recent picture to:
Box J-197, Broadcasting

Technical

BROADCAST TRANSMITTER DESIGN ENGINEER

The continuing planned growth of our company as one of the leading suppliers of radio broadcast equipment has created this new career position. The person we are looking for must be fully experienced in RF design current with state-of-the-art, and know how to convert a design into a manufactured product.

Reply in confidence to:
William J. Overhouser, President



5851 FLORIN-PERKINS ROAD
SACRAMENTO, CALIFORNIA 95828

Situations Wanted, Management

GENERAL MANAGER

I believe that station management is a 24 hour a day, 7 day a week job . . . that a GM must be more than just a good salesman and that a solid format, strong on community involvement, is the keystone of a profitable operation. Current station is #1 in ratings and billings. 29 year old family man. Prefer Mid-Atlantic States.
Box J-229, BROADCASTING

Announcer

FEMINE FORUM

I talk to the ladies—entertain the men—exploit the phones and the music—get the numbers. Majors only. Now with major chain at 25K.
Box J-213, Broadcasting

Programing, Production, Others

NOSTALGIA, JAZZ, POP, SWING ERA

Radio-TV pro. Expert on and fan of jazz, big bands, pop music, movies, radio, television, theatre and related memorabilia past and present. Solid record as TV-Radio personality and in management and programing. Seek slot to do record and/or talk show related to above. TV or radio.
Box J-235, BROADCASTING

SPICE OF SPONSORS

Is variety. Network quality voice will voice your spots with spice, TLC, and a smile. Fall line-up special: 60's, \$15. 30's, \$10. 1D's, \$5. 24-hour automated formats (1D's promos, etc.), \$25. Volume and cash discounts. Send copy, instructions to RICK O'SHEA PRODUCTIONS, 1111 Las Vegas Blvd. So. Ste. 317, Las Vegas, Nevada 89104. Free Las Vegas show info.

PROGRAM DIRECTOR

Contemporary jock, top rated in top ten market seeks to move up to a responsible, challenging and rewarding position as program director. Experienced in all phases of radio including programing. All offers will be considered and all communication kept in strict confidence. Salary open. For resume and/or personal reference contact John Michaels or Bill Young, Program Director, KILT Radio, Houston, Texas. Phone 713-526-3461.

DETROIT AREA

1970 MSU BA in T&R; 25 and married. Experienced as a TV host, DJ, Floor Director, Newsman, Board Operator and others. Currently working in local government. I am interested in any position that will permit me to resume my career in broadcasting. Odd hours-no problem. Hard work-desirable. Available-immediately. If you have nothing now call me and we can talk about later. Paul 224-6806, 8-4 M-F.

TELEVISION

Help Wanted Management

TELEVISION

VICE PRESIDENT/SALES MANAGER

WE WANT A DYNAMIC, YOUNG SALES EXECUTIVE TO JOIN OUR MANAGEMENT TEAM AT A TOP 50 MARKET TELEVISION STATION. WE'RE PREPARED TO OFFER UP TO \$40,000 PER YEAR, PLUS 5% OWNERSHIP. TO GET THIS MAN, POSITION AVAILABLE BECAUSE OUR PRESENT SALES MANAGER WILL RETIRE NOVEMBER 1 AFTER 16 YEARS WITH THE COMPANY. REP SALESMAN WITH STATION SALES BACKGROUND CONSIDERED AS WELL AS EXPERIENCED SALES MANAGERS. SUBMIT DETAILED RESUME IN CONFIDENCE TO: PRESIDENT, BOX J-103, BROADCASTING. ALL APPLICANTS ACKNOWLEDGED.

Help Wanted

Technical

TV MAINTENANCE

First Class License plus 2 years Tech. training and 4 years solid state maintenance experience to work on TK-27s, TK-42s, TR-70s and associated equipment.

Contact J. L. Pozzi
Chief Engineer, KBHK-TV
San Francisco, CA EO EMPLOYER M/F

FOR SALE EQUIPMENT

MUST SELL TO BEST REASONABLE OFFER

RCA TTU-1B 1KW 4HF Transmitter (driver) and TTU25-B 25KW amplifier complete except for filter plexer. 1KW unit refurbished by RCA Service Co. in 1969. 25KW amplifier new in 1969. Both units used only few hours after installation. Presently on Channel 20 but can be modified to other channels. Includes wiring harness and main water cooling devices.

Call 202-265-4734

CHIEF ENGINEER

Major market VHF-TV needs a Chief Engineer experienced in all phases of Broadcast Operations with emphasis on solid state technology and transmitter. First Class Radio Telephone License required. All applications confidential. An Equal Opportunity Employer. Send detailed resume and references to:

Box J-173, BROADCASTING

Business Opportunity

CATV FRANCHISE

The City of Columbia, S.C. (Population 113,000) is requesting bids for a 15 year CATV franchise to be awarded in the summer of 1973.

Address inquiries to:

City of Columbia
City Manager
City Hall
P.O. Box 147
Columbia, S.C. 29202

THIS SPACE DOES IT

If you need help, the right job—or for any needs related to broadcasting—place your ad here.

You belong in

Broadcasting

The newswweekly of broadcasting and allied arts

1735 DeSales St., N.W.
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Help Wanted

Programing, Production, Others

BUSINESS MANAGER

Major network television affiliate in attractive city has immediate need for experienced Business Manager. Accounting and general management experience required, data processing experience helpful. Company offers attractive benefits package; salary commensurate with experience. Please send resume in complete confidence to:

Box J-243, BROADCASTING

An equal opportunity employer

Miscellaneous

LET'S GO TO CHURCH

Once-a-week, 30 minute non-denominational radio programs featuring beautiful religious music by world famous artists. Inspirational words written by Audrey McDaniel whose books have sold over 2 million copies. Ideal for local sponsors on Sundays. Only \$5 per program—no term contract. For audition tape phone (703) 342-2170 or write Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, Virginia 24011.

DIRECTOR OF WOMEN'S FEATURES

Major Midwest group broadcaster, Avco Broadcasting Corporation, is looking for a Director of Women's Features. Job responsibilities include:

- Station representation in community activities involving women.
- Development, selection and on-air reporting of material of special interest to women viewers.

Applicants must present record of previous on-air experience and evidence of community involvement.

Please send complete resume, plus any supporting promotional material relating to past activities to:

Personnel Department
Avco Broadcasting Corporation
1600 Provident Tower
Cincinnati, Ohio 45202

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SPECIALIZING IN HONEST
RADIO AUDIENCE MEASUREMENTS
AT SENSIBLE PRICES. (FROM \$269)

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CASA GRANDE, ARIZONA 85222
602- 836-2792 COLLECT

FOR SALE Stations

MISSISSIPPI VALLEY

Broadcasting station for sale. Low frequency. Clear channel. Location Upper Mississippi Valley Good Market.

Box J-193, Broadcasting

REGIONAL FULLTIMER

in one of best growth areas in Southeast. Excellent dial position. Will consider merger or traded stock. Owner has other interests. \$500,000. Excellent terms.

Box J-199, Broadcasting

MAXIMUM AD EXPOSURE
AT MINIMUM COST
YOU BELONG IN

Broadcasting

The newswweekly of broadcast'ng and allied arts

1735 DeSales St., N.W.
Washington, D.C. 20036

Situations Wanted News

Anchorman- Investigative Reporter

Large market anchorman-reporter-producer seeks challenging position as anchorman-investigative reporter. Reply:

Box J-209, BROADCASTING

For Sale Stations Continued

CENTRAL FLA. DAYTIMER

Long established regional station in growing market, grossing \$100,000. Will sell for \$85,000 down, balance in 10 years.

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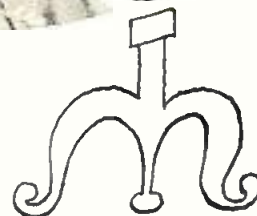
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Profile

The unlikely head of ABC's successful movie operations

Four days after the start of the new prime-time network television schedule Barry Diller was thrilled. "You can say that as of Sept. 15, I'm very, very happy," the 30-year-old ABC-TV executive said, the coloring in his voice aglow. "How I'll feel on Oct. 15, I can't tell you."

Mr. Diller was reacting to the overnight Nielsen figures in Los Angeles for *Tuesday Movie of the Week* and *Wednesday Movie of the Week*, for which he is responsible. The Los Angeles reading indicated an average 35% share of audience on Tuesday for *Movie of the Week* and a 36% share on Wednesday (New York results were less impressive but still competitive, with an average 32% share on the earlier night and a 24% share average on the following evening).

"Last year people said our Tuesday was terribly dependent on our lead-in [*Mod Squad*] and flow of the evening," Mr. Diller offers as explanation for his current satisfaction. "Now without that—with a totally different show as lead-in [*Temperature's Rising*]
—we've proved that we can legislate an audience on our own."

The Wednesday night results seemed to have pleased Mr. Diller even more. "Last year we never got above a 20% share [with *Courtship of Eddie's Father*, *Bewitched*, Henry Fonda, Shirley MacLaine and Anthony Quinn]," he said. "Now we've literally doubled last year's opening night."

Barry Diller has a lot riding on such performances. He's the man at ABC-TV responsible for the selection, production and scheduling of all *Movie of the Week* productions. They're his primary interests. But he also is charged with the acquisition and scheduling of theatrical features for presentation on *The ABC Sunday Night Movie* and for the production of the network's own original television features through Circle Entertainment, a unit of ABC-TV.

Mr. Diller can claim to be carrying the load with considerable ease. It is statistically documented that of the 10 highest-rated made-for-TV movies, eight were ABC-TV presentations. It's also undeniable that for 1972-73, ABC-TV has assembled its strongest package of theatrical feature films—a Sunday night series that began Sept. 17 with "Goldfinger" and next Sunday will offer the highly touted "Love Story."

Such is the thriving province that Barry Diller rules. It's difficult to imagine a more unlikely head man for a Hollywood production unit. Not that he's not able; he has proved his skill. It's just that he came to the office without the usual credentials. And his thinking, his de-



Barry Charles Diller, VP, feature films, ABC-TV, and Circle Entertainment, Los Angeles, unit of ABC Entertainment; b. Feb. 2, 1942, San Francisco; Stanford University, Palo Alto, Calif., 1960-61; mail boy, William Morris Agency Inc., Beverly Hills, Calif., 1961-62; junior talent agent, 1962-64; talent agent, 1964-66; joined ABC-TV New York, as assistant to Len Goldberg, then VP in charge of programming, 1966-68; executive assistant to VP in charge of programming, ABC-TV, and director of feature films for network, 1968-69; VP, feature films and program development, ABC-TV East Coast, 1969-71; VP, feature films, ABC-TV and Circle Entertainment, Los Angeles, 1971-present; bachelor.

meanor, are utterly un-Hollywoodish—introspective, self-effacing, not unsure yet certainly not smug.

There isn't a lot to tell about Barry Diller's background. First, at merely 30, only a decade removed from the campus of Stanford University, there hasn't been that much time to touch a lot of bases. He knew at an early age that the entertainment business was for him. Where better to learn than at a talent agency where all the deals are made? William Morris is the biggest of the lot.

At 19, Barry Diller, native San Franciscan, convinced after a year at Stanford that it was time to learn from life's experience, joined William Morris in Beverly Hills as a mail boy. Volunteering for the copying room, he made a point of reading everything that came through for processing, steeping himself in the wiles of show business. Yet young Mr. Diller—it would seem—never did learn how to be an effective talent agent.

Promoted to junior agent, he was assigned to sell television talent to Universal Studios and Warner Bros. "I was not

what you would call aggressive," he recounts, plunging into what could pass as an unstudied Jackie Vernon routine of tangle-footed mishaps. "If people didn't want to see me, I'd go away. I figured they were busy and why should I bother them."

Apparently he fared no better signing talent to join the agency. "I thought why should anybody sign with me?" he remembers. "I was a nobody."

But then it's a wonder he had any career at all at William Morris after spilling coffee on the new suede jacket of Abe Lastfogel, the absolute monarch of the agency.

Still there must have been people he impressed because the day Len Goldberg took over as vice president in charge of programming for ABC-TV, Barry Diller joined the network as his assistant. The big break for him came when the network was having trouble with its *Sunday Night Movie* package of theatrical films. Mr. Diller was asked to serve as Mr. Goldberg's deputy in handling the problem of evaluating the product that should be included in the movie package. He became deeply involved in the feature film business.

Then, in 1969, the network decided to make its own movies. Barry Diller, a mere 27 and risen to vice president, feature films and program development—East Coast, was put in charge of producing and presenting 24 original 90-minute features made expressly for television and to be shown as a weekly series. It was by any calculations the most costly and complex series commitment in ABC-TV's history (estimated first year investment: \$7.5 million).

"Everybody thought it would fail," Mr. Diller recalls. "The producers who worked with us thought it would fail miserably and only went along because they felt they ought to be in the game." Even ABC-TV's research department projected a modest 27% share for the *Movie of the Week* concept. Instead the program finished with a 33% average share the first year, jumping to a 35% average the second year and a 38% share last year.

Barry Diller has kept a tight hold on production budgets (he claims to turn out two-thirds the length of the Universal TV-NBC-TV "World Premiere" projects at one-half the price, even considering *Movie of the Week's* annual expenditures is up 33% over 1969-70 in this its fourth season) and a selective eye on scripts. He takes little for granted, seems to be constantly analyzing and questioning.

"I fight to keep my instincts clean," he explains. "Instead of allowing our natural instincts to flow, we tend to relate to what we've learned. What I try not to do is base future decisions on past successes. I must judge in the abstract."

Editorials

Run and rerun

It is a political year, and politicians must be expected to behave politically. Only that condition can explain Richard Nixon's sudden concern over the use of reruns in television-network programming.

As reported here a week ago, the President has assured Hollywood film workers that he will do all he can to get networks to reduce the scheduling of reruns and enlarge their underwriting of new production. That might not make much of a dent in the national unemployment total of 4.85 million, but it could create some jobs in Hollywood, or so the theory goes, and presumably some votes for a candidate who must yearn for a decisive victory in his native state next November. As a subsidiary benefit, the President said the public interest would be served by more first-run programming.

The creation of new jobs, in Hollywood and everywhere else, is of course an undisputed objective. The question is whether the assignment of attaining it may be uniquely given to the television networks. We think not. It is no more in the government's province to tell ABC, CBS and NBC to make more shows than to tell General Motors to make more automobiles. As to the public's attitude toward the incidence of reruns, it needs no interpretation by the government. A revolt by the television audience would be quickly detected and appropriate adjustments made to protect network advertising rates.

None of this, however, is to say that the present ratios of first-run to rerun are necessarily sublime. The summers of programming that is almost entirely second-hand are getting awfully long. Perhaps they are near the testing point of viewer tolerance.

The networks have a good argument, as articulated in a speech two weeks ago by Robert Wood, president of CBS-TV, in saying that reruns perform a useful service by giving viewers a second chance at shows missed in first performance. They also make the point that simple economics—rises in program costs unaccompanied by comparable rises in revenues—have dictated the present limits of production.

Those realities do not, however, preclude fresh considerations of the rerun phenomenon. Are there better ways to schedule the second play? Would the summertime audience be enlarged by innovations in the mix of first-run and rerun?

It is not for the government to say. It is for the television networks and their affiliates.

The footing fits

Just when it appeared that freedom of the press was going down the drain—for the print media as well as for broadcast—good things appear to be happening.

Hearings began in the House last week on legislation tailored to protect news media from compulsory disclosure of confidential sources of information as decreed by the Supreme Court last June. These came just days after FCC Chairman Dean Burch pledged his allegiance to the First Amendment as wholly applicable to broadcast journalism. In responsible newspaper citadels, warnings have been hoisted to signal the threat to their institutions implicit in the attacks upon broadcast journalists by politically motivated officeholders and candidates.

It took such drastic action as the June 29 Supreme Court decision, which denied newsmen their constitutional rights to keep their sources of information confidential, to unite the news media in their quest for legislative relief. And, aside from the First Amendment issue, newspaper and magazine publishers

could not stand by idly when the Federal Trade Commission sought to foist upon the broadcast media a monstrous counter-advertising edict that eventually could dry up all national brand-name advertising.

Mr. Burch chose as his forum the traditional kickoff luncheon of the International Radio and Television Society in New York. The 900 present were more business than news oriented, but they liked what they heard because it departed from the punishment usually inflicted by bureaucrats.

Mr. Burch's remarks are on the IRTS record for all to read—and quote.

"Most of us recognize the right and the need to avoid censorship, but many still cannot hold back from trying to affect the outcome. Here, in my view, you stand on the same footing as print. The government has no more right to control the end product of broadcast journalism than it does of print. In this important sense, the First Amendment is indivisible."

Amen.

Holdup

The FCC is now in possession of most of the viewpoints it is likely to receive on its proposal to legitimize the payment of blackmail for the settlement of challenges to broadcast-license renewals. The proposal is not couched in those terms by the FCC or by those who have made a mission or a livelihood (in some cases both) out of filing challenges. But that is exactly what it means, and it is exactly why it should be promptly voted down by the commission.

The comments were summarized in this publication a week ago. Those from opponents of the proposal were persuasive in arguing that, however well intended, it would inevitably act to encourage the filing of challenges for purposes of negotiating reimbursements that would be permitted as a condition of settling cases before hearing or action by the FCC.

As now drafted, the rule would put all the tactical advantages on the side of the attacker. The challenged licensee—denied recovery of his own legal expenses, whatever the outcome of the litigation—would be under extreme pressure to settle early in the case before his and the challenger's legal costs got beyond his capacity to pay. Nothing like a law that disarms the victim and opens his wallet to anyone wishing to assault him.



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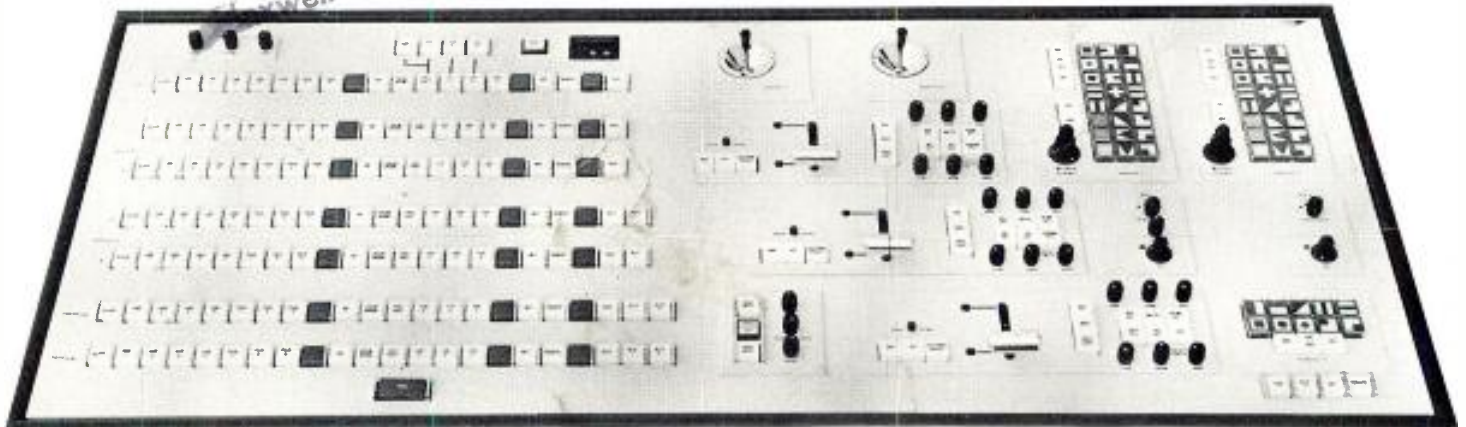
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