

1972: It's shaping up as a record fiscal year
Black ownership: If not a wave, at least a ripple

Broadcasting Oct30

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972

"A Devastating Drama."

★★★★ — N.Y. DAILY NEWS

ACADEMY AWARD NOMINATION : BEST SUPPORTING ACTOR (Lee Tracy)



The Best Man

(Available after Network)

"A razzle-dazzle rendering of Gore Vidal's stage play, even more vivid, energetic and lacerating on the screen. Shockingly intense, brilliant stimulation and made to crackle with the tensions of a mob. Highly entertaining." — THE NEW YORK TIMES

Just one of the 30 superb feature films for local telecasting in...

UA Showcase 7

United Artists Television
 Entertainment from Transamerica Corporation

36112LIRRAAB5184VAK<DEC/74
A U L I R R A R Y
U S A I R F O R C E
S E R I A L A C O S E C T I O N
M O N T G M E R Y A L 36112

WMAR-TV



A CBS AFFILIATE

October 27, 1972

TO: All WMAR-TV Staff

FROM: Don Campbell

Today we celebrate twenty-five years of telecasting!

Many of you have been with us since our first day on the air but for our more recent members, here are a few facts:

We are pioneers in our industry. WMAR-TV was Maryland's first commercial television station, the 12th commercial television station in the country and the second to join the CBS television network.

We were the first station in Maryland...to have a regularly scheduled morning broadcast...to broadcast a regular series of programs on atomic energy...to cooperate in stratovision experiments...to telecast a program in color during CBS demonstrations of experimental color program standards ...to originate a "live" telecast from Annapolis...to do a remote telecast of an operation (Sinai Hospital, October 1949)...to process all newsfilm in 100% color.

A quarter-century of service to our community has brought us many awards and citations.

Our studios and physical plant in Television Park have become a model for other broadcasters. It could not be so without the continuing pride and care which you give to it. As a result, it has gained nationwide attention. Many foreign visitors visit our facilities as they make plans to develop television stations in their own countries.

In this connection, at the invitation of the State Department, I will be going to Japan in November with other American broadcasters to broaden an interchange with our Japanese counterparts.

We have some problems at the moment, with which you are all familiar. But we've surmounted past difficulties, and be assured you have nothing to fear.

Looking to the future, I know you have the pride and know-how to set new goals in the tradition of a great station.

Thanks to you all.


D. P. Campbell

DPC:ljs

Broadcasting # Oct 30

	CLOSED CIRCUIT	5
First TV buy of campaign made for Nixon.	AT DEADLINE	6
	OPEN MIKE	10
	DATEBOOK	10
A light-hearted guide to the serious world of radio copywriting.	MONDAY MEMO	13
All signs point to record revenue, earning levels for broadcasting in 1972. Pace of first three quarters expected to hold. Department of Commerce sees profits up 35%.	LEAD STORY	17
Both Nixon, McGovern report under \$2 million in broadcast spending.	BROADCAST ADVERTISING	19
New fairness issue in the wind as groups ask time to counter commercials of Georgia Power on 11 stations.		20
A growing momentum behind black ownership is discernible on the broadcast horizon. There's still a long way to go, but there's going.	MEDIA	25
CBS weighs in on side of radio de-regulation, proposes major-market test.		28
	CHANGING HANDS	31
CPB's the headline issue as NAEB convenes in Las Vegas convention.		31
Independent TV's break out their sales, find they amount to \$225 million.		33
FCC sets the stage for its second look at prime-time access, asks for comments by Dec. 22.	PROGRAMING	34
Pros and cons of FCC's drug lyrics policy argued before appeals court.	MUSIC	39
White House slips some questions for George McGovern into ABC's deck.	BROADCAST JOURNALISM	42
That tape-vs.-film debate is still good for a round at SMPTE.	EQUIPMENT & ENGINEERING	44
First-three-quarter earning reports populate world of broadcast finance.	FINANCE	45
	CABLE	49
	FATES & FORTUNES	50
	FOR THE RECORD	52
The commanding ways of Henry Loomis, new man in the saddle at CPB.	PROFILE	65
	EDITORIALS	66

ADIOS, DON EMILIO

The World of Broadcast I have actively known for 20 years is no longer the same for me. To a lesser extent, an impact should have been felt by everyone in our industry. For on September 23rd Don Emilio Azcarraga died.

It had been my extreme good fortune to have been associated with Don Emilio since the inception of XETV, Channel 6 for the San Diego (Calif.) area. In effect, therefore, I was truly one of the Chosen People.

As an authentic legend in his time, the fame of this Broadcasting Pioneer of Mexico (and, indeed, Latin America), unfortunately, was, more often than not, equated with his fortune. While the latter included the establishment and ownership of radio and television networks, it paled into insignificance when compared with Don Emilio's human qualities. For, truly, Don Emilio had equal parts compassion, tolerance, intellect and an overriding enthusiasm for his fellow man, that were a mark of a man the like of whom I have never before encountered. That my observations were hardly exclusive to me, seems borne out by the fact that his funeral in Mexico City was attended by 3,000 people of extremely varied backgrounds. In short, Don Emilio was a magnificent human being.

The Broadcasting Valhalla, hopefully, has set aside expansive accommodations for our beloved Don Emilio. He'll occupy it all—comfortably.

With deepest respect and affection . . . from all of us.

A handwritten signature in cursive script that reads "Julie".

JULIAN M. KAUFMAN
General Manager

Closed Circuit®

A beginning

First step of Phase I of radio re-regulation is expected to be taken by FCC soon, perhaps this week. Believed ready for agenda are modifications or eliminations of half-dozen rules that, though not going to fundamentals of broadcast regulations, have plagued radio broadcasters. Included are rules on station identification, half-hour meter reading, mechanical reproduction and rebroadcasts, five-day-a-week operator inspections. FCC action will be followed by public briefing, not only on changes being made now but also on future course of re-regulation.

In the news

Broadcast journalists in the know wouldn't be surprised if their coveted annual citation—Radio Television News Directors Association's Paul White Award—goes to Senator Sam J. Ervin Jr. (D-N.C.), chairman of Subcommittee on Constitutional Rights. Senator has championed cause of broadcast journalism in areas of privilege, access and First Amendment parity. Award will be presented to as yet unannounced recipient at closing banquet of RTNDA convention in Nassau, Nov. 27-Dec. 3. Senator Ervin, 76, has served continuously in Senate since 1954.

The seers

Some Wall Street analysts are suggesting to clients that they give preference, in their investments, to stocks of selected station groups, rather than networks. Rationale is that network costs are likely to spiral because rerun issue is expected to create pressures to produce more programming. Predicted continued growth of local advertising, they feel, makes stocks of some group operators good buys, especially at current prices. They tend to make network exception in case of ABC, regarded highly by many analysts.

Caught in the wire

FCC is beginning to be balkanized by internal jockeying for authority over pay television in its several forms. Common Carrier Bureau, Cable Bureau and Safety and Special Radio Services Bureau all have own views on how new technologies in their constituencies should be regulated. Effort to bring some order out of conflicts will be made in special FCC meeting Nov. 6, day before commission takes up cable-broadcast crossownership question ("Closed Circuit," Oct. 23). Issues providing basis of discussion are Sterling Manhattan Cablevision's dispute with Trans World Communications, which plans to distribute movies to Manhattan hotels over telephone lines, and proposal by Columbia Pictures (parent

of Trans World) to transmit movies, advertising and other material over business-radio channels.

Mixed in is question of how to define cable system. New multipoint-distribution service is also involved; on complaints from states, FCC faces policy question of whether it can or should grant licenses for new omnidirectional microwave stations before they get approval of states. Also on agenda, not surprisingly, is ABC's petition to lump into one package all proceedings involving various technologies for distributing television for fee (BROADCASTING, Sept. 11).

Rights to ratings

Lawsuit that could produce benchmark on nonsubscriber use of local television ratings is quietly under way in California. American Research Bureau charges in complaint filed in U.S. District Court for Central California that RKO General and its RKO Television Representatives division made unauthorized use of ratings information in connection with RKO's KHJ-TV Los Angeles, and is asking for injunction against further use and unspecified damages. RKO has filed denial of allegations, claiming suit has no merit. Action goes back to alleged use by RKO's sales rep of availability sheets said to have been based on ARB reports in late 1971.

Political pinch

Television networks are taking somewhat different approaches to compensation of affiliates for carrying network political broadcasts and commercials. Essentially, it's understood, CBS-TV and NBC-TV pay affiliates nothing for five-minute broadcasts or minute commercials but compensate at regular, applicable rates on half-hour sales. They figure nonpayment for five minutes or less is quid pro quo, since they have made specific minutes available to affiliates for local political sale. ABC is compensating for all political time at applicable rate less one-third, but has also agreed, according to affiliate sources, to some exceptions to one-third-off policy: if, for example, political minute is actually commercial availability that had not been sold to conventional advertiser, affiliates are to get full applicable rate.

High flier

When new executive slate of Cox-American takes over, expected before year-end through merger of Cox Cable Communications Inc. and American Television & Communications Corp. (BROADCASTING, Sept. 18) there will be familiar face in new setting on executive committee. Captain Charles "Pete" Conrad, USN, astronaut who will command Skylab program next spring, is expected to be

elected to board and executive committee of merged cable corporation (he now sits on American's board). Third man to set foot on moon, Captain Conrad's manned lab mission to be launched next April, entails 28 days of orbiting earth.

Topside of merged Cox-American, which will constitute second largest cable entity (Teleprompter is number one) will include: J. Leonard Reinsch, president of Cox Broadcasting and chairman of Cox Cable, as chairman of new company; Monroe Rivkin, American president, as vice chairman and chief executive officer, and Henry Harris, Cox Cable president, president of Cox-American.

Old timers

Thirteenth annual "Mike Award" for pioneering in broadcasting will go to KCBS San Francisco, by secret vote last week of board of Broadcasters Foundation, which is branch of Broadcast Pioneers. KCBS's license was first issued on Dec. 9, 1921, under call letters of KQW. Station claims lineage back to 1909 (see "Open Mike," page 10). Annual awards dinner is scheduled for Hotel Pierre, New York, next Feb. 27.

Second trip

Max Paglin, who has been with FCC over 30 years, with one interval in outside world, and who has served as agency's general counsel and executive director, is expected to leave it soon for Atomic Energy Commission. He's to be chairman of panel of atomic safety and licensing board that conducts hearings on applications by power companies and others for construction permits to build nuclear reactors and similar facilities. His date of departure from FCC depends on completion of routine security check now being made. Mr. Paglin was FCC general counsel from 1961 until 1964, when he left agency to enter private practice. He returned to commission two years later as executive director, served in that post for five years. He is now in Office of Opinions and Review.

Tattletale

New commercial monitoring system that would identify and log on-air commercials through sound-wave instrumentation but without requiring tape or film records to be made is being produced, and, according to its makers, could be operational before middle of 1973. System has been tested in Boston successfully, according to Warren D. Moon, chairman of Real Time Geophysics Inc., Norwood, Mass., which manufactures and markets electronic signal-processing instrumentation systems. Real Time developed television system by adapting technology used in geophysical exploration in oil industry to television.

At Deadline

Initial TV buy set for Nixon Thursday

NBC sells half hour for \$75,000; GOP also seeks time on ABC, CBS

President Nixon's first TV appearance of his re-election campaign is scheduled for this Thursday (Nov. 2) on NBC-TV from 7:30-8 p.m. EST, spokesmen for network and Committee for Re-Election of the President said Friday (Oct. 27). In all probability, committee spokesman said, program will be broadcast live.

It was also learned that Republicans have ordered same slot on ABC-TV, which gives one-third discount on all political time. But as of late Friday ABC had not yet made decision on clearing that time. CBS also received order for Nixon telecast but network's policy forbids it from accepting political programming carried by any other networks.

Cost of time on NBC is about \$75,000 net; ABC charge is \$36,000 net before one-third political discount.

Nixon telecast is being paid for by Television Committee to Re-Elect the President.

Additional network-TV half-hours this week (see page 19) have been purchased by American Independent Party (Oct. 31 on NBC from 10:30-11 p.m. EST) and Senator George McGovern's (D-S.D.) campaign committee (Nov. 1 on NBC from 10:30-11 p.m.). AIP telecast will feature Representative John G. Schmitz (R-Calif.), AIP presidential candidate, who was defeated in primary for re-election to Congress.

In addition, Republicans have decided against Nov. 6 telecast (8-8:30 p.m.) on ABC-TV and first 25 minutes of that slot has been purchased by AIP.

In another development, network- and nonnetwork-affiliated station line-up totals for previous Democratic and Republican half-hour telecasts came to light on Friday. (ABC has 175 primary affiliates and number of secondary affiliates; CBS has 196 affiliates of both types, and NBC has 217 of both types.)

Oct. 20 Democrats-for-Nixon telecast featuring former Treasury Secretary John Connally was carried from 7:30-8 p.m. EST on 123 of ABC's affiliates, 150 of NBC's, on spot basis by all of CBS O&O's except KNXT(TV) Los Angeles, by about 25 CBS affiliates and by about 30 independent outlets.

However, repeat of that broadcast, carried by NBC-TV on Oct. 23 at 7:30 p.m., was taken by only 110 NBC affiliates.

Line-ups for McGovern telecasts were as follows:

Oct. 1 biographical film on Senator McGovern was carried 8:30-9 p.m. by CBS-TV and 190-195 of its affiliates. Oct. 10 McGovern Vietnam speech (7:30-8 p.m.) ran on 164 CBS affiliates, five

NBC-owned stations and 27 other stations on spot basis. Oct. 15 telecast featuring Senator McGovern discussing campaign issues with voters was carried by NBC-TV at 10-10:30 p.m. and picked up by 210 of its affiliates. Oct. 20 McGovern speech on economy was carried at 10:30-11 p.m. by ABC-TV and 181 of its affiliates. And, Oct. 25 McGovern speech on corruption was carried 7:30-8 p.m. by 117 ABC affiliates, 65 NBC affiliates and 12 affiliated with CBS, including all CBS-TV O&O's except WCAU-TV Philadelphia.

White House veto snags CPB money for 1973

Appropriation bill for Departments of Labor and Health, Education and Welfare was vetoed for second time Friday (Oct. 27), in action that means Corporation for Public Broadcasting faces yet another delay in obtaining its \$45-million allocation for fiscal 1973.

CPB, and other agencies affected by veto, will keep operating at \$35 million under continuing resolution, which maintains funding at last year's levels. That resolution expires at end of February 1973.

Also affected by veto is facilities money for public broadcasting, which is distributed by HEW and is to total \$13 million for this fiscal year. Additionally, HEW educational project, planned as part of larger satellite experiment over Rocky Mountains, is affected; although no specific appropriation was made, HEW had told Congress in justifying its total budget request that it intended to spend \$5 million this year in preparing for project, which was scheduled to begin in early 1974.

Although no final decision has been made, department sources said \$5 million is likely to be spent anyway.

Vetoed HEW-Labor bill contained \$29.3 billion and was still far above administration's budget request. It was one of several bills given "pocket veto" by President. (He has 10 days to act on bill; if Congress adjourns during that time, as it did this year, and President does not sign bill, it is considered vetoed.)

UHF was shortchanged in 1970 count—Census

Census Bureau officially has told FCC that bureau's UHF television homes' figure based on 1970 census count is out of whack ("Closed Circuit," Oct. 16).

Letter from Census Bureau's Robert Hagan, who signed for director, was delivered Friday (Oct. 27) to Alexander Korn, chief of Broadcast Bureau's research division, who initiated question of credibility of figures.

Mr. Hagan said UHF TV figures are "probably below true levels," and blamed its error on possible misconception of

question by respondents. He said Census Bureau would be glad to re-do survey for FCC if latter agency would underwrite cost.

FCC sources say there's little chance of seeking new study, since UHF set penetration now probably approaches 90%.

Special survey was done by Census Bureau in 1969, underwritten by Advertising Research Foundation. It showed 54.9% UHF penetration. Official 1970 announcement last August said UHF penetration amounted to only 51.7% (BROADCASTING, Aug. 14).

Census Bureau's acknowledgment of error in UHF households extends also, it was pointed out, to whole series of reports issued over past six months listing "Detailed Household Characteristics" for each state, all cities over 2,500 population and all U.S. counties.

Six of those 30 stations studied in Del., Pa., still fail to get renewals

FCC on Friday (Oct. 27) reported results of its equal-employment-opportunity inquiry of some 30 Pennsylvania and Delaware stations, as officials disclosed commission will make such inquiries routinely in future.

On same day, FCC Broadcast Bureau Chief Wallace Johnson signed license-renewal grant list, and ended suspense for some 200 licensees in Washington, Maryland, Virginia and West Virginia.

Stations in those states and District of Columbia had been due for renewal on Oct. 1. However, commission deferred action on all 418 of them until its staff had studied their equal-employment-opportunity programs and activities to determine whether they should be queried on their employment practices, under criteria established in connection with Pennsylvania and Delaware stations (BROADCASTING, July 31).

Veteran communications lawyers said such blanket deferral of license renewals was highly unusual if not unprecedented.

In reporting on Pennsylvania-Delaware, commission said it had granted renewals to 24 stations, whose records it had studied but had asked four to submit additional information on implementation of their EEO programs. Renewal applications of four others were deferred because their responses were termed inadequate. Commission also deferred action on number of other renewal applications because petitions to deny or complaints of employment discrimination had been filed against them.

Commission officials said such studies will be made routinely, as licenses come up for renewal. Procedures might change, however, when commission establishes EEO office, as it appears likely to do.

We've found, mined, refined, and polished a 24-carat winner—the exciting . . .

NEW TREASURE HUNT!

Here is why you'll want to buy it for mid-season prime access:

- TREASURE HUNT, when it was on the network, had some of the strongest ratings and shares of any daytime network show ever.
It was a real Giant Killer! (We'll be happy to show you the figures.)
- The new TREASURE HUNT is the first, new big money show!
- The new TREASURE HUNT will offer the opportunity to win \$25,000 cash (per telecast) . . . an amount larger than any Syndicated Show ever! Additionally, it will offer a bonanza of other top quality prizes!
- The new TREASURE HUNT will receive the total marketing support that has made our organization the Number 1 independent syndicator.
- The new TREASURE HUNT is a brand new half-hour production that was just taped within the past two weeks.
- The new TREASURE HUNT is a Chuck Barris Production.

It is available for you to see today! For a screening of the new TREASURE HUNT, write, wire, or call collect.

Sandy Frank Film Syndication, Inc.

The Action Company
635 Madison Avenue, New York, New York 10022
(212) 628-2770

Such office would have role in shaping policy in that area.

But in meantime, commission staffer said, staff would expect to complete study before expiration of licenses of stations being renewed.

Staff completed inquiry of Middle Atlantic states stations two weeks ago, and was instructed by commission last week to renew licenses of all stations that had "no problems." Staff questions, or complaints or petitions to deny from public, caused deferral of more than 200 license renewals.

Seventy-seven were deferred because of questions about EEO programs and practices. As was case of Pennsylvania-Delaware stations queried, they had no minority-group or female employees. All stations whose records were examined have more than 10 employees.

However, several commissioners at meeting last week expressed view that application of criteria in specific cases produced unjust result. Staff, therefore, will review list with view to suggesting those stations that might not require letter of inquiry.

FCC, OTP spokesmen don't see eye-to-eye on hotel pay-television

Disagreement between FCC cable-TV head Sol Schildhouse and Office of Telecommunications Policy engineer Walter P. Hinchman enlivened one of closing sessions of five-day (Oct. 22-27) Society of Motion Picture and Television Engineers conference in Los Angeles (see page 44). Mr. Schildhouse, patched into conference via telephone from Washington made some unfavorable comments about some of new entrepreneurs competing for hotel pay-TV business. Noting that he had just come from meeting at FCC where discussion was held on problems involving interaction among variety of technologies vying to show movies for fee in hotels, Mr. Schildhouse said: "It seems to me the commission is going to think twice about letting other people who do not have a prime role in this communication function from skimming off the cream of cable." He explained that cable TV is being asked to do such costly and not necessarily profitable things as local programming and providing access channels and indicated that FCC, as result, is letting cable TV get into pay-TV business. "Pay is what cable absolutely needs," he said.

Singling out Columbia Pictures [through subsidiary Trans-World Communications], which he said is proposing to use telephone line in New York City for moving feature film from central point into hotel, he noted that such businesses are not subject to same requirements as cable systems. "Columbia Pictures does not have to do any originations, the kind of originations that cost money and from which there is no return," he said. "And so Columbia Pictures, without having any assigned obligations, can skim the cream

off of what it is we have traded for the cable industry's obligations."

Mr. Hinchman, assistant director of OTP, appearing in same symposium, seemed surprised by Mr. Schildhouse's comments. "There is a notion that we have to carve out a business for particular segments of industry and keep others out of that business," he said. "I think I would take some issue with Sol on that—whether it would be the best kind of public policy." Mr. Hinchman, however, conceded that there has been a lot of precedent in the communications business for protecting particular industry. "We've done that, I think, traditionally," he said, "but we're now starting to break away from it in the area of common carriers. For example," he continued, "we have specialized carriers and we have competitive domestic satellite systems, so we seem to be moving away from it in this area. It was interesting to me that we were thinking in terms of moving back in the old direction in the cable industry."

FCC sets hard criteria for future requests to waive prime-time rule

FCC has moved to discourage requests for waiver of prime-time access rule to permit airing of off-network material, even as it cleared way for broadcast of two off-network series.

Commission on Friday (Oct. 27) announced it had reversed earlier decision and granted waiver of rule to permit broadcast of *National Geographic* spe-

cial (BROADCASTING, Oct. 16). Reconsideration of that ruling had been sought by Storer Broadcasting Co., Chronicle Broadcasting Co. and Scripps-Howard Broadcasting Co.

It was also learned that draft order affirming earlier grant of waiver for broadcast of *The Six Wives of Henry VIII* was circulating among commissioners for their votes. Westinghouse Broadcasting Co. had sought reconsideration of waiver given in July at request of Time-Life Films Inc.

Commission took up both matters as it was voting to issue wide-ranging notice of inquiry and rulemaking on prime-time-access rule (see page 34). In that document, commission touches on another controversial matter involving networks—reruns; specifically, petitions to limit use of prime-time repeat material to 25% of broadcast year—but says it is not directly involved. Commission says that matter will be taken up "in the near future" and may be considered in rulemaking proceeding, and suggests that parties may wish to prepare comments in rulemaking with that fact in mind.

In granting waiver for *National Geographic* series, commission said it did not expect many more such requests for off-network programs because 1972-73 schedules are "probably pretty much fixed by now."

However, commission also said that it was establishing notice procedure, to give interested parties opportunity to comment on off-network waiver requests. Commission said it would not act on such requests until 45 days after notice is given and there has been time for comment.

In addition, it was understood that in order denying Group W's petition for reconsideration, commission lays down strict approach it will take to waiver requests in future. One source says it indicates that commission would not grant requests unless they matched closely precedents already established.

Commission said it was reversing itself on *National Geographic* because reasons for grant of *Wild Kingdom* waiver in February apply: there is no more than minimal network control over program and distinctive material is factual presentation of nature and wildlife. Commission also said that no new material will be added to off network series—new episodes will be aired on CBS. Commission said program was presented on network only four times in year; much of it will be material that has not been aired before.

Vote was 4-to-3, with Commission Benjamin L. Hooks concurring, to provide swing vote. Others in majority were Chairman Dean Burch and Commissioners Charlotte Reid and Richard E. Wiley. In separate statement, Commissioner Hooks made it clear his vote does not reflect his attitude on desirability of prime-time-access rule itself. He said he joined majority only because commission has granted waivers for programs "considered 'distinctive and meritorious,'" and he saw no reason to discriminate against *National Geographic* series.

Headliners



Mr. McCann

Robert W. Lemon, VP, special projects in NBC-Owned Television Stations Division since last September and earlier VP and general manager of company-owned WMAQ-TV Chicago for seven years, elected president, NBC Radio Division, effective Wednesday (Nov. 1). He succeeds Robert L. Stone, who was elected board chairman, Hertz Corp., New York, subsidiary of RCA (BROADCASTING, Oct. 2).

James P. McCann, VP in charge of sales and member of board, WPIX(TV) New York, joins RKO Television Representatives, New York, as VP and general manager. He succeeds Tom Judge, who has resigned. Mr. McCann has also been associated in sales capacities with WNEW-TV and WCBS-TV New York; Peters Griffin, Woodward; Standard Rate and Data Service, and NBC, all New York.



"WGN? If you've lived in Chicago as long as I have, you know it's as much a part of Chicago as State Street. You know what I mean?"

WGN is Chicago

Radio



Television

WGN Continental Broadcasting Company



NOW FROM
CCA!!

Thanks to your support CCA is pleased to announce the purchase of the RF Department of Ampex. We trust you'll consider us for your UHF/VHF transmitters, antennas and line.

CCA RF INDUSTRIES, INC.
P. O. BOX 315
WESTFIELD, MASS. 01085

Books for Broadcasters

Color Television

The Business of Colorcasting edited by Howard W. Coleman



A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems.

288 pages, color illustrations, diagrams, charts \$8.95

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

111. Color Television, \$8.95
 104. 1972 Broadcasting Yearbook, \$14.50

Name _____

Address _____

City _____ State _____ Zip _____

Open Mike®

Fine job on first 50

EDITOR: Congratulations on the special report about radio's first 50 years in your issue of Oct. 16. Steve Millard did a fine job of research and analysis. Everyone listens to radio but too few know what makes it tick. I think you have provided much-needed insight into the nation's biggest communications medium and most pervasive sales force.—*Elmo Ellis, vice president and general manager, WSB(AM) Atlanta.*

That left-out feeling

EDITOR: I have just finished reading your special report, "Radio at 50," [in the Oct. 16 issue]. Two rather gross omissions [were] committed.

A somewhat more thorough but certainly not burdensome research job would have revealed that the first radio station began broadcasting from San Jose, Calif., in January 1909. The station was developed by Dr. Charles David Herrold . . . The link with Dr. Herrold's early and successful experiments provides KCBS with a history spanning 63 years . . .

Now to the second omission. KCBS is an all-news station . . . There are several other all-news stations throughout the nation . . . All-news radio in its various forms has certainly been one of the most unique and successful broadcasting concepts ever produced . . . Not to even mention that the format exists was an all the more incredible oversight, since it was committed by one of the most highly respected professional journals.—*Peter M. McCoy, vice president-general manager, KCBS(AM) San Francisco.*

(The special report did not concern itself with the controversial question of which station can trace its lineage to earliest times, and besides, the continuity of operation of the KCBS facility going back

to the Herrold experiment is subject to authoritative dispute. KCBS was included among the existing stations that BROADCASTING identified as having started operation before the end of 1922—the first year of accelerated growth in the station population. As to the omission of reference to the all-news format, that was an oversight that the editors regret.)

Calling Uncle

EDITOR: As much as I detest government intervention, nothing could serve responsible Americans any more at this time than an FCC crackdown on programing like the *Dave Ambrose Show* on KLIF-(AM) Dallas ["Radio sex shows—smut or service," BROADCASTING, Oct. 23], with license suspensions for those stations involved.

Don't get me wrong. *Knowledgeable* sex education is to be commended. Blatant sex exploitation, on the other hand, is highly offensive to the majority of people and has no place in our system of broadcasting.—*John R. Thayer, vice president-director of research, Peters Griffin Woodward, New York.*

Rising voices

EDITOR: Your Oct. 16 "Closed Circuit" item labeled "Female muscle" contains several inaccuracies. The feminist movement is correctly referred to as women's rights and women's liberation but never as women's "lib." "Lib," however shorthand, is a flip way of referring to a serious and profound behavioral revolution . . .

The brutally opinionated item of Oct. 16 should not lull any broadcasters into believing we will be intimidated or inhibited by negative responses to our legal, political and moral rights to access and employment in broadcasting. We have hardly cleared our throats.—*Wilma Scott Heide, president, National Organization for Women, Vernon, Conn.*

Datebook®

■ Indicates new or revised listing.

This week

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

Oct. 29 - Nov. 1—"Regional cable-TV expo" for Northeastern 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. 30 - Nov. 2—Annual convention, *Electronic Industries Association*. Beverly Hilton hotel, Beverly Hills, Calif.

Oct. 31—Fall conference, *National Association of Broadcasters*. Featured speakers will be Senate majority leader Mike Mansfield; Carl Lindemann, NBC, and Jack Pettit, FCC general counsel. The Brown Palace hotel, Denver.

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

Nov. 1—New deadline for filing comments in FCC pay-cablecasting proceeding (Doc. 19554). Previous date was Oct. 13. Reply comments due Nov. 15.

■ Nov. 1—National committee meeting, *Instructional Television Fixed Service*, Las Vegas Hilton hotel.

Nov. 2—Annual stockholders meeting, *Federated Media Inc.*, Bank of New York, 530 Fifth Avenue.

Nov. 2—Fall conference, *National Association of Broadcasters*. Featured speakers will be Senator Howard W. Cannon (D-Nev.); William C. MacPhail, CBS,

IN SOME STATES YOU CAN SPEND YOUR WHOLE LIFE PAYING FOR A CRIME YOU NEVER COMMITTED.

Calvin Reeves, a Chicago postman, was arrested in 1967 for a strange "crime." While inquiring at a police station about a neighbor's son, he was charged with interfering with the duties of a police officer.

There were three court appearances to hear his case. But the arresting officer never showed and the case was closed. Except for one thing.

The postman's fingerprints stayed in the police files. Which means that he had an arrest record. For life.

He turned to Illinois State Senator Richard Newhouse for help, who in turn came to WIND, Group W's radio station in Chicago.

We arranged for a lie-detector test. Produced a program. Even tried to persuade the police

to destroy the files.

Finally, we helped introduce legislation. Bills were passed in 1969 and 1971. And now anyone falsely arrested (without a previous record) or anyone cleared of an alleged crime will have the records, including fingerprints, destroyed.

Which means that thousands of innocent persons, often turned down for jobs because of an archaic system of records, won't have to face that demoralization again.

Putting words into action is something responsible broadcasters believe in strongly.

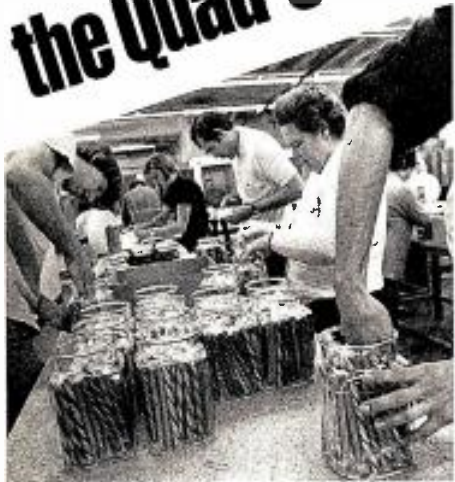
And Group W stations like WIND prove it.

**Broadcasting
does more with problems
than talk about them.**



WESTINGHOUSE BROADCASTING COMPANY

A good thing is happening in the Quad-Cities



That good thing is called SKILLS, Inc., a non-profit, vocational rehabilitation center for the adult handicapped. The comprehensive SKILLS program includes diagnosis, work adjustment and job placement. Since 1968 SKILLS has helped prepare mentally, physically and emotionally handicapped people to function effectively in a competitive work environment.

The SKILLS staff has done their job so successfully that the program has completely outgrown their cramped facilities. A \$250,000 fund-raising campaign has been launched to acquire new facilities which will help three times as many people.

WHBF-TV4 has led the way in that campaign. Public Service Director Dave Juon produced a compelling 30-minute show telling the SKILLS story. Since its August 3rd prime-time broadcast, the public response has been overwhelming. Half of the \$250,000 has already been raised. The goal is expected to be exceeded when all of the Quad-Cities report in.

SKILLS had a need. WHBF-TV4 quickly got the whole story to the community. And the community responded.

WHBF-TV4

It's our habit to help.

CBS for the No. 2 market in Illinois-Iowa (Davenport Rock Island, Moline & East Moline).

and FCC Commissioner H. Rex Lee. 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 301. Chicago, 60611.

Also in November

■ Nov. 8—Open meeting, subcommittee D, the Post Award Regulatory Phase Subcommittee of FCC's Cable Television Federal-State/Local Advisory Committee. State Office building, 100 Cambridge St., Boston.

■ Nov. 9—Fall conference, *National Association of Broadcasters*. Featured speakers: Senator Ernest F. Holling (D-S.C.); Curt Gowdy, NBC, and FCC Commissioner Nicholas Johnson, Sheraton Plaza hotel, Boston.

■ Nov. 9—Open meeting, FCC's Panel 3 (receivers) of the Cable Television Technical Advisory Committee. Marriott Motor hotel, Chicago.

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—International seminar, *Broadcasters Promotion Association*. Featured speakers include FCC Commissioner Richard E. Wiley; Harold Neal Jr., ABC Radio, and Chuck Blore, Chuck Blore Creative Services. 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*. Featured speakers: Van Patrick, MBS, and FCC Chairman Dean Burch. Hilton Palacio del Rio hotel, San Antonio, Tex.

■ Nov. 14—*Broadcast Music Inc.* rhythm and blues awards dinner. Rivermont Memphis hotel, Memphis.

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

Nov. 14-18—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—*Los Angeles Advertising Club* luncheon featuring Pulse Inc.'s "Man of the Year" award presentation to Tom Lowey. Wilshire Hyatt House, Los Angeles.

Nov. 15-18—Meeting, *California CATV Association*. Disneyland hotel, Anaheim.

Nov. 15-18—Annual meeting, *Iowa CATV Association*. Holiday Inn, The Amandas.

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

Major meeting dates in 1972-73

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

Nov. 12-16—International 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. 28-29—Annual meeting, *Association of National Advertisers*. Corromar 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.

NAB's fall conferences

Oct. 31, Denver; Nov. 2, Las Vegas; Nov. 9, Boston; Nov. 14, San Antonio, Tex.; Nov. 16, St. Louis; Nov. 21, Atlanta.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting[®] TELEVISION[®]

The newsweekly of broadcasting and allied arts

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

Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeldenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, Earl B. Abrams, senior editors.
Steve Millard, associate editor.
Alan Steele Jarvis, Don Richard, assistant editors.
Sandra Bartolina, Ann Cottrell, Carol Dana, Michael Kelly, editorial assistants.
Pamela Dutton, secretary to the editor.

SPECIAL PUBLICATIONS

Art King, director; Joseph A. Esser, associate editor; Jill Newman, editorial assistants.

ADVERTISING

Maury Long, general manager.
David N. Whitcombe, director of marketing.
John Andre, Southern sales manager.
Gerald Lichtman, classified advertising.
Doris Kelly, secretary to the general manager.

CIRCULATION

Bill Criger, subscription manager.
Laurie Endter, Quentin Keenan, Patricia Johnson, Jean Powers, Shirley Taylor.

PRODUCTION

Harry Stevens, production manager.
Bob Sandor, production assistants.

ADMINISTRATION

Irving C. Miller, business manager.
Dorothy Coll, Sheila Thacker.
Lucille DiMauro, secretary to the publisher.

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
David Berlyn, Rocco Famighetti, senior editors.
Lauralyn Bellamy, John M. Dempsey, Michael Shain, assistant editors.

Robert L. Hutton, sales manager; Eleanor R. Manning, institutional sales manager; Stan Soifer, music sales manager; Susan Hirata, Harriette Weinberg, advertising assistants.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, senior correspondent.
Bill Merritt, Western sales manager.
Sandra Klausner, assistant.

TORONTO: John A. Porteous, contributing editor, 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

LONDON: Dudley D. Carroll Jr., advertising sales representative, c/o American Magazine Group, 9 Warwick Street, London, W1. Phone: 01-437-5462

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.

© 1972 by Broadcasting Publications Inc.

Monday Memo

A broadcast advertising commentary from Ron Levin, partner in Carlson, Liebowitz & Gottlieb, Los Angeles

Guidelines to survival in the perilous life of a radio copywriter

Radio scares me. I guess because it's the easiest medium for a writer to fail in—meaning failure to sell, of course.

You can get a lot of yuks and have people all over town humming your copy and get fancy awards, but if the product doesn't move and the client hates you, that's bad. If you goof up in TV or print, at least you have a visual crutch to save you from disaster. People get to see the product and what it's named. This can't help but sell a certain amount of goods, because it has always been nice to buy something that has a vaguely familiar look over something that doesn't, all other things being equal.

Because of my never-ending fascination with what makes a radio commercial work (sell, that is), I've paid close attention over the years to the types of spots that succeed, including some of my own. I've also found that several cherished rules and traditions of radio commercials aren't necessarily so. For instance:

■ You don't need 60 seconds. During my Volkswagen years at Doyle Dane Bernbach (there must be 200,000 writers who have made that statement) I used to get radio job orders that routinely referred to "length of spot: 60 seconds." Who was I to question success? So I struggled mightily to fill this void with our usual approach of straight copy. One day, running out of verbal caulking compound, I asked, "can't we be just as clever in 30 seconds?" One of the great account supervisors of all time simply replied, "OK." From that historic moment on, I've always said hang the fact that time for a 30 costs 80% of that for a 60. Give your audience a break and tell them the same thing in half the time. Unless I've got something on my hands that's so entertaining it should be released as a single, or I'm announcing the discovery of penicillin—I stay with 30's. The world isn't out there waiting for my commercial.

■ You don't have to spend a lot of money to sound like you spent a lot of money. The Capitol library and other stock music and effects sources are sensational money-savers, if you're willing to spend the time digging. They literally could mean the difference between spending \$50 or \$5,000.

■ You don't have to mention the sponsor's name 14 times. I once worked on a hard-goods account that insisted we mention its name in the opening sentence and then at least once every five seconds thereafter. Once can be enough, if you hook your listener—which brings me to



Ron Levin began his advertising career in 1963 at Fuller & Smith & Ross Inc., Los Angeles, moving from there in 1966 to the Los Angeles office of Doyle Dane Bernbach. Three years later, he left as copy supervisor of DDB to open his own agency, Ron Levin & Co. Last July, Mr. Levin merged his agency with Carlson, Liebowitz and Gottlieb, Los Angeles, where he is now both copy chief and a partner. Over the last several years, Ron Levin has received nearly 50 advertising awards for work in television, radio, print and outdoor.

a particular commercial which could be marked, "all of the above."

A few years ago, before anyone ever knew what a Germaine Greer was, I wrote a spot for the Los Angeles *Herald-Examiner* titled, "Women's Rights." A powerful-voiced female orator was addressing a huge audience of women in an echoing convention-hall atmosphere:

"Do you believe that women have the right to wear any clothes they want?" (Massive cheering.)

"Do you believe that women have the right to become astronauts? (screams of affirmation) and fly to the moon?" (Wild cheering.)

"And now—the biggest challenge of them all (dramatic hush falls over the throng) . . . Do you believe that women have the right to know about a store sale—the day before it happens?" (Female crowd goes absolutely wild, band strikes up with "Stars and Stripes Forever" . . . sounds of thousands marching and cheering.)

Offstage male voice: "The *Herald-Examiner* agrees, ladies. We always print sales ads a day in advance."

Result? Enormous awareness through a vision (as only radio can do) of a massive, smoky convention hall, packed with thousands of cheering women, egged on by a masterful speaker and soul-stirring Sousa music. Cost: about \$75 plus talent. Time: 30 seconds. Mention of sponsor's name: once.

■ You don't have to use live copy to save money. You can use it to take advantage of an air personality, his following, his ad libbing, his charisma. Combine

this with the product as straight man, and you've got something money can't buy.

■ Retail radio need not be a drag. It can be fun. Some of the greatest advertising disasters of our time have taken place when retailers have tried to use radio as if it were a newspaper with knobs. Happily, two of my partners, Bob Grossman and Dennis Horlick, have a retail radio success story which deserves telling:

At a time when anybody in his right mind would realize that one pants store per every 10 persons was adequate, their client decided to open a pants store, an inseam away from 17 other pants stores. Disregarding the hipper-than-thou type of name that seemed mandatory, Bob and Dennis came straight to the point: "Your store is going to be a place where you go to buy pants—right? Then it's easy. Let's name it 'the place where you go to buy pants.'" First came a series of introductory spots featuring an information operator named Edwina. By the end of this series Edwina was having a nervous breakdown on the air from people phoning her for the number of "the place where you go to buy pants." She wanted to help, if only the caller would tell her the name of the store. At the end of the third spot she had finally gotten it straight in her mind that she was being told the name of the store all along. Then, to her horror, she was told that "the place . . ." was so successful—they were opening two more of the same name. (Fade under with hysterical sobbing.)

■ Television and print aren't the enemy. They are a radio rep's best friend. For several years I've been intrigued with research that says almost all viewers will replay a spot in their mind's eye when they hear the sound track played without picture. Unofficially, I've taken this sort of thing to its extreme and suggested that a powerful print campaign—with strong and consistent graphic identity—can reap the same kind of fallout benefit from radio.

Example: Two of my other partners, Janet Carlson and Iz Liebowitz, created one of the highest impact print campaigns ever to hit California. It was for a new product, Gilbert H. Brockmeyer natural ice cream. Four-color spreads appeared in the Sunday supplements. The look was striking. A pastoral scene showing Mr. Brockmeyer in a natural setting with milk and honey, eggs, cows, lush foliage, a barn—all done as color illustration of a most unusual style. Then came a radio follow-up that captured the same feeling through music and lyrics.

One more thing. The next time your client tells you: "I tried radio and it didn't work," offer this translation: "Somebody wrote some lousy advertising and it happened to end up on radio."

When a low-priced broadcast camera looks like a good buy, keep right on looking.

Take a good look inside. Check out the design and construction features.

Then think about what they mean in terms of reliability, maintenance, and long-term picture quality after the camera has been put to a lot of hard, daily use.

Look at the RCA TK-630 color camera.

The heart of its optical system is a simple one-piece sealed prism rather than the ordinary arrangement of mirrors.

It's simpler to maintain; stays in perfect alignment; eliminates the secondary reflections that even slight contamination of mirror surfaces can cause.

And for stability, the entire optical system is mounted on a sturdy bed-plate for extra rigid support of pickup tubes, lens and prism.

The result? Less shock and vibration. Extra dependability. And pictures that stay sharp and true.

Components are easily accessible so maintenance is fast and simple. The pickup tubes for example, can be replaced in two minutes. Without disturbing the

optical alignment and causing deterioration of picture quality.

Circuit modules are easy to get at, too. And they're totally solid state for compactness and long life.

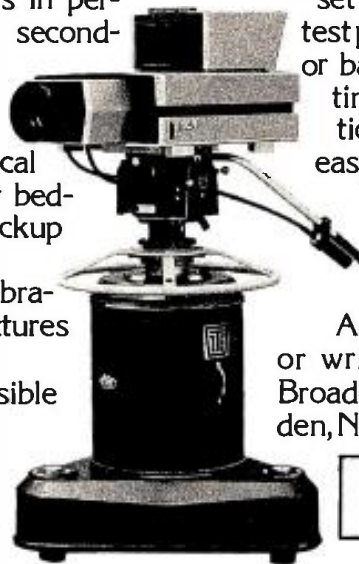
And the TK-630 is made for portability — with a plug-in detachable viewfinder and carrying handle that make it easy for one man to carry.

There are other quality features which set the TK-630 apart: Calibrated test pulse; built-in encoder with color bar generator; automatic pulse timing; deflection failure protection; electronic lens capping, easy setup. And many more.

The new low price is the first thing that looks good about the TK-630.

But by no means the last.

Ask your RCA Representative, or write for new brochure. RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.



RCA

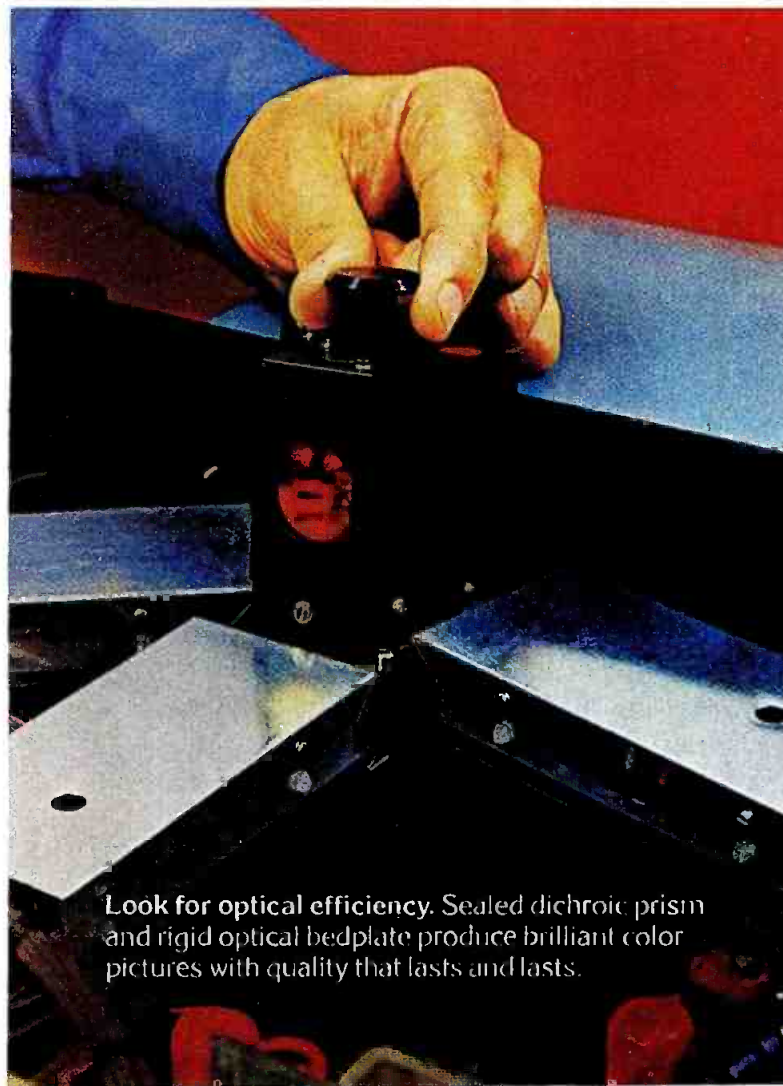
New TK-630 color camera.



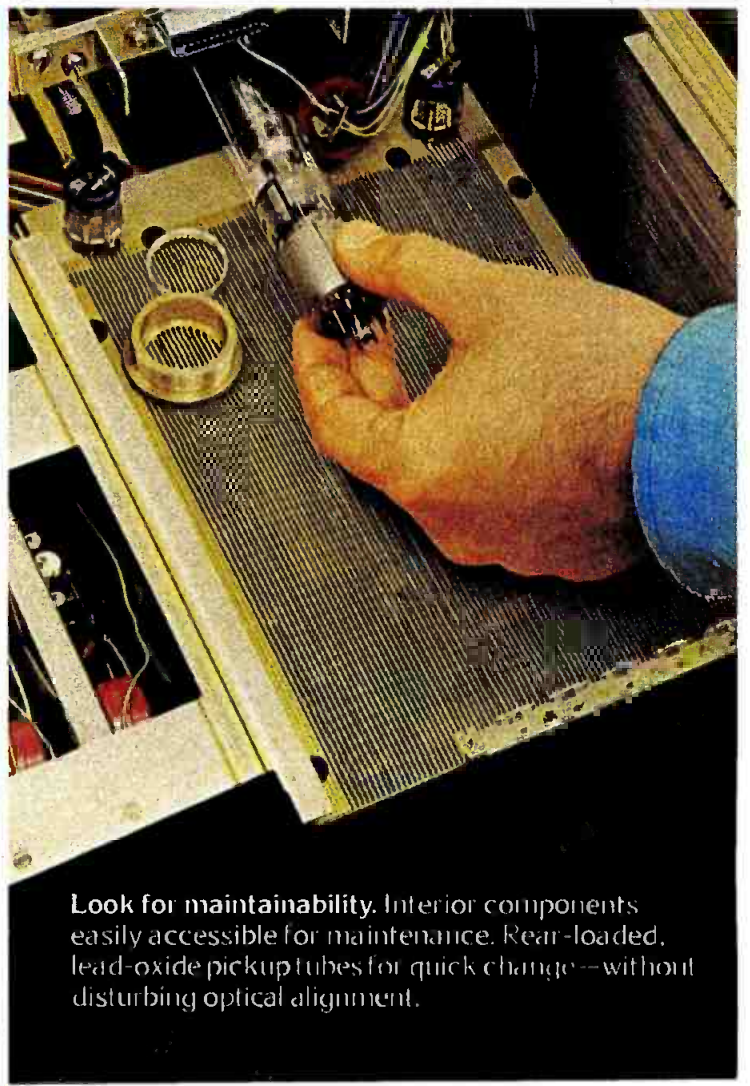
Look for versatility in field or studio use. Plug-in viewfinder quickly detaches for easy portability.



Look for rugged construction. An extra measure of design integrity. Sturdy circuit boards take hard knocks. Premium components for extra life.



Look for optical efficiency. Sealed dichroic prism and rigid optical bedplate produce brilliant color pictures with quality that lasts and lasts.



Look for maintainability. Interior components easily accessible for maintenance. Rear-loaded, lead-oxide pickup tubes for quick change—without disturbing optical alignment.

We'd like to make two things... "perfectly clear."

Among non-affiliated stations in 34 major markets,

We're ranked No. 1

5:00-6:30 p.m., Monday-Friday—37% metro share (2% increase over 1971)
3:30-6:30 p.m., Monday-Friday—34% metro share (25% increase over 1971)
Noon-3:30 p.m., Monday-Friday—20% metro share (tie) (5% increase over 1971)
6:30-7:00 p.m., Monday-Friday—32% metro share (tie) (Not measured in 1971)

We're ranked No. 3

Sign-on/Sign-off (7:00 a.m.-1:00 a.m.), Sunday-Saturday—20% metro share
(25% increase over 1971)

With our 20% share, we're behind only our sister station, WGN Television in Chicago, and WTTG-TV in Washington, D.C., for total broadcast day, seven days a week. They're tied with a 22% metro share.

Which—depending on how you look at ties—perhaps makes us No. 2.
We're saying No. 3 just because we like to be a little conservative.

Except when we're selling the growingest station in Denver.

Who are we?

We're KWGN Television, Channel 2, Denver, Colo.

QUALITY/INTEGRITY/RESPONSIBILITY/PERFORMANCE

Source: NSI, Average Weekly Television Audience Estimate July, 1972 (Day-part)
Data subject to limitations and restrictions listed on stated sources.

Broadcasting **4** Oct 30

Vol. 83 No. 18

The business in 1972: The bulls are running

While third-quarter reports make frequent use of the term 'record,' indications on Wall Street are that the fourth period will make the year a financial all-timer; the Commerce Department agrees

The country's publicly owned broadcasting companies are moving into the fourth quarter in a stretch run that seems certain to take them, as a group, to record sales levels in 1972 and many of them to record profits as well.

The prospect of an all-time performance for the year is implicit, and in some cases explicit, in the nine-month reports that started as a trickle out of corporate offices earlier this month, marking the end of the third quarter on Sept. 30, and by last week were coming in a stream (see page 45). And the good news they carried was also reflected in nine-month reports going out from other broadcast-related companies.

(The hard news of real earnings for the first three quarters was matched in spades by projections for the full year that issued last Friday. The U.S. Department of Commerce estimated that television revenues in 1972 would hit an all-time high at \$3 billion, 10% over last year's \$2.75 billion. Earnings also are expected to rise "sharply," up 35% from last year's \$389 million—to \$590 million from \$554 million. And as if that weren't good news enough, the department estimated that 1973 revenues would rise still another 9%, to \$3.3 billion.)

One of the most bullish reports of the year came from ABC Inc., putting third-quarter earnings at three times those of a year ago and showing nine-month earnings and revenues both at record levels, the former up 154% from a year ago on a 16% gain in revenues. Earnings from operations, almost \$24 million, were up 161% from a year ago and not only set a record for the nine months but dwarfed the former full-year record of \$17.9 million, set in 1966. Wall Street estimates that per-share earnings will reach \$3 to \$3.50, as against \$1.92 last year, have been characterized by Chairman Leonard H. Goldenson as conservative.

CBS was out earlier with a nine-month

report showing net income up 29% to \$53.6 million on a 10% boost in sales to \$984.9 million, both dollar figures representing records for the period (BROADCASTING, Oct. 16). CBS officials won't project year-end figures, but they did note that CBS has now turned in six consecutive quarters of sales and earnings improvements over comparable year-earlier periods. And despite a third-quarter softness in CBS's book-division operations, Wall Street analysts are projecting 1972 per-share earnings of about \$2.80 to \$2.90, versus \$2.22 in 1971.

NBC's sales and earnings are not broken out in the parent RCA's reports, but all indications suggest that they, too, are running at or near record levels. The nine-month report, showing RCA sales at a record \$2.81 billion and profits up 17% to \$113.5 million, said NBC sales "increased as a result of a continued pickup in advertising commitments and a stronger daytime position" and that profits were "slightly higher" although adversely affected by the costs of covering the political conventions (BROADCASTING, Oct. 16)—an adversity that would also be appli-

cable to the other network organizations.

Among the group station operators, Cox Broadcasting Corp. reported last week that operating revenues for the first nine months advanced 20% to \$55.9 million while net income rose 23% to almost \$7.1 million, or \$1.21 a share, a new record for the period. President J. Leonard Reinsch suggested that net income per share might range between \$1.65 and \$1.75 for the year. Either end of that range would represent a new record, up from the previous high of \$1.40 set in 1971. Cox Broadcasting's operations also got a boost from its 56.2%-owned affiliate, Cox Cable Communications, which issued a bullish report of its own last week showing nine-month net income up 48% on a 20% gain in operating revenues. Cox Cable's profit contribution to Cox Broadcasting for the nine-month period was \$710,375, or 47% more than in the same period last year.

Storer Broadcasting Co. put nine-month net earnings (before extraordinary items) at \$5.9 million or \$1.40 a share as against \$49,000 or \$0.01 a share a year ago. And while the improvement was attributed

Hot in September: network-TV billings

Advertiser investments in network TV totaled \$160.5 million last month, an 18.1% increase over the comparable year-ago period.

Because of the size of the percentage increase this in itself was news. But, as was noted by the Television Bureau of Advertising, which released the information compiled by Broadcast Advertisers Reports (BAR), the percentage gain was reminiscent of more prosperous times in television. The 18.1% gain, TVB pointed out, was the largest recorded for any single month since August 1969 (which

registered a 20.8% jump in network billing over August 1968).

The bounce in network sales was obvious from other aspects: It helped push the nine-month advance from \$1.1 billion last year to \$1.2 billion this year, a 10.6% increase. And the September climb certainly appeared to be healthy in all dayparts. Nighttime, for example, went up 12.4% and weekend daytime—its billing aided considerably by an extra weekend day in September and by the pulling power ABC-TV's Olympics coverage.

Network television time and program billing estimates by dayparts and by network (add \$000)

	September			January-September		
	1971	1972	% change	1971	1972	% change
Daytime	\$ 42,908.1	\$ 55,875.6	+30.2	\$ 357,051.2	\$ 417,050.6	+16.8
Mon.-Fri.	28,234.3	30,664.7	+ 8.6	250,458.3	277,708.6	+10.9
Sat.-Sun.	14,673.8	25,210.9	+71.8	106,592.9	139,342.0	+30.7
Nighttime	93,059.7	104,643.0	+12.4	768,569.7	827,825.8	+ 7.7
Total	\$135,967.8	\$160,518.6	+18.1	\$1,125,620.9	\$1,244,876.4	+10.6
		ABC	CBS	NBC	Total	
January		\$ 45,062.5	\$ 55,687.6	\$ 47,903.9	\$ 148,654.0	
February		44,809.4	53,203.6	51,065.9	149,078.9	
March		46,902.6	55,851.1	51,376.3	154,130.0	
April		45,998.6	53,140.1	46,418.1	145,556.8	
May		41,130.2	52,696.6	42,899.3	136,726.1	
June		37,185.3	45,030.7	38,785.2	121,001.2	
July		34,760.9	40,925.8	36,828.7	112,515.4	
August		38,068.5	41,539.5	37,087.4	116,695.4	
September		57,100.6	52,554.3	50,863.7	160,518.6	
Year-to-Date		\$391,018.6	\$450,829.3	\$403,228.5	\$1,244,876.4	

Source: Broadcast Advertisers Reports as released by Television Bureau of Advertising.

primarily to the merger of Northeast Airlines—a long-time drain—into Delta Airlines, Storer said “the broadcast operations also reflected operating results in 1972 significantly above those of 1971.” Company officials declined to estimate full-year results, but observers thought it significant that the Storer board last week doubled its quarterly cash dividend to 25 cents a common share, its pre-1970 level, and also declared a 4% common stock dividend.

Scripps-Howard Broadcasting boosted nine-month operating revenues from \$16.8 million to \$18.5 million and net income from \$2.8 million to \$3.3 million.

Pacific & Southern Broadcasting was an exception to the trend, showing a decline in net income from \$609,216 to

\$504,226 for the nine months, despite a boost in operating revenues from \$10.5 million to \$13.2 million.

Gross Telecasting, another group broadcaster, reported nine-month records with net income up 14% to \$786,225 on broadcast revenues that passed the \$4-million mark.

Still to come were the third-quarter reports of Capital Cities Broadcasting and some other groups, such as LIN Broadcasting. But Capcities posted gains of 27% in revenues and 39% in net income in the first six months, and LIN lifted first-half revenues almost 16% and turned a \$1.1-million first-half loss in 1971 into a \$1.9-million profit in 1972, and observers thought there was little likelihood that their third-quarter reports

would not also be upbeat. Mooney Broadcasting, another whose third-quarter report was yet to come, had a 21% gain in revenues and 72% rise in net income in the first half.

The vagaries of fiscal-year termination dates had some broadcast groups issuing first and second-quarter reports after the close of the Sept. 30 period. These also tended to be bullish. Taft Broadcasting, for instance, reported consolidated net earnings for the first six months of its fiscal year reached \$6.7 million, up 54%, thanks to a combination of “a highly successful first season at [the company’s new] Kings Island amusement center and the continuing strong performance of the company’s broadcast division.” Rahall Broadcasting reported first-quarter net income from continuing operations rose 54% to \$240,000 on gross revenues that increased 79% to \$2.2 million.

Among companies in broadcasting but having other major interests, initial nine-month reports followed a similar trend. Metromedia reported revenues up 14% to \$125.5 million and net income up by 49% at \$6.2 million, and John W. Kluge, chairman and president, expressed confidence that “this will be the most profitable year in our company’s history.”

Dun & Bradstreet reported strong gains and had this to say about its Corinthian Broadcasting subsidiary: “Broadcasting revenue for the nine-month period was up 23.6% over the similar period in 1971, when revenues were at depressed levels. Both revenues and income also were well in excess of levels attained in 1970, Corinthian’s previous peak year.” Fuqua Industries, another diversified company heavily oriented to broadcasting, also reported record sales and earnings.

The overwhelmingly bullish reports came as no surprise to Wall Street analysts specializing in broadcasting stock issues. Those questioned last week in a random canvass by BROADCASTING indicated, further, that they expected the gains to continue in 1973.

One of these, Edward Addiss of Matthews, Mitchell & Co., said the expected continuation of over-all economic growth should bolster the broadcasting industry’s sales profit picture next year. As for stock prices, Mr. Addiss said the broadcast issues are generally off their highs. He added: “At this point I would be neither a seller nor a buyer of broadcast stocks. I would just sit still.”

Arnold Rimberg of Mitchell, Hutchins & Co. noted that broadcasting has rallied along with the economy in 1972 and promises to show substantial improvements in sales and earnings this year. He said the networks led the way at the outset of 1972, with group stations recovering in the second and third quarters as spot business perked up and local continued strong.

He projected “a good year” for 1973 and said he was “particularly high” on ABC and Metromedia, at least for the short-term. He added that a number of stocks have fallen off their 1972 highs in recent months.

Charles McCarthy of W. E. Hutton &



CHRISTMAS IS . . .

A delightful 12-hour holiday special for all formats. .

CHRISTMAS IS . . .

Entertaining! Saleable! Holiday priced!

CHRISTMAS IS . . .

The sound of music from the present, flavored with a feel of the past . . . The sounds of the past, edited, produced and designed for the present . . . The sound of people, past and present.

CHRISTMAS IS . . .

Designed to run as many as three (48 hours) times . . . Constructed in hour modules for maximum flexibility . . . Solves the problem of part time holiday help and depleted holiday record libraries . . . Is available with appropriate advertising and merchandising materials such as thematic Christmas cards and invitation flyers for your sponsors, thematic signatures and promos.

CHRISTMAS IS . . .

Produced by programing db, Hollywood in cooperation with Western Productions Limited of Canada . . . And gift priced to brighten your holiday budget as well as your listeners' ears.

CHRISTMAS IS . . .

Exclusively yours if you're first to phone a Programming db Santa Claus collect and reserve it for your market . . . (213) 463-3224.

Co. was optimistic over the prospects for improvements in sales and earnings and expected continued advances in 1973, based on present economic indicators, in both TV networks and spot sales activity. He was particularly bullish over future prospects of ABC, Taft Broadcasting and Starr Broadcasting.

Howard Turetsky of Walston & Co.'s institutional research department said broadcast business generally has been "good" to date and promises to continue on a rising B level. He attributed the upbeat performance this year to the upswing in the economy. He noted that networks were abetted by the prime-access rule which resulted in increased demand for a more limited supply of advertising availabilities at firmer prices. He pointed out that in late 1971 and 1972 broadcast stock performance was among the leaders with considerable activity because projections pointed to a good year. He said prices peaked and now have slipped from their 1972 highs and "are where they should be." His favorite broadcast stock, he said, is ABC.

Broadcast Advertising

McGovern, Nixon run a close race in one way

Their respective campaign groups have spent nearly the same amount—nearly \$2 million each—on buying television and radio advertising

With the presidential election only one week away, the broadcast-media spending by the principal campaign committees of President Nixon and Senator George McGovern (D-S.D.) appeared to be running nearly neck and neck.

Committee reports filed with the General Accounting Office and made public last week by its office of federal elections showed that McGovern for President Inc. spent \$1,768,388 for TV and radio during the Sept. 1-to-Oct. 16 reporting period and the major Nixon committees spent \$1,895,044 for the same period.

The reports, which also contained expenditure and contribution figures and a wealth of other financial data for 217 Republican committees and 641 Democratic committees, are the first meaningful compilations on broadcast expenditures because they cover the period when both parties began buying TV and radio for the presidential campaigns. (In presidential election years the political-spending law requires committees to file reports with GAO's elections office on March 10, June 10, 15 days and five days before the Democratic and Republican conventions, Sept. 10, 15 days and five days before the general election, and a final report on Jan. 31 of the following year.)

Following is a summary of the TV-radio spending reports filed by the major Republican and Democratic presidential campaign committees:

The Television Committee to Re-Elect



They're everywhere. Political programs in the last days of this year's campaign are so frequent they've begun to look like regularly scheduled series. John Connally (l), head of Democrats for Nixon, appeared Oct. 20 on a "bobtail" network; Senator George McGovern was on a similar national hook-up last Wednesday (Oct. 25).

the President earmarked \$1,752,000 for broadcast-media spending but spent \$1,693,385. Democrats for Nixon was listed as spending \$323,154 of that amount on local TV and \$673,234 on network TV. (Breakdowns of network TV showed a total of \$398,873 spent with NBC, \$190,264 with CBS and \$132,034 with ABC.)

Also of the \$1.69-million figure, the Committee for the Re-Election of the President spent \$30,391 on local radio, \$1,457 on spot TV and \$82,527 on network TV. Itemizations of expenditures for network TV were shown as \$69,894 for CBS, \$85,223 for NBC and \$76,070 for ABC. TV and radio spot in this report was given as \$5,489.

There were two additional listings for CRP spending, again under the \$1.69 million. One showed the following breakdown for network TV and radio: \$29,287 for NBC-TV, \$26,340 for ABC-TV, \$27,782 for CBS-TV, \$4,590 for CBS Radio, \$4,044 for NBC Radio and \$7,480 for MBS. The other listed a total of \$56,464 for spot TV and radio (mostly radio) and \$149,890 for network TV (breakdown: \$22,998 for ABC-TV, \$3,995 for NBC-TV, \$122,890 for CBS-TV).

An additional item showed that \$4,278 in local TV was "reported as a contribution-in-kind by the Alabama Finance Committee." The report by the Finance Committee to Re-Elect the President showed that the committee had planned to spend \$183,545 on TV-radio but wound up spending \$208,201. The breakdown for network TV was: \$20,997 on CBS, and \$25,375 on NBC. There was a total of \$2,284 spent on spot radio; \$1,674 on spot TV.

The Radio Committee to Re-Elect the President had allocated \$18,000 for network radio but spent \$16,114 (\$7,480 on MBS, \$4,044 on NBC and \$4,590 on CBS).

McGovern for President Inc. reported total broadcast-time expenditures of \$1,768,388. A spokesman said last week that this was part of \$2,242,000 that was channeled through Guggenheim Productions, Washington, which is supervising the time buys as well as producing TV and radio material. The remainder of the \$2.2 million, the spokesman said, was for newspaper advertising, production, fees to timebuyers and dubbing costs.

Additional expenditures listed in the

report were \$74,945 for a half hour on Oct. 10 on CBS-TV and \$51,292 to TV Advisors Inc., New York, which sold the Oct. 10 telecast to a number of stations outside of the CBS line-up.

Of the \$1.7 million, \$978,725 was spent for network TV; \$550,699 for spot TV and \$238,963 for spot radio. Total broadcast payments were listed as \$2,595,000. (the \$1.7 million in time charges plus all related costs.)

The breakdown of costs for network-TV time was \$405,703 on CBS, \$387,175 on NBC, \$86,699 on ABC. Including editing charges, but before commissions, the respective figures are \$428,373, \$392,329 and \$125,009.

Stan Kaplan of the McGovern Committee predicted last week that a recent increase in political contributions will enable the McGovern committee to spend \$5.5 million on TV and radio before Nov. 7. Mr. Kaplan, a timebuyer with the McGovern committee, is president of Sis Radio Inc. (WAYS[AM] Charlotte, N.C., and WAPE[AM] Jacksonville, Fla.).

Under the campaign-spending law, the candidates can spend up to \$14.25 million on communications media, of which no more than \$8.55 million may be spent on TV and radio.

McGovern hitting hard with TV in the stretch

Talk-a-thons put candidate before voters on regional basis; more slots set on networks in final effort

Senator George McGovern is conducting a series of 60-minute TV "talk-a-thons" in key cities across the country. Scheduled for 7:30 p.m., many of the programs are being fed to other markets. Viewers are able to call the Democratic presidential nominee directly and ask him questions on the air. The series began Oct. 12 in Minneapolis, and since then has been produced or scheduled in Cleveland (Oct. 18), New York (Oct. 23); Milwaukee (Oct. 24); Los Angeles, feeding all of California (Oct. 27); Seattle, feeding the state of Washington and Portland, Ore. (Oct. 28); Hartford, Conn., feeding New Bedford, Mass., Providence, R.I., and Boston (Oct. 29); Pittsburgh, feeding Pennsylvania (Oct. 30); Chicago, 9 a.m., feeding Illinois (Nov. 2), and

Detroit, 7:30 p.m., feeding Michigan (also Nov. 2).

The strategy is to give voters in key electoral states the opportunity of confronting the candidate directly with whatever suspicions or questions they have of him. This is geared to reach the large group of undecided voters who might normally vote Democratic but are in doubt as to whether or for whom to vote this year. Secondly, it attempts to reinforce the "McGovern—for the people" image of the candidate while drawing strong comparison with President Nixon, who has not actively campaigned on television as yet.

In addition, Senator McGovern has paid for a half-hour on CBS-TV for next Friday night (Nov. 3) at 10:30 p.m., following the broadcast of the Friday night movie "The Dirty Dozen." McGovern headquarters are also negotiating for a half-hour on Sunday, Nov. 5. They will be sharing election eve, back-to-back with the Republicans, on ABC-TV, 8-8:30 (Republicans follow, 8:30 to 9) and on CBS, 10 to 10:30 p.m. (Republicans follow 10:30 to 11 p.m.).

Senator McGovern addressed a nationwide TV audience last Wednesday (Oct. 25) at 7:30 p.m. NYT. He hit hard on alleged corruption in the Nixon administration. The program was carried in New York by every VHF station except WPIX(TV) and WNET(TV) (noncommercial)—making a total of five stations to simulcast the program.

Across-the-dial buy pays off for GOP

Connally was bucking himself on Oct. 20, but the blanket strategy gets high ratings, shares

The Democrats for Nixon tele-blitz of Friday, Oct. 20, achieved predictably high ratings. The half-hour program, broadcast at 7:30 p.m., using the Treyz plan, blanketed cities such as New York, Los Angeles and Philadelphia, where five stations carried the programs simultaneously, and buried such places as Cleveland and Detroit, where every TV station broadcast the program. In New York, the show received a 30-point rating, with a 54 share of audience, making John Connally TV's newest superstar, second, in fact, only to Archie Bunker. In Los Angeles, the show received 21 rating points and a 38 share of the audience. When Senator McGovern first used the Treyz plan for his 7:30 p.m., Oct. 10, Vietnam address, he received a 27 share of the New York audience (using two stations, WNBC-TV and WCBS-TV) and a 40 share of the Los Angeles audience (where it was carried on four stations).

Democrats for Nixon rebroadcast their Friday telecast the following Monday night (Oct. 23) at 7:30 p.m. over NBC-TV only. The New York and Los Angeles Nielsens for this telecast pointed up the effectiveness of the Treyz plan, for Monday's ratings were, by contrast, very low and typical of ratings usually re-

ceived for political programs: WNBC-TV, New York, received 1.9 rating points for a three share of the audience; KNBC-TV, Los Angeles, received 4.7 points for a seven share.

It has been noted that many stations that had turned down the McGovern Vietnam program because their station policy forbade paid political longer than five-minutes, changed policy to carry the Connally program. Notable among this group is Metromedia, which had previously rejected half-hour political programs. Lawrence Fraiberg, manager of Metromedia's WNEW-TV New York, was quoted as saying: "We altered our policy midstream, after first turning down McGovern, when it became apparent that the push would not be in minute spots the way it had been in past years." Now that these stations have accepted one 30-minute paid political, however, they must afford Senator McGovern equal opportunity. In fact, Senator McGovern's half-hour program broadcast last Wednesday (Oct. 25) at 7:30 p.m. was carried on WNEW-TV (Metromedia's Los Angeles station, KTTV-TV, has an engineer's strike on its hands and politicians are too savvy to cross picket lines to place an order). In addition, the program was carried on the full ABC-TV network, about 75 NBC-TV stations in a bobtailed network and CBS O&O's (except Philadelphia).

The Nielsen ratings for last Wednesday night's McGovern telecast again showed the very high scores that have come to be expected when the Treyz plan of multinetworking plus strategic spot buying are used for political broadcasts. In New York, where the 7:30 p.m. telecast was on five out of six commercial VHF's, it received a total of 26 rating points for a 45 share of the audience.

[The real winner of the ratings in New York, however, was WPIX-TV, the one V that didn't carry McGovern. Its regularly scheduled broadcast of *The Courtship of Eddie's Father* received a 31 rating, capturing a 55 share of the audience.]

Democrats for Nixon countered later in the week (Saturday, Oct. 28) with a mini-blitz: a five-minute TV spot carried simultaneously at 10:55 p.m. over ABC, CBS and NBC networks.

MMT arrives

MMT Sales, with offices in six cities including its headquarters in New York, officially opens its doors today (Oct. 30) as a new station-representation company. MMT Sales, of which Fred L. Nettore is president, is initially repping five television stations owned by Meredith Broadcasting: KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix; WNEM-TV Flint-Saginaw-Bay City, Mich.; WHEN-TV Syracuse, N.Y., and wow-TV Omaha.

The cities and the offices: New York 10022—850 Third Avenue, (212) 758-3838; Atlanta 30309—1819 Peachtree Road, Northwest, (404) 351-5930; Detroit 48084—4086 Rochester Road, Troy, Mich., (313) 689-1033; Chicago 60611—625 North Michigan Avenue, (312)

787-8752; Los Angeles 90036—5900 Wilshire Boulevard, (213) 938-2023, and San Francisco 94104—44 Montgomery Street, (415) 986-4044. Appointments of sales managers in each of the branch offices were announced previously (BROADCASTING, Oct. 9).

Georgia Power spots latest to be raised as fairness issue

Eleven stations under the gun for carrying utility's commercials; TVB's Cash says there's a way to advertise and still avoid trouble

Eleven Georgia television stations have been put on notice they may have to answer to the FCC if they do not make free time available for the airing of responses to a campaign of 60-second spots the stations carried last summer advertising the Georgia Power Co. The notice, from citizen and labor groups, contends that the commercials raise controversial issues of public importance focusing on the questions of the "diminishing fuel supplies, involuntary reductions in power, and the health hazards caused by the electric power facilities, as well as other environmental damage," and the company's effort to obtain a rate increase.

The letters to the stations, dated Oct. 19, contend that the commercials "are part of a concerted campaign to persuade the public as well as governmental officials to support Georgia Power's unprecedented expansion plans for the 1970's, its pending request for increases in retail electric rates, as well as the programs to cope with the environmental damage it causes and to soothe public irritation with the company's long cries of abuses and poor public service."

The letters argue that such commercials are not general product advertising and are not indirect—and that they do raise fairness-doctrine questions.

The letters were written in behalf of the Georgia Power Project, a group that keeps watch on Georgia Power Co. activities; the Georgia Tenants Organization, an affiliate of the National Tenants Organization; the Emmaus House, the Atlanta chapter of the National Welfare Rights Organization, and the Atlanta Labor Council AFL-CIO.

They have asked the stations to inform them by Oct. 31 of the manner in which they intend to discharge their fairness-doctrine responsibilities. In that connection, they asked the stations to report the current schedules of the power company's commercials as well as any programming the stations have carried that they feel present contrasting views.

The groups said that they cannot afford to buy television time but that they "request the opportunity to assist" the stations in discharging their obligation "to present the other side of the controversial issues of public importance raised" by the company's spots.

If "a satisfactory response" is not re-

Remote broadcasts, simplified.



The Bell System's new Voice Connecting Arrangement, known as a Voice Coupler, may not be the only way to send a remote broadcast back to the studio, but it is by far the simplest.

Take that high school game everyone's interested in:

When your announcer arrives, the broadcast equipment is plugged into a Voice Coupler provided by the local Bell Company.

Then all that is necessary is to establish the call to the studio and begin the play-by-play.

It's all very quick and easy, and it's remarkably inexpensive.

Your local Bell System Communications Consultant can give you the details. So why not call before your next remote broadcast? AT&T and your local Bell Company.



ceived by the deadline, the groups said, they will file a formal complaint with the FCC.

The stations involved are WYEA-TV, WTVM(TV), and WRBL-TV, all Columbus; WSB-TV, WAGA-TV, WTCG(TV) and WQXI-TV, all Atlanta; WMAZ-TV Macon; WALB-TV Albany; WJBF-TV Augusta, and WRDW-TV Augusta.

While Georgia television stations were pondering charges that they had incurred fairness-doctrine obligations as a result of commercials they carried promoting the Georgia Power Co., Norman E. (Pete) Cash, president of the Television Bureau of Advertising, was prodding public utilities to use television advertising to tell their story. He said they could do it in a way that would avoid controversy.

Mr. Cash, who spoke in Cleveland at a regional meeting of the Public Utilities Advertising Association, said the public has the "right to know" why it needs new energy sources and from where these will be obtainable, and why rate increases are necessary for the utilities. "This is the time," said Mr. Cash, "when you need more financial funds . . . must advertise to the entire marketplace—and that means television advertising."

He offered guidelines that he said represented a "consensus of station and legal counsel opinion which should help point ways to overcome most stations' reluctance to carry your commercials." Mr. Cash said suggested areas for TV commercials would include situations in which the utility offers benefits to the public, outlines a specific problem and then shows how it goes about to correct it; talks about ways the public can help to correct negative situations (as in how power can be conserved); shows the benefits derived from use of home appliances and talks about lower rates in the context that its own rates have declined over the years.

Still other areas, he said, would encompass the filling of non-company needs, identification with community affairs, and talk of what its employees are doing to improve the community.

Milk producers put lid on an old ad slogan

Complaints and FTC investigation force California milkmen to change 'every body needs milk' theme

The highly effective "every body needs milk" advertising theme, promoted for the last two years throughout California, mostly on radio and television, but also in print, by the California Milk Producers Advisory Board, Modesto, Calif., is being phased out as the result of challenges raised by some doctors, particularly allergy specialists, and under the pressure of an investigation by the Federal Trade Commission.

"There were some doctors, allergy specialists, who objected to the Federal Trade Commission about the validity of our statement that 'every body needs

BAR reports: television-network sales as of Oct. 8

CBS \$470,694,600 (36.3%); NBC \$420,824,500 (32.4%); ABC \$405,284,100 (31.3%)*

Day parts	Total minutes week ended Oct. 8	Total dollars week ended Oct. 8	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	90	\$ 542,300	2,929	\$ 17,454,100	\$ 17,615,400
Monday-Friday 10 a.m.-6 p.m.	1,025	8,977,600	38,707	269,774,400	242,420,700
Saturday-Sunday Sign-on-6 p.m.	371	6,708,700	12,252	148,684,200	118,138,300
Monday-Saturday 6 p.m.-7:30 p.m.	94	2,169,500	3,756	67,092,700	55,703,400
Sunday 6 p.m.-7:30 p.m.	16	448,900	532	11,539,600	15,829,900
Monday-Sunday 7:30 p.m.-11 p.m.	409	23,810,500	15,747	706,561,100	679,719,400
Monday-Sunday 11 p.m.-Sign-off	153	2,624,400	6,022	75,697,100	53,237,800
Total	2,158	\$45,281,900	79,945	\$1,296,803,200	\$1,182,664,900

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

milk," a spokesman for the advisory board explained. "Actually just a couple of doctors objected but the Federal Trade Commission now is investigating our entire program."

To satisfy the objections, the milk advisory board is in the process of changing its theme to "milk has something for every body."

"Between now and Dec. 31, we'll still be seeing and hearing the old slogan, but by Jan. 1, 1973, there will be a complete change," the spokesman said. The milk advisory board official—who indicated that the original slogan is valid since "a child may be allergic to milk for awhile but most of them outgrow that allergy for milk within a year"—reported that the new slogan was taken to nutritionists and doctors for evaluation and seemed to satisfy previous objections. He also noted that marketing tests indicate that the new slogan "will have as much impact as the original one."

The "every body needs milk" theme began running in California in April 1970. It was franchised from the Twin Cities milk producers and was used in Washington and Oregon for two years prior to the use in California. The California Milk Advisory Board, through Cunningham & Walsh, San Francisco, used the "every body needs milk" theme with such personalities as Vikki Carr, Pat Boone, Abigail Van Buren, Vida Blue, Phyllis Diller, Ray Bolger, Karen Valentine and Billy Graham delivering radio and television testimonials as to their belief in milk. It has been one of the most talked-about campaigns in California in recent years (BROADCASTING, May 1).

Earlier this month Olympic champion swimmer Mark Spitz was added to the campaign and singer-actress Diahann Carroll is scheduled to join soon. The Spitz commercials already are using the new "milk has something for every body" slogan. So, too, presumably will the Carroll commercials when they are produced. Indications are that not all of the old commercials will be phased out. In most instances the change of themes will merely require a change in tag lines.

FCC rules out hour of realty ads

It says public interest would be outweighed by commercial interest

An Ohio UHF's plan to air a weekly one-hour program consisting of real-estate listings has failed to make an impression at the FCC.

Under delegated authority, William B. Ray, chief of the commission's complaints and compliance division, ruled that the proposal, by WUAB(TV) (ch. 43) Lorain, was inconsistent with the agency's programming rules and policies.

WUAB had proposed to sell an hour of time each week to an independent producer who, in turn, would give local real-estate agents the opportunity to present listings over the air for a fee. The station emphasized that both the producer and his clients would be treated as sponsors and the entire hour would be logged as commercial matter in compliance with the commission's sponsorship-identification rules. It maintained that, although it recognizes the commission's concern with overcommercialization, the proposed offering would provide a service to WUAB viewers interested in purchasing property and would therefore serve the public interest.

Mr. Ray, however, found after reviewing a script for the proposed program that "any element of bona fide public interest is at best wholly incidental to the predominant commercial interests represented."

Mr. Ray referred to a 1966 FCC ruling authorizing the Gordon McLendon chain to experiment with an all-classified-ads format on KGLA(FM) (now KOST[FM]) Los Angeles (BROADCASTING, July 4, 1966). Though the commission had authorized the format, which was later abandoned as a commercial failure, on a one-year conditional basis, Mr. Ray recalled, it had made clear at the time that the ruling did not reflect a change in its policy against overcommercialization.

Bristol-Myers stirs few cheers for its proposal

Reps say payment liability idea shouldn't be directed to them; stations still want door to knock on when the bills are overdue

Broadcast salesmen gave a mixed reception last week to Bristol-Myers's request that stations recognize the advertiser's position that it will not be held liable for media bills ("Closed Circuit," Oct. 23).

Among the reactions:

■ Group W's Donald H. McGannon, president and chairman, told Bristol-Myers that while his company would deal with, and accept payment from Bristol-Myers agencies it reserved the right to collect from the advertiser if circumstances so demanded.

■ Many reps said they would correspond first with stations to determine their individual policies.

■ A major TV rep said it was taking a position that the rep and its station clients considered the advertiser's agencies (among them, Grey Advertising, SSC&B, Young & Rubicam, Ted Bates & Co., Needham, Harper & Steers, Foote, Cone & Belding) are reliable and hardly a bad risk. But, he said, stations or groups that add a dual-liability clause to their contracts, though they may not be directing themselves to a Bristol-Myers, wish nonetheless to reserve the right to exert pressure on agencies, and the client if need be, when bills go unpaid.

The Bristol-Myers request was put in a letter sent to reps. It asked that the letter be signed and returned as an acknowledgment of stations' acceptance. Said one rep:

"Bristol-Myers is nine months late. The issue of sole liability vs. dual liability, or joint liability or liability of several parties, was controversial at the time of Lennen & Newell's financial difficulties and eventual bankruptcy.

"Reps," he said, "don't make policy. The letter was misdirected. Reps have no right to answer and must obviously pass this on to stations—and why didn't Bristol-Myers write to stations directly?"

Though Bristol-Myers apparently was not getting fast action, by virtue of its spot budget it was getting attention. The advertiser and its subsidiaries spent more than \$25 million in spot TV alone last year and for the first six months of this year placed an estimated \$10 million in spot TV, with another \$2.29 million in spot radio.

The advertiser's letter was sent to reps by Richard D. Ressler, manager of business affairs, advertising services.

On Oct. 20, Mr. McGannon wrote Mr. Ressler that Group W "has for a long period of time viewed the relationship between advertiser and advertising agency as typical of that which is found in the conventional-principal-agency context.

"Therefore, it is covered by the established law on this subject. This speci-

fically means that Group W would deal with the agent, is willing to be paid by the agent but reserves the right at all times to secure payment from the principal if circumstances require that course of action. Our contract has and will continue to make this clear."

Mr. Ressler's letter had noted that the advertiser was requesting that "as a condition precedent to and as essential element of each Bristol-Myers agency order," stations must agree to honor the American Association of Advertising Agencies' standard contract clause placing liability for payment solely on the agency.

Said Mr. McGannon: "We have read and disagree with the position of the 4A's on this subject," which he said amounts to a reasoning that there's been a long period of economic reliability and stability on the part of advertising agencies. This, he said, "is not responsive, in itself, to the issue of eliminating liability on the part of the principal."

Mr. McGannon said he did not suggest that the circumstances involving Lennen & Newell and a media-buying service, U.S. Media—International, are going to be "contagious or represent a widening of the basic practice of the past," but that "in the absence of a compelling need to relieve the principal of liability, these facts represent a practice in being and valid and acceptable to the industry at large."

Other reps pointed out that many stations or station groups that adopted an additional dual liability clause did so because of the existence of independent buying services. That reasoning in effect: It may not make a difference in a situation like that of Bristol-Myers, but with another advertiser, or another year, the agent may not be a Young & Rubicam but a buying service, "and we would wish to have recourse to either the agency of record or the client itself."

One president of a rep firm said he could agree with Bristol-Myers's position in all respects, but at the same time, some stations would still wish to limit the liability to the advertiser's current agencies, keep the matter open for review "if and when the agencies, or conditions, change."

du Pont underwrites variety of specials

Buys fit advertiser's preference for lone sponsorship, prime time

Du Pont Co., Wilmington, Del., through BBDO, New York, is investing a reported \$3.5 million in sponsorship of television specials to be presented during the 1972-73 season. In all, nine du Pont specials will be presented under the umbrella title *Du Pont Cavalcade of Television*, seven on ABC-TV and two on CBS-TV.

The four series that will make up the *Cavalcade* are "Jane Goodall and the World of Animal Behavior" and "The Undersea World of Jacques Cousteau," both produced by Metromedia Producers Corp.; "Portrait," produced by Universal

Television and "Appointment with Destiny," produced by David Wolper Productions. All but the last named series, which will be on CBS-TV, are scheduled for ABC-TV. There will be four "Cousteau" and one "Goodall" repeats during the season.

First of the specials to be offered will be "The Smile of the Walrus" on Nov. 15 on ABC-TV, part of "The Undersea World of Jacques Cousteau" series. Three other Cousteau programs also are scheduled. First "Appointment with Destiny" special will be "Cortez and Montezuma," slated for CBS-TV on Dec. 6. It will be followed by a re-creation of Admiral Perry's exploration of the North Pole.

The "Portrait" series will open on ABC-TV on Dec. 17 with "The Woman I Love," depiction of the Wallis Simpson-King Edward VIII romance. "The Wild Dogs," another ABC-TV hour, will start the "Jane Goodall" series on Jan. 25, 1973.

According to Hugh B. Horning, du Pont's manager of corporate advertising and radio-TV syndication, selection of the specials was determined, at least in part, by the advertiser's preference for prime-time entertainment-documentary programs. "Whenever possible we prefer to be the only sponsor of the program," Mr. Horning additionally explained. Du Pont, he also noted, prefers "a series of specials to a one-shot special."

ARB does a split

Owens to head ARB Television; McClenaghan will be over ARB Radio

American Research Bureau has created separate divisions for radio and television in a move to give all its clients better service, Theodore F. Shaker, president, announced last week.

Robert L. Owens, who has been vice president, sales and marketing, was named vice president and general manager of ARB Television. William T. McClenaghan, vice president, radio sales, was named vice president and general manager of ARB Radio. Mr. Shaker said each will be responsible for his division's product and its development, will oversee the coordination of services within his division and will be responsible for conceiving broad marketing strategies.

In an accompanying realignment of sales operations, Norman S. Hecht, who has been vice president, marketing, was named vice president, sales and marketing, and three new vice presidencies were created, all reporting to Mr. Hecht, to head sales to TV stations, to radio stations and to advertisers/agencies, respectively. John A. Fawcett, general sales manager, broadcaster services, was named vice president, TV sales; Joel K. Schwartz, national sales manager, agency and advertiser services, was named vice president, advertiser/agency sales, and Ronald L. Gleason, regional manager, Eastern broadcaster sales, was named vice president, radio sales.

It was also announced that William N.

Shafer, who has been vice president, national sales, will move shortly to Los Angeles as vice president, Western sales, and that Gerald Flesher, director of advertising and public relations for ARB, has been elected vice president in charge of those functions.

Mr. Shaker explained that by having separate divisions and sales staffs for TV and radio, ARB expects to provide better and more specialized service to the differing needs of each.

Fertile ground for direct response?

Direct marketing has become the fastest growing category of advertising on television, but radio offers the direct marketer something that TV cannot, according to Michael Fabian, executive vice president of March Advertising, New York. That something, he said, is target audiences.

Mr. Fabian, whose agency specializes in direct-response advertising, told a luncheon seminar held by CBS Radio Spot Sales that radio has done a poor job in promoting itself as a direct-marketing medium and that radio broadcasters, especially through the Radio Advertising Bureau, should get a major effort under way. The Television Bureau of Advertising, he said, has done a more vigorous and effective job in this area. "We're very happy



Pitching. Michael Fabian (l), executive vice president of March Advertising, a New York agency dealing in direct response, chats with Sam Digges, president of CBS Radio, and John Lack, New York sales manager of CBS Radio Spot Sales.

with radio as a direct-marketing medium," the March executive said. "You ought to go after direct marketers more vigorously. Get after the RAB." In addition, he said, radio broadcasters should make radio easier to buy, by setting "a firm mail-order rate" and sticking to it.

Mr. Fabian denied that direct-response advertising in broadcast is "mostly" per inquiry but acknowledged that a lot of stations "got burned" by accepting P-I in the tight economy that followed the loss of cigarette advertising. "We prefer the cash basis," he said. "We don't run P-I." He conceded, however, in response to other questions, that his agency would accept cash guarantees—in which a station continues to run spots until the advertiser's sales goal is reached—if they are available.

The inch, the mile. The former U.S. surgeon general, Luther L. Terry, said last week in New York that he would like to see all cigarette advertising banned, noting that since cigarette advertising was banned by law on radio and TV tobacco promotional funds had been diverted to other media. He said he didn't believe it logical for spending to move from broadcast to newspapers, magazines and billboards. At a news conference held in conjunction with the American Cancer Society's annual meeting, Dr. Terry, who released the first government report linking cigarette smoking to cancer, also expressed concern for broadcast advertising of little cigars, which, he said, are mild enough to be inhaled.

A call for legislated public-service time

Manoff proposes that 10% of commercial slots be set aside in a 'bank'

Richard K. Manoff, chairman and chief executive of the advertising agency bearing his name, proposed last week that stations and networks be required by law to set aside 10% of commercial time as a TV and radio "time bank" for public-service messages.

Mr. Manoff's suggestion was formally presented Oct. 23 in an address that for the most part was critical of television's role in, and effect on, social change. The speech opened the annual meeting in San Antonio, Tex., of the Planned Parenthood Federation of America.

The agency chairman, who acknowledged the time-bank idea was not solely his own but had been recommended by others in years past, suggested it be administered by a special corporation established by Congress and independent of political control.

Mr. Manoff, a consultant to the U.S. and other governments on mass communications for educational programs, noted that in 1969, the White House Conference on Food, Nutrition and Health had recommended that "10% of all radio and television time, in all time periods, be retained for public service." He said still other entities had intimated that TV-station licensees who devote 10-12% of a program schedule to nonentertainment could be presumed to have reached an acceptable level of performance in the public interest.

Mr. Manoff described difficulties in negotiating for free time to deliver public-service messages. The Manoff agency is the volunteer organization responsible for creating and producing public-service messages for the current national family planning-population education campaign run by the Advertising Council and sponsored by the federation.

At one point in his speech, Mr. Manoff said that most public-service campaigners have to beg for "some scraps of time from local stations or networks. We are

the only country in the world whose people have given their air time entirely away and then, when they want some of it back, have to solicit it as a philanthropy and suffer the indignities either of rejection or of the pittance of beggary."

The agency chairman suggested also that certain safeguards be established that would assure stations of protection against "unreasonable losses from such a forced reallocation" of commercial time to public service.

Un-commercial

A Chicago-area rock FM went noncommercial for one day on Oct. 17 with the hope that the move would create good vibrations for the unheard advertisers. The project was initiated by WGLD-FM Oak Park, Ill., and is part of an experiment that will be followed on a weekly basis, according to Ed Shane, the station's program director. Mr. Shane said: "Since young people—our largest audience—are becoming more wary of commercialism in its many forms, we have decided to experiment to see to what lengths a commercial radio station should go to make its commercials more palatable, and at the same time, more effective." The station had experimented previously with one-hour, commercial-free blocks. "Our goal was and is to make the listener realize that by offering him more music at particular times of the day or week the advertiser is doing him a favor and, therefore, should be supported," Mr. Shane said.

Business Briefs

More 'water world'. Kiekhafer Mercury Division, Fond Du Lac, Wis., (marine products subsidiary of Brunswick Corp.) through Gardner Advertising, St. Louis, and Champion Spark Plug, Toledo, Ohio, through J. Walter Thompson Co., Detroit, have renewed *Lloyd Bridges' Water World*, half-hour bartered syndicated TV series. Heathertel Enterprises, New York, will produce 13 additional half-hours of series. First 13 were available last January. Show, dealing with boating events and safety, is distributed in U.S. by CPM Programs, New York, and in Canada by Glen-Warren Program Sales, Toronto. It was on 152 stations in U.S. and Canada.

Election fever. Travelodge International, El Cajon, Calif., through Dailey & Associates, Los Angeles, and Teledyne Packard Bell Electronics, through Century Communications, both Los Angeles, have signed as co-sponsors of CBS News election coverage on CBS Radio (includes pre-election special, Nov. 6, at 7:35 p.m. NYT, election night results, Nov. 7, and three nine-minute specials that night plus a post-election nine-minute special at 6:37 p.m. on Nov. 8).

Media services company. New firm specializing in media placement and planning has been announced by Mort Keshin, who formerly was with S. Jay



'Mean Business.' Vick Chemical Co., through BBDO, both New York, is placing all of its Vicks cough drops' TV-advertising weight behind introduction of a new product, Vicks Menthol-Eucalyptus Cough Drops, in the first week of November. According to Vick advertising officials, the campaign features a 30-second commercial with movie heavy Aldo Ray, who warns viewers: "These babies don't taste like candy; they taste like they mean business." Network TV will be used including participations in prime time, news shows on all three networks, plus *Tonight* on NBC. Support of product, tested in TV for one year in four markets using the Aldo Ray commercial, will continue "for the entire peak cough-drop selling season," the company said.

Reiner, independent media and buying service. Other principal executives of Mort Keshin & Co., are Frank Howlett, vice president, director of media buying, and Marcia Herman, senior buyer. 1044 Northern Boulevard, Roslyn, N.Y. 11576; phone: 484-9300.

Playing ball. Sperry Rand Corp., New York, will sponsor *The Sperry NFL Report* on NBC-TV, series of six 15-minute reports to follow key National Football League games with sports commentator Jay Randolph interviewing players and concentrating on pivotal plays in games. Games include Nov. 23 (Thanksgiving), Dec. 9, 16, American Football Conference Playoff games Dec. 23 and 24, and AFC championship game on Dec. 31. Young & Rubicam, New York, is agency.

Rep appointments. KOB-AM-FM Albuquerque, N.M.: McGavren-Guild/PGW Radio Inc., Hollywood ■ WKBS-TV Philadelphia: Metro TV Sales, New York ■ WPBS(FM) Philadelphia: Century National Sales Inc., of Century Broadcasting Corp., Chicago ■ WXII-TV Winston-Salem, N.C.: Katz Television, New York.

Sroge creates subsidiary. Maxwell Sroge, president, Maxwell Sroge Co., Chicago consulting, advertising, and management firm, announces establishment of Tele-spond Inc. Jack Owen, vice president and broadcast director, Foote, Cone & Belding, New York, named general manager and executive VP of new subsidiary which will specialize in direct marketing via broadcast media.

Coming through the front door of ownership: a new direction for blacks in broadcasting

The minority licensee becomes reality as a growing group of entrepreneurs realizes the power and the money behind the license for a station

To blacks and other minorities, the broadcasting business for years has been foreign, hostile territory. It was controlled by The Man for the benefit of his own kind. At best, minorities could, with the help of a handful of public-interest lawyers, use what leverage the law allowed to gain some access—in terms of programming directed at them and the employment of minority-group members. But now blacks are showing interest in a new approach to the access question, one that involves owning a piece of the territory.

The hard evidence for such interest is still relatively scarce. Two weeks ago, black publisher John H. Johnson was reported buying WGRT(AM) Chicago; in August, the sale of four Dynamic Broadcasting Inc. radio stations to a black group in Pennsylvania was announced, and in May, L and P Broadcasting disclosed its sale of WNOV(AM) Milwaukee to a group headed by Jerrel Jones, pub-



Percy Sutton, Manhattan borough president and owner of the *Amsterdam News*, is a principal in a group that has purchased WLIB(AM) New York.

lisher of a black weekly, the *Milwaukee Courier*. There is also some activity in television, now barren of black ownership: The black owners of WGPR(FM) Detroit have applied for channel 62 there (from which WXON[TV] is moving to channel 20), and a predominantly black group in Washington has won the right, in a bankruptcy auction, to apply for the construction permit to build a station on channel 50 there. Out of black population of 20 million, that may be hardly a ripple of interest, particularly since fewer than 20 of the 7,000 radio stations on the air—and none of the 700 television outlets—are black owned.

But, according to blacks who work in that sometimes noisy neighborhood where minority and broadcasting interests intersect, there is considerable below-the-surface interest on the part of blacks in broadcast ownership—cable television, too, for that matter.

Theodore S. Ledbetter Jr., a communications consultant who is one of the principals of the group that will apply for the Washington channel 50 permit, says there are "a lot of negotiations going on, a lot of packages being put together." He predicted these activities would produce "a lot more" sales in the next six months than the past six, at least in radio. He also said he has seen interest in cable-television ownership.

(Mr. Ledbetter declines to identify any of the blacks he says are moving toward acquisitions. But William Wright, of Black Efforts for Soul in Television, long active in alerting blacks to their opportunities, and to licensees' obligations in the broadcast services, says he knows of six black politicians—on the state or local level—who are interested in buying into radio. Their motive is the fundamental one of wanting access to a mass medium they either cannot get from white owners, or afford, if it is offered.)

Manhattan Borough President Percy



Theodore S. Ledbetter Jr., a communications consultant, is head of a predominantly black group that has purchased the rights to apply for a UHF CP in Washington.

Sutton, one of the black principals of Inner City Broadcasting Corp., whose purchase of WLIB(AM) New York was approved by the FCC in July and who has carried on a kind of one-man crusade to drum up enthusiasm among blacks around the country for broadcast ownership, also says he feels interest rising.

So does the FCC's first black commissioner, Benjamin L. Hooks. In meetings with blacks in Washington and around the country, one of the most frequently asked questions, he says, involves how one goes about buying broadcast properties. (The commissioner has made it clear that blacks who want to acquire an ownership of broadcasting properties have a friend in him; even in cases involving competing applications for new facilities; he has urged his colleagues to adopt a policy of assigning a preference for black ownership in deciding among such applicants.)

The reason for such interest is not hard to fathom. It is in part a combination of idealism and of concern for meeting what the new black entrepreneurs consider the special needs of blacks. But there's also old-fashioned mercantilism.

"For a long time, blacks never considered communications as a good business, or at least one they could be in," Mr. Ledbetter said last week. "But now they recognize that it's important to our lifestyle and that, assuming the right conditions, it's a good business to be in. I wouldn't buy channel 50 just to throw my money down a hole." (He estimates it will require \$1.5 million to build a station and keep it operating for one year.)

Mr. Sutton is a man so turned on by the ideological and financial benefits he sees blacks gaining from broadcast ownership that he has been sharing his vision with blacks in cities where he has been invited to speak by the National Association



John H. Johnson, a Chicago publisher, is buying WGRT(AM) in that city.

tion for the Advancement of Colored People or Congress of Racial Equality—Memphis, Houston, Buffalo, N.Y., Boston and Pittsfield, Mass., among them.

He sees black-owned radio and cable television (he doesn't see much future for broadcast television; he believes cable, because of its ability to reach specialized audiences, will supersede it) as a means of providing blacks the information they need but, he feels, are not now receiving. Blacks cannot get information about, say, the benefits of a new civil-rights act in churches or on street corners, he says. "You must reach them in

massive numbers, and you can't reach them only on white-owned stations."

Furthermore, he feels, there is money in broadcasting for blacks. "If we are a specialized audience," he says, "we ought to be making money out of it." He also feels blacks will give a kind of loyalty to a black-owned station. He says they do not react to a white-owned station in the same manner they do to one owned by blacks. (Mr. Sutton's interest in the media does not end with radio and CATV. He is a principal owner of the *Amsterdam News*, a leading black newspaper in New York.)

Mr. Johnson, who says he has been seeking an opportunity for years to expand his media interests (he now publishes *Ebony*, *Jet*, *Black World* and *Black Stars*, as well as hard-cover books) into broadcasting in Chicago, talks of the "special pride" black people will feel in the presence of a black-owned station in a city that now has none. And what this might mean in the real world of hard cash was estimated by Ulysses S. Boykin, an official of WGPR Inc., which is owned by the International Masons. He says that, in an area of 700,000 blacks—about 44% of a population of 1,600,000—WGPR's UHF station could gross about 10% of the \$30 million spent on local and national advertising, even with locally produced programs as a staple. He says the FM station, with a format of jazz, rhythm and blues, public service and church programming (much of the week-end) grosses \$50,000 monthly.

Sheridan Broadcasting, which is purchasing WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFO(AM) Buffalo-Amherst, N.Y., plans no change in the stations' formats, which are black-oriented, according to Ronald Davenport, chairman of Sheridan and dean of the Duquesne University law school. However, he also said Sheridan hopes to make the stations "more reflective of the community, more service-oriented" than they were. Paul Yates, who is now executive vice president of Dynamic, is president of Sheridan. Indeed, Mr. Davenport said, Sheridan's "motivating factor is service—although we wouldn't object to making money."

The relative ease with which Sheridan acquired financing for the \$2 million purchase—it obtained it principally from the Mellon National Bank of Pittsburgh and the Equitable Life Assurance Society—and the confidence with which the Ledbetter group appears to be pursuing the financing it needs (for Mr. Johnson, the \$1.8 million purchase price for WGRT presents no problem) indicates one change that may make it easier for blacks to enter the ranks of broadcast ownership: Banks and other lending institutions may be getting used to the idea of black broadcasters.

Mr. Sutton, despite the prestige of his office, says it took him and his associates in Inner City Broadcasting Corp. three years to find a bank willing to finance the \$1.7-million purchase of WLIB. Indeed, the group was unable to raise the additional \$1,350,000 it needed to purchase the WLIB FM affiliate, WBL. However,

How many. There is no official list of black- or minority-owned broadcast properties. But the research of those interested in the question has over the years produced estimates of 15 to 20 black-owned radio stations. There are no black-owned television properties. What follows is a list, by licensee, of AM and FM stations with at least substantial black ownership that is based largely on information in "Cable TV and the Cities," published in January 1972 by the Urban Institute, with updating by the Urban Communications Group of Washington:

J. B. Broadcasting (James Brown)
WRDW(AM) Augusta, Ga.; WEBB(AM) Baltimore, and WJBE(AM) Knoxville, Tenn.

Black Communications Corp.
WSOK(AM) Savannah, Ga.

Bell Broadcasting Corp.
WCHB(AM) Inkster and WCHD(FM) Detroit, both Michigan.

Carl-Dek Inc.
KYAC-AM-FM Seattle.

Clark Broadcasting Co.
WWWS(FM) Saginaw, Mich.

Circuit Broadcasting Co.
WORV(AM) Hattiesburg, Miss.

Ebony Enterprises Inc.
WVOE(AM) Chadbourn, N.C.

Howard University
WHUR(FM) Washington

Indianapolis Radio Corp.
WTLC(FM) Indianapolis

Inner City Broadcasting
WLIB(AM) New York

Leroy Garrett
WEUP(AM) Huntsville, Ala.

KPRS Broadcasting Corp.
KPRS-AM-FM Kansas City, Mo.

Reconciliation Inc.
KOWH-AM-FM Omaha

Seaway Broadcasting Corp.
WMPP(AM) East Chicago Heights, Ill.

Vic-Way Broadcasting Inc.
KWK(AM) St. Louis

WGPR Inc.
WGPR(FM) Detroit



Ronald Davenport (l), dean of the Duquesne University Law School, is chairman and chief executive of Sheridan Broadcasting, which is purchasing radio stations in Boston, Pittsburgh and Buffalo, N.Y. Paul Yates (r), executive vice president of the present licensee of those stations, is president of Sheridan.

it has an option on the station and expects to exercise it within a year. (Mr. Sutton calls the purchase price blacks pay for a station a "black tax," since, he says, blacks "did not exist as far as the establishment was concerned" when permits for new stations were available.)

The interest in ownership on the part of blacks and other minority groups should be given impetus by the National Association of Broadcasters-sponsored seminar on that subject, to be held on Nov. 30 (see story at right).

The seminar is the kind of socially responsible activity a trade association should be expected to undertake. It could also be considered a sensible thing to do in the self-interest of broadcasters, now besieged by demands for programming directed at black problems and for hiring black employees.

Mr. Boykin, in discussing WGPR's plans for a new UHF in Detroit, said the station will be programmed for blacks and will hire and train blacks for all phases of television work. Then he said: "Everyone seems to want to cooperate. It will take some of the pressure off other stations, and help satisfy the need for blacks in the industry."

The cooperation Mr. Boykin says WGPR is receiving will help. So will the NAB seminars, and the purchases by John H. Johnson and the Sheridan corporation will encourage other blacks to enter broadcast ownership. The broadcast-ownership preaching of Percy Sutton is bound to have its effect. And the efforts of the Ledbetter group to put a UHF on the air in Washington will be watched with more than passing interest by minority groups with vacant UHF assignments in their cities. But, as of now, it is only the dawn of the day blacks and other minority groups begin making their contribution to broadcasting, and the life of the nation, as broadcast licensees.

NAB's Sampson: rounding up the money men for blacks in broadcasting

Nov. 30 seminar on ownership is first major innovation for association's minority specialist

Elbert H. Sampson, a 26-year-old former field secretary for the Student Nonviolent Coordinating Committee, a former customer engineer and programmer for IBM, and an ex-systems analyst for Programming Sciences Corp., New York, is today the minority specialist at the National Association of Broadcasters. He also is the initiator of the NAB's latest and most eventful move to bring broadcasting into the 1970's—a seminar on minority ownership to be held in Washington Nov. 30.

The list of some 50 invitees includes eminently successful black and other minority businessmen who have made it in the fields of business, banking, insurance, communications, theater, motion pictures, records and politics. They will hear a parade of speakers from the FCC and other government agencies, broadcasting, the financial community, lawyers, engineers and even brokers. The idea is to trigger interest in ownership, if not directly for themselves, at least to pass along to others who by reason of color, ethnic background or ghetto antecedents have been kept outside the mainstream of broadcasting. Money, Mr. Sampson feels, is the key to this minority breakthrough. He means to see it's represented in force on Nov. 30.

Mr. Sampson joined the NAB last April

from the Community Film Workshop in New York, where he was the project director. This group took young blacks and others and trained them to be TV cameramen and film technicians. His introduction to the NAB came in 1970, a year when broadcasters were being made aware of their vulnerability on minority programming and hiring practices of some TV stations. The NAB decided to have a panel on minorities at its convention that year in Chicago. Harold Niven, NAB vice president for planning and development, invited him to participate. That fall, Mr. Sampson was a member of the NAB's troupe participating in the six regional conferences, an obvious result of the favorable impression he made at the convention.

This responsiveness to Mr. Sampson—his "calm and reasonableness" were said to have impressed broadcasters—was a key factor in the NAB's eventual decision to put him in charge of minority affairs. A proposal to establish that office was made originally by Fred Weaver, a public relations consultant hired by the NAB in 1970 to advise it on minority matters. Mr. Weaver, who is still a consultant to NAB, had made the point that the gloss of public relations was not sufficient to meet the trends of the day. It was Mr. Weaver who recommended that the post be filled by Mr. Sampson when the NAB hierarchy decided early this year to establish the post.

Interestingly, Mr. Sampson's desk, and his position on the NAB's organization chart, are in the public relations department. But in practice his work cuts across all levels of the association; he reports nominally to James H. Hulbert, the NAB's public relations chief, but he also is involved with Grover C. Cobb, the government relations chief, and with Burns Nugent, head of station relations. It is obvious now, after more than six months in the job, that Mr. Sampson's



Elbert Sampson, ex-SNCC and ex-IBM, is NAB's specialist on minority matters. He's motorman on an upcoming ownership seminar.

activity transcends public relations; his is a roving assignment in many areas.

One of the first things Mr. Sampson said after he went aboard at the NAB earlier this year was typical of his deliberateness. Asked what he planned to do in his new job, he replied: "I'm going to sit at my desk and learn all I can about the NAB and about broadcasting."

Since then, he has been doing just that, including many a Saturday and Sunday in what normally is a deserted building. One of the reasons for the long hours at the desk is the long hours away from it: Not only does he feel it necessary to see and talk to broadcasters and minorities face-to-face, but also because the NAB has been importuned to send a representative to many meetings that deal with the problems of minorities. Since taking over May 1, Mr. Sampson has attended 11 meetings away from Washington, adding up to 35 work days. This week he makes his first formal appearance as an NAB staff executive at the 1972 fall regional conferences that begin tomorrow (Oct. 31) in Denver.

Mr. Sampson's major activity is employment. His desk is piled with correspondence from broadcasters, asking how they can find minority employees, and from members of minorities asking how they can get jobs in broadcasting. It's not always an instant match.

Mr. Sampson tells one story about suggesting that broadcasters invite some local junior college-community college students to visit the station on a regular basis, and to pick out one or two who seemed specially interested and gifted for a regular job. The broadcaster, who confessed he had never thought of it, was enthusiastic. Some months later, Mr. Sampson heard from the broadcaster again, this time a chastened man. He had, the broadcaster reported, done what Mr. Sampson suggested, in fact had established what could be called a tentative apprentice training program. But, and this was the reason for his call, he had just learned that he was required to pay these young people.

"I learned something, too," Mr. Sampson says. "I've got to remember that."

His interviews with young blacks and other minorities have been good, but now and again there are problems. One that continuously crops up—obviously not confined to minorities—is that young people looking for a job in broadcasting yearn for the "creative" side. Yet, Mr. Sampson notes, there are a host of job openings in the sales and administrative end of station employment.

And when he does find someone who is interested in sales or administration, he also finds that they are decidedly uninterested in working for \$80-\$100 a week in some small town radio station.

Even while he is working out details of the Nov. 30 seminar, Mr. Sampson is thinking ahead. What kind of program, for example, should he recommend for the NAB convention next year in Washington? One idea on his mind is a panel of minority-affairs executives of the networks and station groups. Most have such personnel now, he muses, and their experiences should make a lively session.

CBS proposes an experiment in laissez faire

It suggests that radio stations in one major market be given almost free rein as test of de-regulation

Imagine a major radio market populated by stations that are as free from government regulations as their print competitors. In comments directed to the FCC's radio "re-regulation" inquiry last week, CBS suggested that an experiment giving certain stations this type of latitude might be just what the commission needs to determine whether the medium can operate effectively without the attachment to the agency's regulatory apron strings.

"We believe," CBS told the commission, "that a fundamental and far-reaching de-regulation of radio broadcasting in this country would be clearly in the public interest. Further, we believe that this view is shared not only by broadcasters but also by elected and appointed official who urge that de-regulation is in order."

The best way to move toward such an objective, the network suggested, would be to conduct an experiment in several markets in which there are at least 30 radio stations. Those facilities "would be granted essentially the same freedom in devising the format of, and making editorial decisions concerning their stations, as proprietors of print media in this country have long had with respect to their publications."

CBS said such a procedure could be an integral part of "phase two" of the FCC inquiry which, as presently anticipated by the commission, will deal with general procedures by which the radio industry might be separated legally from its TV counterpart. As for phase one, which is currently dealing with means by which the same objective might be achieved technically, CBS offered several suggestions, including the following:

- AM stations should not be required to use frequency monitors, which CBS feels are outdated in "the present state of the art."

- Requirements that stations notify the FCC engineer in charge of their districts whenever modulation monitors and indicating instruments malfunction should be dropped because they are "an unnecessary administrative burden" to the commission and the licensee.

- Inspections of directional antennas should be required within eight hours after a change of patterns, rather than the present two-hour requirement.

- Stations should no longer be required to post operator licenses in their studios, but they should be available for inspection.

- Inspections of transmitting equipment five times a week are unnecessary; two times a week is sufficient.

- The reading and logging of transmitter parameters every 30 minutes should not be required; log entries should

be made only when the station signs on and off the air, and when deviations from normal operations are noted.

- A requirement that written permission to rebroadcast material be obtained before transmission should be scrapped; verbal clearance prior to broadcast with written permission obtained subsequently is sufficient.

- In the case of commonly owned AM-FM operations, the AM should be allowed to relay material from the studio to the transmitter via the FM's subsidiary communications authorization.

- Licensees should not be required, in giving station ID's, to give the name of the city of license immediately after the call letters. A statement such as "WBBM, Newsradio in Chicago," is adequate identification, CBS said.

Prefix change worries. Richard W. Jencks, CBS Washington vice president, has an appreciation of words, so much so that the wording of the current radio re-regulation activities of the FCC has given him a sense of foreboding. Speaking to the Missouri Broadcasters Association earlier this month, he noted that when Clay T. Whitehead, director of the Office of Telecommunications Policy, first suggested revision of radio regulations, he used the word "de-regulation." Now, Mr. Jencks noted, there has been a subtle change in terminology: the FCC is using the word re-regulation. De-regulation, Mr. Jencks commented, means to remove or lessen regulation. Re-regulation means to regulate something anew, to replace one set of regulations with another set of regulations. "If you were in favor say of being de-loused," he observed, "you would object to being re-loused. The word we should be interested in is de-regulation."

Kaiser sells L.A. U for pay-TV operation

If FCC approves, station will go to Van Beek and others from Zenith

Kaiser Broadcasting Corp., Oakland, Calif., last week announced that it has reached agreement to sell its KBCS-TV (ch. 52) Los Angeles (Corona, Calif.) to a new firm that would operate the station—at least partially—as a pay-TV facility. The Kaiser announcement said the sale, which is subject to FCC approval, is contingent on the commission's granting the buyer's request for an authorization to carry on subscription operations on the channel.

Kaiser did not reveal the price of the transaction, noting that a condition placed on the sale contract calls for the "successful completion" of financing arrangements by the buying firm, Pay Television Corp. Industry sources, however, said that figure is in the area of \$2.5 million.

According to the Kaiser announcement, Pay Television Corp. would "augment" KBCS-TV's programming with

pay transmissions originated through the Phonevision system developed by Zenith Radio Corp. Zenith itself had planned to establish its own pay-TV facility in Los Angeles; it had contracted to purchase KWHY-TV there last year, but that transaction was terminated last April.

Although it was emphasized that Zenith has no ownership connection in the new venture, Pay Television Corp.'s principals reportedly have all been connected with that firm in various capacities in the past. Its president, Pieter Van Beek, is a former Zenith executive who, along with other Pay Television principals, had been extensively involved in Phonevision's first commercial test—an experimental pay-TV venture on the former RKO General outlet in Hartford, Conn., WHCT(TV).

The KBSC-TV sale is another step in a program previously announced by Kaiser by which the firm is rearranging its station portfolio. It had earlier sold KFOG(FM) San Francisco and WJIB(FM) Boston to General Electric Broadcasting Co. for \$1.4 million and \$3.6 million, respectively, subject to FCC approval (BROADCASTING, June 5). The firm's other radio station, WCAS(AM) Cambridge, Mass., is still for sale. Kaiser is also seeking FCC approval of a proposed merger with Field Communications Corp. which would unite five Kaiser UHF's (not including KBSC-TV) with Field's WFLD-TV (ch. 32) in a new firm that would retain the name of Kaiser Broadcasting Corp. The company would be 80% owned by Kaiser and 20% by Field (BROADCASTING, May 29).

The other five Kaiser UHF's are WKBG-TV Boston, WKBD-TV Detroit, WKBF-TV Cleveland, WKBS-TV Burlington, N.J. (Philadelphia) and KBHK-TV San Francisco.

KBSC-TV, an independent, operates with 55 kw visual, 12.1 kw aural and an antenna 2,790 feet above average terrain.

WXUR back again at appeals court

Brandywine, on way to Supreme Court, seeks full-court review of earlier decision by three-judge panel

Brandywine Main-Line Radio Inc. last week asked the U.S. Court of Appeals in Washington to reconsider a ruling last month affirming the FCC's denial of license renewal for the firm's WXUR-AM-FM Media, Pa. (BROADCASTING, Oct. 2). The licensee moved that the court decision be reviewed by the entire nine-judge D.C. circuit. The original decision was by a three-judge panel.

Brandywine contended the three judges did not reach a "majority" in upholding the FCC. The commission had ruled that WXUR-AM-FM's license should be denied for violation of the fairness doctrine, departure from the personal-attack rules, and misrepresentation of program proposals. Brandywine asserted that since two of the three judges who originally heard the case (Senior Circuit Judge David L. Bazelon and Circuit Judge J.

Skelly Wright) did not agree with Judge Edward A. Tamm, who wrote the opinion, that the commission should be sustained on all three grounds, a circumstance arose from the decision that "precludes affirmance." Judges Wright and Bazelon did not agree with Judge Tamm that WXUR-AM-FM's renewal should be denied on the fairness and personal-attack grounds; they did agree with him on the misrepresentation issue and all three concluded that denial was appropriate based on "a consideration of Brandywine's total performance." Brandywine also claimed that the court had been laboring under a misconception concerning certain aspects of WXUR-AM-FM's programing.

WXUR-AM-FM are owned by Faith Theological Seminary, which is headed by fundamentalist preacher Dr. Carl McIntyre. The stations ran into trouble at the FCC after local citizens complained about the allegedly unbalanced nature of their programing.

Benedict Cottone, counsel for Brandywine, said last week that the latest pleading was a preliminary step in getting the case heard before the Supreme Court. He observed that petitions for self-review of Court of Appeals decisions "almost never" succeed.

Views on Nashville swap due by Dec. 1

Ch. 8 WSIX plans aid to ETV in swap for its channel 2

The FCC has invited comment on a proposed exchange of channels between noncommercial WDCN-TV (ch. 2) and WSIX-TV (ch. 8), both Nashville.

In requesting commission approval of the move, General Electric Broadcasting Co., the WSIX-TV licensee, and the Metropolitan Board of Educators, licensee of WDCN-TV, claimed the switch would be in the public interest because it would allow WSIX-TV to compete more effectively with its two VHF network-affiliated competitors—WSM-TV (NBC, ch. 4) and WLAC-TV (CBS, ch. 5). WSIX-TV is an ABC-TV affiliate. At the same time, the two licensees asserted, a channel-8 authorization for WDCN-TV, while technically inferior to its present allocation, would be adequate since it would not have to compete financially with the two other commercial VHF's. General Electric has offered to provide WDCN-TV with certain equipment, service and/or funds in return for its cooperation in the venture.

The commission noted that the request

The Colonel's quote...

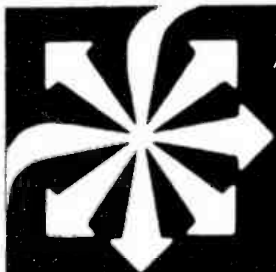
"We simply cannot take it on ourselves to be the arbiters of which product advertisements are socially useful and which ones are socially harmful. That approach would turn the FCC into a mini-Congress — and a mighty presumptuous one at that."

Dean Burch, Chairman
Federal Communications Commission
at hearings of National Commission
on Marijuana & Drug Abuse, July 1972.

PGW

SELLING MORE IN OUR 41st YEAR

PETERS GRIFFIN WOODWARD, INC. • Atlanta • Boston • Charlotte • Chicago • Dallas • Detroit • Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco



AMERICA'S OUTSTANDING MEDIA BROKERS • A COAST TO COAST NETWORK

*two very
important
transactions:*

(Large or small. All sales are important to Blackburn!)

**THE SALE OF KABL IN
OAKLAND-SAN FRANCISCO**

by The McLendon Corp. to Starr Broadcasting Group for

\$10,700,000

**THE SALE OF WYAM
IN BESSEMER, ALABAMA**

by WYAM, Inc. to Brandon-Robison Broadcasting Corp. for

\$125,000

... more proof that Blackburn leadership is based on performance!

BLACKBURN & COMPANY, INC.

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

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

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

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

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

would involve a deletion of the reserved educational frequency in Nashville (ch. 2), but also observed that the outside assistance GE has offered WDCN-TV would enable the noncommercial station to improve its present service.

Commissioner H. Rex Lee concurred and issued a statement in the 6-to-1 commission vote (Commissioner Nicholas Johnson dissented), expressing "serious reservations" over the prospect of an educational station being encouraged to "give up an attractive VHF assignment for a relatively short-term gain."

The commission requested comments by Dec. 1, with replies due Dec. 11.

Changing Hands

Announced

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

▪ **KBSC-TV** (ch. 52) Los Angeles Corona, Calif.): Sold by Kaiser Broadcasting Corp. to Pay Television Corp. for an estimated \$2.5 million. (see page 28).

▪ **WOOO(AM)** Deland, Fla.: Sold by Brian E. Tolby to Deland Broadcasting Inc. for \$200,000. Mr. Tolby, president of woos licensee Shom Broadcasters Inc., retains WDLF(FM) Deland. Deland Broadcasting is principally owned by A. Thomas Joyce, G. E. Lehmann and Gordon K. Monroe. Mr. Joyce is general manager of KERV(AM) Kerrville, Tex. Messrs. Lehmann and Monroe are partners in Kerrville South, a land development firm in Kerrville. Wooo operates daytime on 1310 khz with 5 kw. Broker: Chapman Associates.

▪ **KFIZ(AM)** Fond du Lac, Wis.: Sold by RK Communications Inc. to Public Service Broadcasters Inc. for \$800,000. Donald G. Jones is president and Jon R. Ulz, vice president of Public Service, which also owns WTIM-AM-FM Taylorville, WZOE(AM) Princeton and WVLN(AM)-WSEI(FM) Olney, all Illinois, and WCTW(AM)-WMDH(FM) New Castle, Ind. RK Communications also announced last week that it is selling the KFIZ-affiliated Fond du Lac *Commonwealth and Reporter* to the Thomson newspaper chain of Toronto for an undisclosed amount. KFIZ is on 1450 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Cable

▪ **Cable TV of Sylacauga Inc.**, Sylacauga, Ala.: Purchased by Storer Cable TV of Florida Inc. for undisclosed sum. System is said to serve 1,350 homes, pass 3,700. La Rue Media Brokers, New York, handled transaction.

Sounding the horn

The National Association of Broadcasters plans to inaugurate a radio campaign after Jan. 1 aimed at convincing people of the importance and significance of free broadcasting. The plan calls for the issuance of three disks or tapes over the 12-month period, including as one of

the three the radio-month promotions in May. The program, similar in scope to the NAB's Washington newspaper advertising campaign on free broadcasting, was approved by the NAB's public relations committee in Washington last week. The radio program may cost up to \$50,000, James H. Hulbert, NAB public relations executive vice president, estimated. It will get under way soon after Jan. 1, pick up again in May, and end in the summer. A companion campaign for TV stations is being worked out with the Television Information Office, Mr. Hulbert said.

Media Briefs

Now with MBS. WCBK-AM-FM, Martinsville, Ind., and WEEZ(AM) Chester, Pa., have joined Mutual Broadcasting System. KBNM(FM) Albuquerque, N.M., has joined the Mutual Black Network.

One for CBS Radio. KAYQ(AM) Kansas City, Mo., has joined CBS Radio.

Blastoff. RCA Corp. will sponsor at Walt Disney World, Fla., multimillion-dollar space voyage attraction that will take visitors on simulated journey, trace history of communications and show increasingly important role of electronics in home. Attraction will include animated review of developments of communications from drumbeat messages to satellite; eight-passenger space rocket ride and exhibit of home information centers of future. Construction of attraction is scheduled to be completed by spring of 1974.

CPB: part of the problem or part of the solution?

NAEB delegates to look for signs of revamped corporation's plans; Loomis, Curtis, Hooks on agenda

What in the world is about to happen at the Corporation for Public Broadcasting? The search for a clear answer to that question will be high on the list of concerns at this week's annual convention of the National Association of Educational Broadcasters in Las Vegas.

As the hub of America's experiment in national, federally funded broadcasting, CPB has always been an issue to noncommercial broadcasters. At times it has been *the* issue. But never before has the question of CPB's role in the system been posed as sharply as it is right now.

More and more, CPB is popularly seen as the symbol of public broadcasting's losing battle with the Nixon administration. The corporation's old leaders are gone: in their places are a new chairman, Thomas B. Curtis, and a new, controversial president, Henry Loomis. Both come to their jobs with the obvious approval of the White House.

That does not necessarily mean that either will be taking orders from Penn-

Call "Lud" Richards
regarding broadcast
properties in the
Southeast:
(202)393-3456

Hamilton-Landis & Associates
INC.
America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1100 Connecticut Ave., N.W., 20036 (202) 393-3456
CHICAGO: 1429 Tribune Tower, 60611 (312) 337-2754
DALLAS: 1511 Bryan Street, 75201 (214) 748-0345
SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

sylvania Avenue. Neither does it mean that their current views are not subject to change. But in Mr. Loomis's case, at least, the ideas that have so far been expressed would turn noncommercial broadcasting around.

Particularly sensitive is the CPB president's assertion that CPB must exercise more direct and intensive control over programing judgments. That view, if implemented, would sharply revise the corporation's traditional role as a "buffer" between programers and government. The key to CPB's delicate role in public broadcasting has been that it is neither an arm of the government, nor a programer. If it leans too far in either direction, it reduces the distance between communicator and government. Moreover, greater power for CPB over the content of national programing inevitably means less for the local stations and, more particularly, for the Public Broadcasting Service.

Significantly, PBS itself has come up with a plan for restructuring the entire national system—one that will be widely discussed at the convention. As set forth in an elaborate article by PBS President Hartford N. Gunn Jr., (BROADCASTING, Oct. 9), that plan would place all national programing decisions—and nearly all of the money—in local stations' hands, not CPB's. Mr. Loomis has expressed support for the proposal "in principle," but he clearly envisions a far larger role for CPB than the one Mr. Gunn has outlined. If next year's convention sets aside a period for "informal war between CPB and PBS," it will be over questions like these. A major power struggle between the two organizations may be developing.

Adding yet another twist to the proceedings is the decision to give this year's NAEB Distinguished Service Award to John W. Macy Jr., the first and, until Mr. Loomis, only president of CPB.

There is one important CPB matter on the agenda that reflects a more traditional concern of public broadcasting: long-range financing. Joseph D. Hughes, member of CPB's board and chairman of its task force on long-range funding, will present a report to the convention. In a political climate where no funding proposal has been able to win the support of all groups involved, CPB took it upon itself to find such a plan. Mr. Hughes's report will offer a look at its success to date.

In other major events, FCC Commissioner Benjamin Hooks will bring to public broadcasters his plea for more effective minority hiring and programing; National Public Radio will broadcast live and nationwide from the convention for 90 minutes, with a call-in exploration of "public radio's potential for public service" and there will be sessions on the uses of the new technology, such as cable and satellites. (For a listing of agenda highlights, see above.)

To be considered by the NAEB's membership a proposal that would restructure the association by giving greater autonomy to the various divisions. To an organization that includes everything

PTV has budget blues. The skyrocketing cost of production and broadcasting of even noncommercial stations is pinpointed in a financial report issued by KQED(TV) San Francisco, public broadcasting station. Its annual operating cost of \$3,376,550 is budgeted for 1972-73 fiscal year with a projected full-time staff of 150. This is contrasted with the staff of 12 and annual expenses of \$100,000 in 1954. Station says that some 40% of income for the new fiscal year will come directly from its audience in the form of memberships; about 26% from an auction, local program underwriting, school contracts and other local income sources; and the remaining 34% from programing grants from Ford Foundation and the Corporation for Public Broadcasting. KQED will spend 51% of the budget on programing and technical operation; 13% for membership development and promotion, and record-keeping. Depreciation and building operating costs will account for 24%; administration will represent 5%; and 7% will be allocated to instructional-TV service. Projected expenditures for the fiscal year are \$805,550 less than fiscal 1971-72, due to a decline in outside funding for national production. Also, the station is \$83,000 short of fully funding its equipment depreciation for the year.

from powerful general-audience television stations to 10-w radio operators to instructional specialists, that is an issue of some importance. The plan has already won NAEB board approval.

But the issue that underlies the activity of this convention is how and whether public broadcasting will get its house in order. Some even see this moment as the beginning of a third phase in noncommercial broadcasting's life. First there was the slow, quiet growth of educational radio and television, marked by the reservation of frequencies for educational stations and the establishment of a federal program of facilities grants. Then there was the birth of "public broadcasting," the federally funded system envisioned by the Carnegie Commission and written into law five years ago. Now begins the era of carving that system's structure into something permanent. What it will look like, no one would dare guess; but the key is that emerging struggle over CPB.

NAEB agenda highlights

Monday, Oct. 30:

8 a.m. Professional Emphasis Group coordinators.
9 a.m. Exhibits open.
9 a.m. Opening general session: Presentation of Distinguished Service Award to John W. Macy Jr.; keynote address by NAEB President William G. Harley.
10:30 a.m. Concurrent Sessions: National Educational Radio (NER) business meeting; media anthropology; higher education technology; personnel service; TV management; graphics film.
12 noon: General session: Address by Joseph D. Hughes, chairman of task force on long-range financing, Corporation for Public Broadcasting, and member of CPB board.
2 p.m. Concurrent sessions: Broadcast management; technology briefings; bilingual education; higher education; engineering; graphics; broadcast education.
4 p.m. Concurrent sessions: Broadcast management,

engineering, instructional systems, broadcast education.
6 p.m. Reception: Educational Television Stations (ETS)/NER managers.

Tuesday, Oct. 31:

7:30 a.m. ETS Copyright Committee; ETS instructional television committee.
8 a.m. Early birds: instructional radio; TV management; instructional TV survey.
9 a.m. Concurrent sessions: Broadcast management (with address by CPB board chairman Thomas B. Curtis); engineering; instructional radio; Children's Television Workshop; graphics.
10:20 a.m. National Public Radio, live broadcast from convention.
10:30 a.m. Concurrent sessions: Local radio service; Children's Television Workshop; engineering; instructional briefings; TV management.
12 noon. General session: Address by FCC Commissioner Benjamin Hooks.
2 p.m. Concurrent sessions: PBS membership meeting; audio technology; instructional design.
3 p.m. Instructional briefings.
4 p.m. Concurrent sessions: PBS membership meeting (continued); radio development; engineering; broadcast utilization; instructional utilization.
8 p.m. FCC matters in public radio.

Wednesday, Nov. 1:

7:30 a.m. ETS/CATV committee.
8 a.m. Early birds: TV teachers professional emphasis group; helical scan report; physical plants.
9 a.m. Concurrent sessions: Informal radio discussions; media anthropology; PBS programing; engineering; Children's Television Workshop; report to individual members by NAEB instructional and professional services board.
10:30 a.m. NAEB business meeting.
12 noon. General session: Address by Henry Loomis, president of CPB.
12:30 p.m. NER luncheon.
2 p.m. Concurrent sessions: Informal radio discussions; NER/NPR/CPB radio meeting; engineering; instructional TV statewide utilization; TV management; broadcast education; graphics.
3 p.m. Concurrent sessions: Cable television; instructional briefings.
4 p.m. Concurrent sessions: FCC and Instructional Television Fixed Service; women in radio; TV production; cable TV; engineering; PBS programing.
7 p.m. Final reception.

Duke resigns CPB post

Gherardi in as general counsel

William E. Duke, director of public affairs for the Corporation for Public Broadcasting, has submitted his resignation. Mr. Duke has been in charge of CPB's government relations, public relations and citizen relations for the past three years.

No successor will be named. As part of the reorganization that CPB President Henry Loomis is about to initiate ("Closed Circuit," Oct. 23), the position is being abolished. No date has been set for Mr. Duke's departure, but he is expected to leave by the middle of this month. His future plans are not known at this time.

As a further step in the reorganization, CPB has named Thomas G. Gherardi, 30, to the new position of general counsel. Mr. Gherardi, director of congressional affairs for the General Services Administration, previously served with the Department of Health, Education and Welfare, as its liaison with the public broadcasting field.

Show and tell

The FCC commissioners take time to learn about the mysteries of broadcasting's sine qua non

To broadcasters, advertisers, program syndicators and just about everyone else connected with the broadcasting business, ratings are what it's all about. They

are the measure of success or failure, sometimes the verdict of life or death. So many in the business have searched out the mysteries of how ratings are compiled. And now the FCC also knows something about the process.

Last Tuesday (Oct. 24) five experts—John Dimling, director of research for the National Association of Broadcasters, Edward Schillmoeller, vice president of A. C. Neilsen; R. R. Ridgeway, vice president of the American Research Bureau; Hugh Beville, executive director of the Broadcast Rating Council, and Seymour Banks, of the Leo Burnett advertising agency—briefed the seven commissioners on the subject.

The briefing was arranged by the commission staff after commission members, in discussions about the popularity of certain programs, particularly children's programs, indicated a lack of understanding of how rating services operate, principally, how the viewing of a relatively small audience sample could be used to determine what the country is watching. So the experts tried to explain, relating how calls were made and diaries placed, and answering a host of questions.

When it was over, one commissioner said the briefing was "informative" and helpful. "I don't know where we go with this," he added, "but I'm glad we had it."

New challenge to campaign law

'New York Times' rejects ACLU ad for failure to comply with statute—then the two join in persuading court to stay government action

The constitutionality of two major provisions of the Federal Election Campaign Act of 1971 has been thrown into doubt as the result of an action by a three-judge federal panel, in Washington, in a case where the *New York Times* refused to run an advertisement critical of President Nixon's antibusing policy.

One of the provisions is designed to assure that candidates do not exceed the statutory limits on their media expenditures. The other requires "political committees" to comply with elaborate registration and reporting provisions.

The American Civil Liberties Union, which had sought to have the *Times* publish the ad, failed to comply with either provision. As a result, the *Times* refused to run it.

ACLU, supported by the *Times*, filed suit, claiming the provisions violated the First Amendment and asking the court to enjoin the government, pending a final hearing, from enforcing the provisions as they apply to the ad or to others similar to it.

The court, after hearing arguments in the case on Friday, Oct. 20, issued an order that evening granting the stay. The order was not signed, since the court in such cases normally obtains proposed findings and conclusions from the parties before issuing its decision. However, Chief Judge David Bazelon, of the U.S. Court

Independents earn a better share of the TV dollar

FCC turns over '71 financial data to INTV's Rice who makes comparison with network revenues

Independent TV stations, anxious to establish their credentials as an important segment of the television broadcasting industry, last week found their mark—official FCC figures on 1971 revenues, expenses and operating income.

The figures were requested by Roger

D. Rice, KTVU(TV) San Francisco-Oakland, chairman of INTV, the association of non-affiliated TV stations. He received the document early last week. It shows, he noted, that independent TV stations had total net broadcast revenues of almost \$225 million—which, he stressed, is virtually 22.5% of the network's \$1.1 billion in network revenues, as released by the commission last summer (BROADCASTING, Aug. 21). Although Mr. Rice did not mention it, the tabulation shows that 33 VHF independents had operating income of \$5,665,000, but 57 UHF independents listed a \$29,092,000 loss.

The breakout as figured by the FCC's research department, follows:

Independent station revenues and expenses, 1970 and 1971 (in thousands of dollars)

	1970		1971	
	31 VHF	59 UHF	33 VHF	57 UHF
Time sales:				
Network	\$ 631	\$ 221	\$ 606	\$ 322
National and regional	138,589	25,188	127,861	28,253
Local	51,902	26,620	51,312	39,978
Total time sales	191,122	52,029	179,779	68,553
Other broadcast revenues	11,159	3,943	14,242	4,899
Less commissions	34,851	9,076	32,141	10,277
Net broadcast revenues	167,431	46,897	161,881	63,175
Broadcast expenses	148,165	87,027	156,215	92,267
Operating income or loss	19,265	(40,130)	5,665	(29,092)

Notes: Includes part-year stations, but excludes five UHF stations with less than \$25,000 in total time sales in 1971. All VHF independents in 1970 and 1971 and all UHF independent stations in 1970 reported time sales greater than \$25,000.

Detail may not add exactly to totals due to rounding.

of Appeal for the District of Columbia, told lawyers for the *Times* and the ACLU to proceed as though the order were signed. The other members of the panel were U.S. District Judges William B. Bryant and Barrington D. Parker.

The ad the *Times* refused to run criticized the President for supporting antibusing legislation, and praised, by name, 102 congressmen who had voted against it. The ad was to have run late in September. The bill later died in the Senate, but ACLU now says it wants to run a similar ad opposing a proposed constitutional amendment that would ban busing.

The ACLU said the provision designed to assure spending limits are observed would require it to obtain certification from each of the 102 congressmen that the costs of the ad would not cause him to exceed the statutory limits on his media expenses and to obtain a statement from President Nixon's opponents that they had not authorized the ad. ACLU said the "onerous and burdensome requirements" not only prevent it from expressing its views on the busing issue but deter it from running ads on other issues.

It also said that, under the second provision it is attacking, its running the ad would transform it into a "political committee" which must keep records of the names, addresses and occupations of all contributors of more than \$10 and report automatically to the government the names of those who contribute more than \$100. ACLU said that, with more than 175,000 members, a membership dues of \$10 and many members contributing more, it "simply cannot com-

ply with such disclosure and registration requirements." Thus, that provision also violates its First Amendment rights, ACLU said.

Justice Department attorney David Anderson, who represented the government, told the panel a stay order was not necessary since the ad did not trigger the provisions of the act. Mr. Anderson said the ad merely mentioned the congressmen, and did not endorse them, and that the *Times* was wrong in refusing to carry it.

The brief, unsigned stay order issued by the court did not indicate that the court will rule an opinion that expresses the constitutional questions involved, when it issues its formal ruling; it would probably order further argument before ruling on the merits of the case. But the court did say it was enjoining the government because ACLU appears to be "under a prior restraint" of its constitutional freedom.

The case constitutes the second challenge to the constitutionality of the campaign spending law. The first was brought in April, shortly after the law became effective, by 42 broadcast licensees on several grounds—one of them involving the certification provision.

The three-judge panel that heard the case subsequently held that the provisions raise "substantial" First Amendment questions. But it rejected the request for a declaratory ruling on the ground that the questions cannot be resolved "in a vacuum without aid of practical experiences in the operation of this admittedly somewhat experimental enactment" (BROADCASTING, May 22).

Mass Media: A Worktext in the Processes of Modern Communication. Ann Christine Heintz, M. Lawrence Reuter and Elizabeth Conley. Loyola University Press, Chicago. At first glance, this large paperback volume resembles a Marshall McLuhan production, with scores of pictures, quotes and questions, and very little conventional narrative. It resembles the McLuhanesque approach at second or third glance, too, because it is a conscious attempt to break with the spoon-feeding "textbook" approach. The book is an example of what is here called "inductive" learning, in which the teacher's purpose is to "provide a series of learning experiences," and the book's is "not a systematic catalog of knowledge," but rather "an effort to program inquiry."

Planning for ETV: A Handbook of Educational Television. Alan Hancock. Humanities Press, New York. \$12.50.

Statistical Abstract of the United States, published annually by the Bureau of the Census since 1878, has been issued for 1972. Among new items, it contains a separate "Statistics in Brief" insert, as well as new data on the social and economic status of women and minority groups. Single copies of the 1,041-page volume may be obtained for \$5.50 from the Superintendent of Documents, U.S. Government Printing Office, Washington, 20402, or from Department of Commerce field offices in major cities.

Federal Elections Campaign Media Manual. D. J. Leary. Campaign Media Consultants Inc., Washington. \$50. This 200-page, spiral-bound volume is the first and only comprehensive guide to the "vast implications, opportunities and responsibilities" of the media portions of the new campaign-spending law. Written by the man who directed Senator Hubert Humphrey's campaign for the Democratic presidential nomination, it offers advice and interpretation that resulted from that experience. The author points out that political candidates have so far paid most of their attention to the contributions, financing and reporting sections of the new law, while ignoring most of the intricacies of the media section. The book has two different emphases. On the one hand, it sets forth procedures that must be carefully followed to insure exact compliance with the law. On the other hand, it offers broad suggestions for ways that other portions of the law can legitimately be used to a candidate's best advantage. The manual is, obviously, intended for politicians, but it is similarly useful to media professionals.

IEEE Standard Dictionary of Electrical and Electronic Terms. John Wiley & Sons. \$19.95 (\$14.95 for IEEE members.) The definitive edition of standard terms in the electrical and electronic disciplines, prepared by a special committee of the Institute of Electrical and Electronic Engineers. Contains 13,000 definitions and 140 illustrations.

FCC reopens Pandora's box on prime time

Commission initiates wide-open inquiry on what to do with the access-time rule—including a slender prospect of repeal

After a year of operation, the FCC's controversial prime-time access rule has been taken into the shop for a thorough examination, and indications are it will not look the same when it comes out. There is even a chance, although a slight one, it might not ever emerge.

The commission last week issued its long-anticipated notice of inquiry and rulemaking aimed at developing information on how the rule is working and at making changes that, the commission says, are apparently needed if it is to operate in the public interest.

The rule bars top-50 market stations from taking more than three hours of network programing in prime time. And as of this month, the freed time is closed to off-network material and to feature films that have been seen in a market within the past two years.

The purpose of the rule is to increase diversity in program sources by making some prime time available for nonnetwork suppliers. Whether it is succeeding is a question that the proceeding is designed to answer.

But there is no doubt that the rule has sparked controversy and generated a plethora of waiver requests that the commission—its members concede—has handled with uncertain success. The commission said it would be desirable to eliminate the need for many of the requests by adopting rules "which more nearly fit the range of situations which are involved."

Outright repeal of the rule—as sought in petitions by NBC, KMTC(TV) Springfield, Mo., and KHFI-TV Austin, Tex.—is a subject for consideration in the proceeding. But the commission stressed that it has no position on that subject and that, if anything, the presumption is in favor of retaining the rule. The commission noted that the rule is only now going into full effect, and said the burden of proof that it will not servc the public interest is on its opponents.

The rulemaking portion of the proceeding contains a number of proposed changes that are designed to treat with the kind of situations that have given rise to waiver requests—and would, as a result, weaken the rule. But the inquiry portion lists a number of suggestions for expanding and extending the rule's impact; however, the commission said it would not adopt such changes without further rulemaking.

The seven commissioners, who have

had various drafts of the notice of inquiry and rulemaking before them for the past several weeks, apparently had trouble in agreeing on the final document. Chairman Dean Burch and Commissioners Charlotte Reid and Richard E. Wiley were the only three listed as voting for it. Commissioners Robert E. Lee and H. Rex Lee concurred and are to issue statements, while Commissioners Nicholas Johnson and Benjamin L. Hooks concurred in part and dissented in part; they also will issue statements explaining their views.

One of the major proposals for amending the rule on which comments are invited would simply limit affiliates to 21 hours of network programing per week; how they scheduled the time—as between network and nonnetwork programing each night—would be left to them. (This proposal, if adopted, would not become effective before Oct. 1, 1973.)

The commission also lists two variants of the proposal that would maintain the basic three-hour-per-night formula but would permit some deviations under certain conditions; and a third that would embody the 21-hour standard but require stations to carry a minimum of a half hour of prime-time programing each night that is not network, off-network or a recently shown feature film.

Other proposals are designed to deal with the sports events that "run over" into prime time—a problem that, the commission said, "may have aroused more concern, and required more action, than it is worth"; it said that each network is probably confronted no more than 50 days each year with sports events that run over into prime time. One proposed modification would simply require networks to begin their programing "that much later"—if, say, a football game does not end until 7:10 p.m., the network programing would not begin until 8:10 p.m.

The commission also suggested designating, by rule, a certain number of unusually important sports events, like the Olympics, the World Series, and year-end football bowl games, that could be presented without regard to the rule's basic limitations.

Relaxation of the off-network restrictions would be provided under a variety of proposals offered. One, suggested by MCA Inc., would permit the presentation of any off-network material so long as at least 25% (or perhaps 50%, the commission said) is new material. The commission terms the off-network restriction "one of the most troublesome areas of the rule"—it serves a purpose in keeping prime time open for nonnetwork programing but it also bars "some highly worthwhile material."

Other proposals would clarify and modify the feature-film restrictions during prime time, exempt from the rule's limitation regular network news following an hour of local news and one-time network news and public affairs programs, and change the computation of prime-time network programing in order to remedy problems in a few markets that do not observe daylight saving time and

to increase the extent to which programing schedules acceptable in the Eastern and central time zones will be acceptable to stations in the West.

The commission also asks comment on the "cumulative impact" of the proposed limitations on the basic purpose of the rule to make prime time available to non-network sources. But it then introduces the inquiry portion of the proceeding, which suggests more "fundamental" changes in the rule—changes certain to arouse broadcaster concern. Possibly with that kind of reaction in mind, the commission said the proposals did not represent its view that they should be adopted; some commissioners doubt that they are realistically feasible or otherwise desirable. However, the commission said they warrant consideration in the overall proceeding.

Four major changes are suggested:

- Limit network prime-time programing to two and a half hours instead of three and extend its effectiveness to markets beyond the top 50, possibly to all having three or more network affiliates, and apply the off-network and feature-film restrictions to independent stations—at least to independent VHF's—to the extent of one hour per night. (The first two suggestions are based on the theory that if cleared time in major markets is a good thing, an increased amount of such time in all markets is even better. The third change is a suggested response to those who say it is unfair for independent stations to be free of all restrictions that apply to affiliates in their markets.)

- Require stations to fill some or all of the cleared time with local programing, children's programing or programs of special significance to minority groups or designed to meet important local problems.

- Encourage such programing by exempting it from the rule's restrictions. Network or off-network material programing falling into those categories would not be counted against the permissible amount of such material.

- Specify a particular hour as the "access period"—for example, the third hour of prime time (9-10 E.T. and P.T., 8-9 p.m. C.T. and M.T.). This has been suggested by syndicators who say time now normally cleared—7-8 p.m.—is when audiences are smaller and children are watching. A later time period, they say, would permit more "innovative" programing than would be appropriate when children are in the audience.

The commission is seeking an enormous amount of information on the effect and impact of the rule—in terms of programing and economics—as a means of helping it decide on the course to take. It wants to know what has occurred as a result of the rule and what might have occurred without it, and what would be likely to occur under any of the proposals on which it has asked comment.

It is asking for information on programing stations are carrying in cleared time and are likely to carry in the future. It also is seeking data on the rule's economic impact on stations and on the

program-production business, as well as on the economics of program production and distribution. The commission noted that one of the main arguments against the rule is that nonnetwork program suppliers lack the economic resources to provide quality programing.

The commission, stressing the need for expeditious resolution of the proceeding, has set Dec. 22 as the deadline for comments and Jan. 29, 1973, for replies. It said it will postpone action on the inquiry portion if the time schedule it has established does not permit complete exploration of the issues involved.

The commission hopes to dispose of the basic issues raised in the proceeding promptly—by early 1973—"before it can be too much of an untoward effect" on the 1973-74 season. It said its proceeding cannot adversely affect the present season, since the network programing is already set.

Carrot on a stick. Every time *Ghost Story* attracts 34% share of audience or better, according to national A. C. Nielsen survey, Screen Gems, producer of hour series for NBC-TV, pays out bonuses of \$250 to its creative people. First recipients were director Paul Stanley and writer Robert Specht, responsible for "The Dead We Leave Behind" episode of anthological series, which registered 35% share in national Nielsen survey for week of Sept. 11-17. Mr. Specht also picked up additional \$250 bonus because he was only writer given screen credit for particular show.

If access rule goes, networks would ask for make-ready time

White, Starger and Silverman tell IRTS gathering they'd need over a year for a quality effort

The programing heads of the three TV networks said last week they would need lead-time to develop programing should the FCC rescind the prime-time access rule (see page 34). The programers appeared together at an annual luncheon held in New York by the International Radio and Television Society.

Larry White, vice president, programs, NBC-TV, recalled the difficulty the networks had in program delivery dates when there was uncertainty a few years ago about timing of the introduction of the rule and the time periods it would involve. Rescinding the rule would also pose a hardship, he said, if lead time amounted to less than 14 or 15 months for "development of quality material that would appeal to the public." But, he said, even if the networks had but four or five months lead-time, "we would meet the challenge."

According to Marty Starger, president, ABC Entertainment, his network "has been developing programing for all contingencies," though admittedly he would want ample lead-time.

Said Fred Silverman, vice president, programs, CBS-TV: The return of the prime-access periods to the networks would benefit the public, CBS would be prepared to fill the freed periods and "even if there is not sufficient lead-time, we would expect to offer better programing than is now in syndication."

A question as to whether regular weekly series were losing ground to long forms and movies brought negative responses. The programers said the trend now is to a mixed schedule of regular series, anthologies, mini-series, movies and specials, among varied forms. In fact, said Mr. Silverman, he could see no clear-cut trends this season. "The pattern is confusing," he said. "The schedules contain a *Waltons* [on CBS] and a *Mystery Movie* [NBC], and in still other forms, different successful shows such as a *Paul Lynde Show* [ABC] and a *Maude* [CBS]."

If government cuts reruns, what next?

CBS's Jencks foresees other program controls

A CBS executive has warned that the campaign to cut back network reruns is likely to cost the Hollywood film industry more than it gains.

Richard W. Jencks, Washington vice president for CBS Inc., said that if the FCC invokes limitations on the networks, it could impose other regulations applying to the production and sale of TV programing.

Speaking to the Missouri Broadcasters Association, Mr. Jencks posed a question: "If it is wrong and contrary to the public interest for network affiliates to rerun a program for a second time—in order to reach the 86% of the public who, on the average, did not see its first network showing—then what must be said about other types of stations, and what must be said about cable systems?"

He also rebutted what he said was the assumption by some that the rerun restriction proposal, initiated by a Hollywood film unionist and now backed by that city's film establishment and supporters in Congress (BROADCASTING, Oct. 23), creates a bargaining position whereby the networks might be encouraged to reduce reruns in return for retrieving the time lost under the FCC's prime-time-access rule.

"It doesn't work that way," Mr. Jencks said. He noted that ABC has supported and still supports the prime-time-access rule because it does not believe that the extra revenue from the four hours a week it might recapture would cover the additional program-production costs that would be necessary to fill those four hours (in his speech, Mr. Jencks did not mention ABC by name).

And, he added, he also is not sure that it would be advantageous for the other two TV networks which are supporting repeal of the prime-time-access rule.

Of President Nixon's support for rerun restrictions Mr. Jencks said: The President "has been misadvised on this issue."

Need seen to revamp casting procedures for ethnic minorities

SAG suggests ways for reforms at meeting with Universal and finds much agreement by company

The ethnic minorities committee of the Screen Actors Guild, meeting for the first time with top executives of Universal Studios, has made 13 suggestions for changes that can be made "to include all actors into the mainstream of television and motion-picture production."

Addressing 40 producers and management and talent executives of the company, Robert Do Qui, chairman of the SAG committee, emphasized: "We are not militant, we are not political, but we are actors concerned about all actors and about the quality and the quantity of the work being promoted from television and motion pictures."

Mr. Do Qui called for casting directors to "stretch their imaginations" instead of thinking in terms of strictly certain ethnic types for particular roles. He also asked producers and writers to do more thorough research in depicting minorities. "Menial positions of minorities should be parts big enough to show dignity within the character and have some redeeming qualities," he suggested.

In addition to suggesting that ethnic actors be cast for other than ethnic roles, Mr. Do Qui also asked that minorities be given "first priority" to play their specific minority character. However, he conceded that the choice in casting should be left to producers and casting directors and that the "best actor for the part" should be the prevailing philosophy.

Sid Sheinberg, president of Universal Television, called for a closer examination of methods in which minorities might be better reflected in films and television other than what he termed "taking the easy road." Lew R. Wasserman, president of MCA Inc., parent company of Universal Studios, noted his hope that the meeting would be the first of many.

Among those representing SAG's ethnic minorities committee at the meeting, held at Universal's studio facilities in North Hollywood, were Inez Pedroza, speaking for Latin-American minorities; George American Horse, speaking for the American-Indian minority; and Kathleen Nolan, representing women. Also present were Jack Dales, national executive secretary of SAG, and Chet Migden, associate national executive secretary of the guild.

NBC holds on to ratings lead

Winning week number five, network also stays ahead in totals column

NBC was on top of the ratings the fifth week of the new season and has maintained its cumulative lead in total ratings for the five weeks.

For the seven-day period ending Oct.

15, NBC's Nielsen prime-time average was 20.2, CBS's was 19.8 (if a McGovern political telecast 7:30-8 p.m. Oct. 10 is excluded; if included, CBS's rating was 19.6) and ABC's was 18.0. Cumulative ratings for the five weeks show NBC at 19.7, CBS at 19.2 and ABC at 18.5.

NBC took Monday, Thursday and Sunday; CBS won Wednesday, Friday and Saturday, and ABC took Tuesday in the fifth week.

Following are the national rankings for the week ended Oct. 15 with ratings presented for the top-15 shows:

(1) All in the Family (CBS) 31.1; (2) Sunday Mystery Movie (NBC) 28.0; (3) Wonderful World of Disney (NBC) 26.8; (4) NBC Monday Movie (NBC) 26.2; (5) Marcus Welby, M.D. (ABC) 26.1; (6) Sanford and Son (NBC) 25.5; (7) Bridget Loves Bernie (CBS) 24.6; (8) Adam 12 (NBC) 24.5; (9) Hawaii Five-O (CBS) 24.1; (10) Flip Wilson (NBC) 23.9; (11) Cannon (CBS) 23.4; (12) Tuesday Movie of the Week (ABC) 23.3; (13) CBS Friday Movie (CBS) 23.1; (14) Mary Tyler Moore (CBS) 23.0; Gunsmoke (CBS) 23.0;

(16) Maude (CBS); (17) ABC Sunday Movie (ABC); Ironside (NBC); (19) Here's Lucy (CBS); CBS Thursday Movie (CBS); (21) NBC Saturday Movie (NBC); (22) Wednesday Mystery Movie (NBC); (23) Medical Center (CBS); (24) ABC Wednesday Movie (ABC); (25) Bonanza (NBC);

(26) Partridge Family (ABC); (27) Laugh-in (NBC); (28) Mannix (CBS); (29) Mission: Impossible (CBS); (30) Paul Lynde (ABC); (31) New CBS Tuesday Movie (CBS); (32) Rookies (ABC); (33) Little People (NBC); (34) Owen Marshall (ABC); (35) NFL Football (ABC);

(36) Brady Bunch (ABC); (37) FBI (ABC); Doris Day (CBS); 39 Love, American Style (ABC); Mod Squad (ABC); (41) Carol Burnett (CBS); (42) Sandy Duncan (CBS); (43) Temperatures Rising (ABC); (44) M A S H (CBS); Waltons (CBS);

(46) Room 222 (ABC); (47) Dean Martin (NBC); (48) Emergency (NBC); (49) Search (NBC); (50) Ghost Story (NBC); Bold Ones (NBC); (52) Sonny and Cher (CBS); (53) Odd Couple (ABC); (54) Dick Van Dyke (CBS); (55) Streets of San Francisco (ABC);

(56) The Men (ABC); (57) Bill Cosby (CBS); (58) NBC Reports (NBC); (59) Anna and the King (CBS); (60) Kung Fu (ABC); (61) Julie Andrews (ABC); (62) Banyon (NBC); (63) Sixth Sense (ABC).

KABC to keep talking, but in different way

Revamped format set for Nov. 6; there will be less emphasis on the hard news of the world

KABC(AM) Los Angeles, among the earliest two-way telephone talk stations in the nation, is planning a major shakeup of its format, though still, apparently, riding high in ratings. Key changes involve breaking four-hour blocks, presided over by individual "communicators," into mostly two-hour segments. Also former basketball star Bill Russell will join the station for a regular two-hour early evening turn as communicator. Also, controversial high-fashion designer Mr. Blackwell, the host of an hour daily program since April, will be doing two hours of commentary and telephone talk.

The aim is to brighten and lighten the station's continual talk. "Even though we're doing very well and we're basically the only game in town as far as a talk station is concerned on a 24-hour basis, I really sense a feeling that people want to get away from the hard, political talk on a full-day basis," explains Program Manager Bob Walsh. "People are getting tired of talking about the problems of the world."

The new lighter talk format, to be

instituted on Nov. 6, calls for a four-hour news block in the early morning, four separate two-hour telephone talk segments, one three-hour segment, one four-hour block and a five-hour, midnight to 5 a.m. period. The four-hour and three-hour programs will be devoted to the kind of hard, political, worldly talk the station has long featured. Yet all the rest of the two-way conversation will be geared to a sort of magazine concept of feature material. Bill Russell's two-hour program, for example, will be as much as 90% sports-oriented, at least in the beginning. Similarly, Mr. Blackwell's mid-afternoon two hours will be involved some 50% of the time with fashion talk. Even the four-hour morning news block now will have co-hosts who will report the news in conversational style, conversing with one another as well as with the audience.

"Blackwell coming on the air was what really tipped us off," points out Bob Walsh. "We got so much mail from people saying it's a great thing to get away from Vietnam and the politics and the marijuana and so forth. So I decided to try to go for the whole afternoon, from 1 to 7, with totally non-political talk and get away from the hard news stories."

KABC started with a news and conversational format in 1960.

'Electric Co.' produces

The Children's Television Workshop announced last week that two nationwide studies of school use of The Electric Company indicate the noncommercial TV series has met "with unprecedented success" in classrooms throughout the U.S. The studies were conducted by the Center for the study of Education of Institute for Social Education at Florida State University in conjunction with the Statistics Research Division of Research Triangle Institute in North Carolina. Researchers concluded that the daily, half-hour series, introduced in the fall of 1971, was being viewed in 45% of elementary schools with full TV capability. They added that by the end of the first season, 88% of the national sample of teachers reported that because of the program, their students had experienced an increase in reading interest, a key objective of Electric Company.

Test for Theatrevision

Theatrevision Inc.'s pay-TV system will be tested for four months, starting next January, at the Sheraton-Penn-Pike motor inn in Fort Washington, Pa. The test will be conducted jointly by Theatrevision and the Philco-Ford Corp.'s Telesound department. For the project Theatrevision will supply a series of major motion pictures to telesound, which, in turn, will install and service the pay system in the 135-room hotel.

Theatrevision is a Chromalloy American/Laser Link affiliate headed by Dore Schary, president. ITS system was designed by Laser Link Corp., which has patents pending on its principles of oper-

Children's Television . . .

. . . a Special Report in BROADCASTING's November 20 issue*

Children's television has become a national issue. It is the subject of a major inquiry before the FCC. It is a matter of debate in the Congress. It is a major concern of advertisers and their agencies. And, of course, it is of paramount interest to the broadcasters responsible for providing it in the first place.

BROADCASTING will present a special report on children's television in its November 20 issue. It will investigate both the content of and the controversy concerning this important local programing effort. It will report—in words and pictures—outstanding children's programs across the country. It will report—in dollars and cents

—the financial resources broadcasters have committed to children's TV. It will analyze the economic considerations that bear on this programing area. It will attempt to put in perspective the arguments of broadcasters and critics in the present debate.

That's what we'll do on the editorial side. On

the advertising side, BROADCASTING's November 20 issue will offer the year's most important showcase for those stations that have a story to tell about their own children's programing, and for those programers with a story to tell about the shows they offer for local television scheduling. The deadline for reservations is November 13.

You belong in Broadcasting Nov 20

* Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: November 13.

Washington, D.C.
Maury Long, John Andre
1735 DeSales St., N.W. 20036
202-638-1022

New York, N.Y.
Bob Hutton, Eleanor Manning,
Stan Soifer
7 West 51st Street, 10019
212-757-3260

Hollywood
Bill Merritt
1680 N. Vine Street, 90028
213-463-3148

Broadcasting

ations. For the test, two features will be carried daily for 12-hour cycles. Hotel guests will purchase an encoded ticket at the front desk and insert it in a special ticket box attached to the television set in their rooms.

Chisox move to WMAQ

WMAQ(AM) Chicago has obtained the radio rights to the entire 1973 schedule of the Chicago White Sox baseball team. The station said it will broadcast all 102 games, plus nine exhibitions during spring training. Harry Caray will handle "a major portion" of the play-by-play with an additional sportscaster to be announced later. WEAW-FM Evanston, Ill., originated the White Sox radio coverage last season.

Bubblegum special

The Jackson 5, Motown recording artists on whom a half-hour cartoon show was based for ABC-TV Saturday morning children's programming, will star in a half-hour pilot called *The Jackson 5 Show* for CBS-TV. The show, produced by Allan Blye and Chris Beard (producers of *The Sonny and Cher Comedy Hour* for CBS-TV), will be aired Nov. 5 (7:30-8:00 p.m. NYT). CBS said the program will combine live action with animation. The show is a Skyjay Inc./Motown production.

CBS buys TV rights to new hockey league

CBS-TV has signed a multimillion-dollar, five-year contract for exclusive U.S. television rights to the games of the World Hockey Association. A joint announcement last Thursday (Oct. 26) from Robert D. Wood, CBS-TV president, and Gary L. Davidson, president of WHA, said the agreement becomes effective with this year's hockey season. The network plans to telecast a minimum of five games—on Jan. 7 and Feb. 25 (regular season) and on April 22, 29 and May 6 (post-season). There is a possibility that additional regular-season games will be scheduled.

A CBS spokesman said the network plans to expand this coverage in future years. Negotiations for the WHA were handled by International Famous Agency, New York. This marks the first year of WHA operations. CBS-TV had the rights to the National Hockey League games through last season, but then lost them to NBC-TV.

Program Briefs

Focus on Ottawa. NBC's *Today* show and its Canadian counterpart, *Canada AM* will jointly televise two special reports today (Oct. 30) and tomorrow at 8:30-9

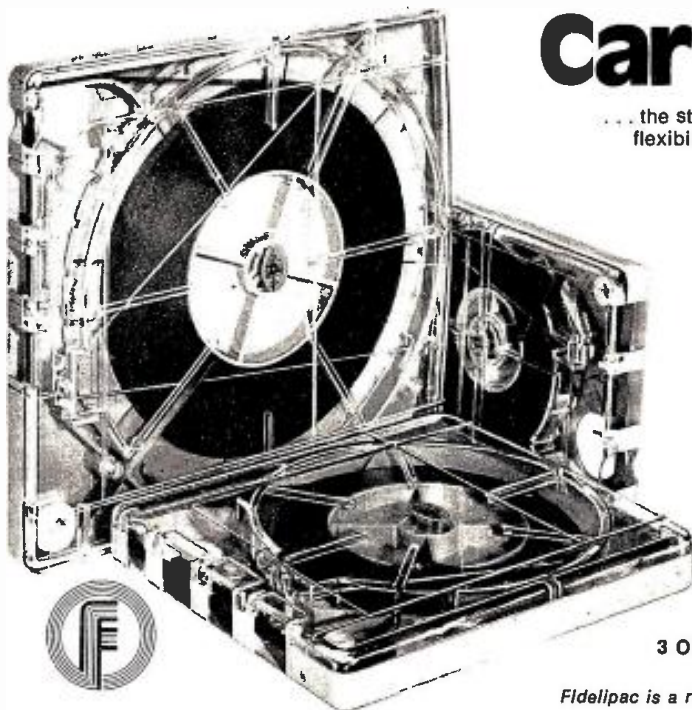
a.m. NYT on election of new Canadian prime minister.

Republic regrouping. Republic Corp., Los Angeles, is forming new subsidiary, tentatively named Republic Communications Inc., made up of existing Republic divisions or subsidiaries: Consolidated Film Industries, Continental Graphics, Dauman Displays, Visual Information Systems and Glen Glenn Sound Co. Spinoff move is designed to increase Republic's market penetration in mass communication field. Republic is considering public sale of minority interest in communications subsidiary, but company plans to keep at least 80% control. Consolidated film industries and Glenn Sound are major TV industry processing and service organizations.

Edwards in video cassettes. In initial involvement in video-cassette field, Ralph Edwards Productions Inc., Hollywood, has produced two half-hour programs to be shown with Cartrivision color videotape cartridge system. Programs, dealing with magic, are planned as first volumes in what are to be series. *Stars of Magic* features top performers doing their tricks. *Secrets of Magic* is how-to-do-it type presentation. Programs will retail for \$17.40 each. Cartrivision system is development of Cartridge Television Inc., Palo Alto, Calif.

New package. UPA Productions of America Inc., Burbank, Calif., has put together "special of the month" package of 12 shows, each tied to holiday or

FIDELIPAC® Automatic Tape Cartridges



... the standard of the industry for quality, durability and flexibility are now obtainable world-wide. Available in three size configurations:

- ▶ Model 300, in lengths to 10½ minutes @ 7½ ips
- ▶ Model 600, in lengths to 16 minutes @ 7½ ips
- ▶ Model 1200, in lengths to 32 minutes @ 7½ ips

Heavy-duty tensilized Polyester Tape used throughout. Compatible with all standard Broadcast Cartridge Recorder-Reproducers. Over 25,000,000 now in use.

For complete information and the name of your nearest Fidelipac® Automatic Tape Cartridge Distributor, contact

FIDELIPAC®

3 Olney Avenue, Cherry Hill, New Jersey 08034 U.S.A.
Telephone: 609-424-1234

Fidelipac is a registered trademark of Telepro Industries Incorporated

change of season. Bundle includes six Mr. Magoo holiday specials; two Sammy Davis Jr. musical programs; animated *The Day The Eiffel Tower Ran Away* special; and winter sports show, *Grenoble*. Keys shows in package are *Mr. Magoo's Christmas Carol*, which formerly was annual network special, and *Uncle Sam Magoo*, off-network special dealing with famous Americans from past. UPA Senior Vice President Lee Cannon is handling distribution.

For ladies and little ones. Television Programs Inc., Columbus, Ohio-Hollywood, is offering syndicated packages of women's and children's TV programs. *How to Learn Practically Anything*, with dancer Eleanor Sommers as hostess, deals with problems and intricacies of young housewife's life and includes occasional interviews with celebrities such as skaters Dick Button and Peggy Fleming and sportscaster Howard Cosell. *Here's Conny* features artist-authoress Conny DeHagen in a series of how-to-do-it features for women. *Somethin' Special* features performer Linn Sheldon in an education-entertainment show for children. 88 East Broad Street, Columbus 43215.

Original radio. KVI(AM) Seattle, which has been programing syndicated old-time radio programs, now is presenting on weekly basis original half-hour drama series. Entitled *Dameron*, program concerns adventures of Sam Spade-like character (but not private eye) who solves problems. It is broadcast 10-10:30 p.m. on Tuesdays. Jim French, station's afternoon personality, writes and directs program, with Hardwick, morning personality, playing title role and Lou Gillette, KVI public affairs director, doing announcing. Others in cast are professional actors.

More funds. WNET(TV) New York has received grant from Helena Rubinstein Foundation for third season of weekly series *How Do Your Children Grow?* Grant renewal will provide funds for production of 26 half-hours of program, with Edith Le Shan as hostess.

Offering Canadian production. Agincourt Films, Toronto, has appointed Beckwith Presentations Inc., New York, as its U.S. representative. Latter firm will seek original production and co-production deals for Agincourt with U.S. producers, agencies, networks and sponsors. Agincourt is subsidiary of Baton Broadcasting Co., which also owns and operates Glen Warren Studios, tape production house in Toronto; several radio stations there; CFTO-TV Toronto; and holds interest in real estate and professional sports fields. Beckwith Presentations is TV production-distribution firm, which has been represented on networks with various dramatic and children's specials.

'Heloise' sales. Beckwith Presentations Inc., New York, reports sales of *Hints From Heloise*, five-minute radio programs, in 50 markets. Show, covering household tips, has been bought by stations that include WWYN(AM) Erie, Pa.; WJTN(AM) Jamestown, N.Y.; WSYR(AM) Rutland, Vt., and WVMT(AM) Burlington, Vt.

Music

FCC holds fast: stations must rule on drug lyrics

Appeals court hears Westen claim that lack of specifics from FCC creates a form of censorship

The FCC has again said that it is counting on good judgment of station licensees in deciding whether broadcast music has lyrics that infer the use of illegal drugs.

Commission attorney Joseph Marino last week explained the FCC's policy to the U.S. Court of Appeals in Washington. He said that the commission had attempted to provide "some kind of reasonable interpretation of licensee responsibility"—an approach that has prompted challengers to a question of whether the agency, through a series of statements more than a year ago, had overstepped its boundaries in the delicate area of programing and, whether in doing so it had violated the First Amendment rights of those interests it regulates.

Last week's oral argument before the court was prompted by an appeal, by several parties, of an August 1971 ruling in which the commission refused to provide a further definitive statement on its drug-lyrics policy. That ruling had been preceded by two commission public

notices, in March and April of 1971. In the first notice, the commission had reminded broadcast licensees that they had a responsibility to be aware of the material they put on the air, and to exercise control over it.

This was particularly true, the commission had said, of records whose lyrics might tend to encourage, promote or otherwise glorify the use of drugs. However, broadcasters, particularly rock stations more inclined to play the variety of music over which the FCC had expressed concern, expressed misgivings about the notice. In response, the commission, in April 1971, issued another notice designed to clarify the first. It claimed it was not ordering the prescreening of records, noting that it did not have the authority to interfere with such station matters as music play-lists. But that proclamation failed to appease several parties, who pressed for further amplification. Specifically, they asked for a declarative ruling on the legality of a program proposal by Yale University's WYBC(FM) New Haven, Conn., which would give announcers wide latitude over what they put on the air. When the commission refused to provide such a ruling, they went to court.

Those seeking relief from the court last week were the National Coordinating Council on Drug Abuse, Education and Information Inc., the radio stations licensed to Yale and the University of the Pacific, and several individuals—includ-

hit music programming
from dixie!

dixie lee innes

newest single

"nous vivons ensemble"

(We've Got To Stay Together)

on Bell #45,273

If you need extra complimentary copies call or write

STEVE WAX

BELL RECORDS

A Division of Columbia Pictures Industries, Inc.

1776 Broadway, New York, N.Y. 10019

(212) PL 7-6081



ing Steve Leon, who was fired from his position as program director of WDAS-FM Philadelphia because he refused to accept a directive of management (in this case, his father) that drug-oriented songs not be played on the station. They were represented by Tracy Westen of the Stern Community Law Firm, Washington.

Mr. Westen last week attempted to summarize what had occurred as a result of the commission's actions. Stations, he claimed, had become unsettled over the prospect of losing their licenses if they did not conform to the standards the commission allegedly had promoted through its notices. The major problem they experienced, he asserted, was that the commission, while suggesting such standards, had not identified them.

Mr. Westen told the court that the commission apparently is asking stations to go through a five-step process in screening records for airplay. They must, he asserted: (1) listen to every record they receive; (2) decipher the lyrics (difficult in the case of the wilder rock recordings, he noted); (3) understand the lyrics; (4) decide if the song pertains to drug usage, and (5) determine whether playing the song would be in the public interest. Mr. Westen said this is "a peculiar form of censorship:" the commission is not banning certain records outright but is creating a situation in which most stations simply will not bother playing anything that might vaguely refer to some drug-related subject.

Mr. Westen cited a 1959 Supreme Court decision overturning a California obscenity law. In that decision, the high court ruled that the law in question, which covered the sale of pornographic literature, is unconstitutional because it would prohibit dealers from selling such material unless they had read it first. The connection between that case and the immediate one is obvious, Mr. Westen said, noting that the commission had entitled the March 1971 notice: "Licensee Responsibility to Review Records Before Their Broadcast."

He also claimed that there are several other court rulings that prohibit the government from "threatening" censorship. This is what the commission has done here, he claimed, noting that concurring statements of two commissioners—Robert E. Lee and former Commissioner Thomas Houser—on the March notice had reflected the authors' desire to get certain song lyrics off the air; that Commissioner Nicholas Johnson had dissented because he felt that this would be the impact of the notice; and that Chairman Dean Burch, in a September 1971 testimony before the Senate Subcommittee on Small Business, had stated that he would vote to take away the license of stations that willfully and repeatedly broadcast pro-drug material.

In contrast, Mr. Marino's presentation was of a defensive nature. Under questioning from the three-judge panel—which consisted of Senior Circuit Judge

Anthony Danaher and Circuit Judges Spottswood Robinson III and Malcolm Wilkey—the FCC attorney insisted that it was not the commission's intention to "second guess" the licensee. It is merely asserting, he said, that the broadcaster "has to exercise a good-faith judgment" in cases where the public-interest benefits of playing a certain song are subject to debate. The ideal system of doing this, Mr. Marino said, is one in which the broadcaster can go to his community—not the commission—for advice on programing matters. The commission, he said, is hoping that licensees will set their own standards in this area—because the FCC can not.

And as far as actual airplay is concerned, Mr. Marino insisted that the commission has not ordered the prescreening of records. He suggested that lyrics could be monitored prior to broadcast, during an airing or after they are played a few times, and that a decision on future broadcasts could be made in retrospect. The commission, Mr. Marino indicated, would not take action unless an obviously questionable record is played continuously on a station.

That suggestion appeared to be somewhat less than acceptable to the bench, especially to Judges Danaher and Robinson. Suppose, Judge Robinson suggested, that a radio station has a record library of several thousand volumes, but just does not have the resources to keep track of the entire inventory. "I don't have the money or manpower to screen every record that comes in, so I'm not going to put on the air any record which by any stretch of the imagination enters this area." Before long, Judge Robinson declared, "I imagine that library would be down to five records or so." What, in the commission's opinion, he asked, should a licensee do with "reasonable safety" of getting his license renewed without prescreening?

To that, Mr. Marino replied only that the licensee would have to make "some judgement."

TAPECASTER

NEW X-700RP

- Automatic deck
- Precision adjustable head bracket
- Heavy-duty air-damped solenoid

NET PRICE **\$500.00**

TAPECASTER
HOT LINE
TOLL FREE ORDER NUMBER
800 638-0977

PLEASE USE OUR REGULAR NUMBER FOR SERVICE AND TECHNICAL INFORMATION



TAPECASTER TCM, INC.
Box 662 • 12326 Wilkins Avenue, Rockville Maryland 20851
Area Code 301 881-8888

Breaking In



The Hollies

"Long, Dark Road"—*The Hollies* (Epic)
 More than three years after the departure of Hollies-guru Graham Nash (he waltzed gracefully into a group of other big-name band drop-outs called Crosby, Stills and Nash), the Hollies have again become a consistent hit-record group. In 1970, "He Ain't Heavy, He's My Brother," the first Hollies hit without Mr.



Congratulations to the winners of the BMI 1972 Country Music Achievement Awards

- AFTER THE FIRE IS GONE**
 L. E. White
 Twitty Bird Music Co.
- ALL MY TRIALS**
 Ray Stevens
 Ahab Music Co., Inc.
- ALWAYS REMEMBER**
 Jerry Bradley
 Patsy Bradley
 Forrest Hills Music, Inc.
- AN AMERICAN TRILOGY**
 Mickey Newbury
 Acuff-Rose Publications, Inc.
- ANGEL'S SUNDAY**
 Hank Mills
 Moss Rose Publications, Inc.
- ANDTHER NIGHT OF LOVE**
 Spooner Dildham
 Freddy Weller
 Young World Music
 Equinox Music
 Center Star Music
- ANYWAY**
 Bobby Bond
 Acuff-Rose Publications, Inc.
- ARMS OF A FDOL**
 Ronald McCown
 Sawgrass Music Publishers, Inc.
- BABY I'M YOURS**
 Van McCoy
 Blackwood Music, Inc.
- BEA OF RDESES**
 Harold Reid
 House of Cash, Inc.
- BEDTIME STORY**
 Billy Sherrill
 Glenn Sutton
 Algee Music Corp.
 Flagship Music, Inc.
- THE BEST PART OF LIVING**
 Bill D. Johnson
 Mariposa Music, Inc.
- BRIGHT LIGHTS, BIG CITY**
 Jimmy Reed
 Conrad Music
- BUS FARE TO KENTUCKY**
 Ronny Light
 Crestmoor Music
- BY THE TIME I GET TO PHOENIX**
 Jim Webb
 Dramatis Music Corp.
- CAROLYN**
 Tommy Collins
 Shade Tree Music
- THE CHAIR**
 Marty Robbins
 Mariposa Music, Inc.
- COME BACK HOME**
 Bobby Goldsboro
 Unart Music Corp.
- COMIN' DOWN**
 Dave Dudley
 Six Days Music
- OADDY FRANK (THE GUITAR MAN)**
 Merle Haggard
 Blue Book Music
- DID YOU EVER**
 Bobby Braddock
 Tree Publishing Co., Inc.
- DIS-SATISFIED**
 Bill Anderson
 Jan Howard
 Carter Howard
 Stallion Music, Inc.
- DO RIGHT WOMAN, DO RIGHT MAN**
 Dan Penn
 Chips Moman
 Press Music Co., Inc.
- DREAM BABY**
 Cindy Walker
 Combine Music Corp.
- DREAM LOVER**
 Bobby Darin
 Hudson Bay Music Co.
 Hill and Range Songs, Inc.
- EARLY MORNING SUNSHINE**
 Jay Marshall
 Mariposa Music, Inc.
- EASY LOVING**
 Freddie Hart
 Blue Book Music
- EMPTY ARMS**
 Ivory Joe Hunter
 Unart Music Corp.
- EVERYTHING IS BEAUTIFUL**
 Ray Stevens
 Ahab Music Co., Inc.
- FLY AWAY AGAIN**
 Dave Dudley
 Six Days Music
- FOR THE GOOD TIMES**
 Kris Kristofferson
 Buckhorn Music Publishing, Inc.
- GENTLE ON MY MIND**
 John Harford
 Glaser Publications, Inc.
- A GOOD-HEARTED WOMAN**
 Waylon Jennings
 Willie Nelson
 Baron Music Publishing Co.
- GOOD LOVIN' (MAKES IT RIGHT)**
 Billy Sherrill
 Algee Music Corp.
- GREEN GREEN GRASS OF HOME**
 Curly Putman
 Tree Publishing Co., Inc.
- GYPSY FEET**
 Leona Butrum
 Nellie Smith
 Open Road Music, Inc.
- HELP ME MAKE IT THROUGH THE NIGHT**
 Kris Kristofferson
 Combine Music Corp.
- HERE COMES HONEY AGAIN**
 Carole Smith
 Sonny James
 Marson, Inc.
- HITCHIN' A RIDE**
 Peter Callander (PRS)
 Mitch Murray (PRS)
 Intune, Inc.
- HOW CAN I UNLOVE YOU**
 Joe South
 Lowery Music Co., Inc.
- I CAN'T SEE ME WITHOUT YOU**
 Conway Twitty
 Twitty Bird Music Co.
- I CAN'T STOP LOVING YOU**
 Don Gibson
 Acuff-Rose Publications, Inc.
- I REALLY DON'T WANT TO KNOW**
 Don Robertson
 Howard Barnes
 Hill and Range Songs, Inc.
- I WANNA BE FREE**
 Loretta Lynn
 Sure-Fire Music Co., Inc.
- I WON'T MENTION IT AGAIN**
 Cam Mullins
 Carolyn Jean Yates
 Seaview Music
- I'D RATHER BE SORRY**
 Kris Kristofferson
 Buckhorn Music Publishing, Inc.
- I'D RATHER LOVE YOU**
 Johnny Duncan
 Pi-Gem Music Publishing Co.
- IF YOU THINK I LOVE YOU NOW (I'VE JUST STARTED)**
 Billy Sherrill
 Curly Putman
 Algee Music Corp.
- I'M A TRUCK**
 Robert Stanton
 Ripcord Music
 Central Songs, Inc.
- PLAQUE MUSIC**
I'M GONNA WRITE A SONG
 Glenn Sutton
 Flagship Music, Inc.
- I'M JUST ME**
 Glenn Martin
 Tree Publishing Co., Inc.
- INDIAN LAKE**
 Tony Romeo
 Pocketsful of Tunes, Inc.
- INDIAN RESERVATION**
 John Loudermilk
 Acuff-Rose Publications, Inc.
- IT'S FOUR IN THE MORNING**
 Jerry Chesnut
 Paskey Music, Inc.
- JUST ONE TIME**
 Don Gibson
 Acuff-Rose Publications, Inc.
- KISS AN ANGEL GOOD MORNIN'**
 Ben Peters
 Playback Music
- KO-KO JOE**
 Jerry Reed
 Vector Music
- L. A., INTERNATIONAL AIRPORT**
 Leanne Scott
 Blue Book Music
- THE LAST ONE TO TOUCH ME**
 Dolly Parton
 Dweper Publishing, Inc.
- LEAD ME ON**
 Leon C. Copeland
 Shade Tree Music
- LEAVIN' AND SAYIN' GOODBYE**
 Jeannie Seely
 Tree Publishing Co., Inc.
- LIFE**
 Shirli Milette
 Elvis Presley Music, Inc.
 Last Straw Music, Inc.
- LOVING HER WAS EASIER (THAN ANYTHING I'LL EVER DO AGAIN)**
 Kris Kristofferson
 Combine Music Corp.
- THE MAN IN BLACK**
 Johnny Cash
 House of Cash, Inc.
- ME AND BOBBY McGEE**
 Kris Kristofferson
 Fred L. Foster
 Combine Music Corp.
- MISSISSIPPI WOMAN**
 Red Lane
 Tree Publishing Co., Inc.
- MORNING**
 Bill Graham
 Show Biz Music
- MOUNTAIN OF LOVE**
 Harold Dorman
 Wren Music Co., Inc.
- MY HANG UP IS YOU**
 Freddie Hart
 Blue Book Music
- NEVER ENDING SONG OF LOVE**
 Delaney Bramlett
 Metric Music Co.
- NEXT TIME I FALL IN LOVE (I WON'T)**
 Ned Miller
 Central Songs, Inc.
- NO LOVE AT ALL**
 Wayne Carson Thompson
 Johnny Christopher
 Rose Bridge Music, Inc.
 Press Music Co., Inc.
- OH SINGER**
 Mira Smith
 Margaret Lewis
 Shelby Singleton Music, Inc.
- ONE'S ON THE WAY**
 Shel Silverstein
 Evil Eye Music, Inc.
- PITTY PITTY PATTERN**
 Bob Morris
 Blue Book Music
- THE PROMISED LAND**
 Chuck Berry
 Arc Music Corp.
- QUITS**
 Bill Anderson
 Stallion Music, Inc.
- RELEASE ME**
 Eddie Miller
 W. S. Stevenson
 Four Star Music Co., Inc.
- ROLLIN' IN MY SWEET BABY'S ARMS**
 Buck Owens
 Blue Book Music
- (I Never Promised You A) ROSE GARDEN**
 Joe South
 Lowery Music Co., Inc.
- RUBY (ARE YOU MAD AT YOUR MAN)**
 Emmy Cousin
 Acuff-Rose Publications, Inc.
- RUBY DON'T TAKE YOUR LOVE TO TOWN**
 Mel Tillis
 Cedarwood Publishing Co., Inc.
- THE SHERIFF OF BOONE COUNTY**
 Eison Smith
 Frank Marusa
 Beechwood Music Corp.
 Hardtack Music, Inc.
- SHE'S ALL I GOT**
 Jerry Williams, Jr.
 Gary Bonds
 Excellorec Music Co., Inc.
 Jerry Williams Music
- SO THIS IS LOVE**
 Lewis DeWitt
 Don Reid
 House of Cash, Inc.
- SOMEDAY WE'LL LOOK BACK**
 Merle Haggard
 Blue Book Music
- THEN YOU WALK IN**
 David E. Malloy
 Johnny Wilson
 Hundred Oaks Music
- A THING CALLED LOVE**
 Jerry Reed
 Vector Music
- TOMORROW NIGHT IN BALTIMORE**
 Kenny Price
 Tree Publishing Co., Inc.
- TONIGHT MY BABY'S COMING HOME**
 Billy Sherrill
 Glenn Sutton
 Julep Publishing Co.
- TOUCHING HOME**
 Dallas Frazier
 A. L. (Doodle) Owens
 Blue Crest Music, Inc.
 Hill and Range Songs, Inc.
- TREAT HER RIGHT**
 Roy Head
 Don Music Co.
- TULSA**
 Wayne Carson Thompson
 Earl Barton Music, Inc.
- TURN YOUR RADIO ON**
 Albert E. Brumley
 Stamps-Baxter Music and Printing Co.
- WATCHIN' SCOTTY GROW**
 Mac Davis
 Screen Gems-Columbia Music, Inc.
- WE SURE CAN LOVE EACH OTHER**
 Billy Sherrill
 Tammy Wynette
 Algee Music Corp.
- WELCOME TO MY WORLD**
 Ray Winkler
 John Hathcock
 Neilrae Music
- WHEN YOU'RE HOT YOU'RE HOT**
 Jerry Reed
 Vector Music
- WHERE DID THEY GO LORD**
 Dallas Frazier
 A. L. (Doodle) Owens
 Elvis Presley Music, Inc.
 Blue Crest Music, Inc.
- THE YEAR THAT CLAYTON DELANEY DIED**
 Tom T. Hall
 Newkeys Music, Inc.
- YOU'RE LOOKIN' AT COUNTRY**
 Loretta Lynn
 Sure-Fire Music Co., Inc.
- YOU'RE MY MAN**
 Glenn Sutton
 Flagship Music, Inc.

The most performed Country Songs April 1, 1971 to March 31, 1972





Al Green

Nash, provided a smooth-edged sound that also characterized the group's hit of this past summer, "Long, Cool Woman in a Black Dress," and its new offering, "Long, Dark Road."

"Long, Dark Road" is familiar ground. The opening is echoed acoustic guitar reminiscent of George Harrison's "My Sweet Lord." There is a harmonica break that is pure early John Lennon. It's a song of a love affair that's over—but not too crushing in its finality. "It's over/well, over/ in my mind and in my heart/ it's over well, over/ but then again, it didn't have a very good start."

On the new Hollies last week were WFIL(AM) Philadelphia, KTLK(AM) Denver, KOL(AM) Seattle and KTAC(AM) Tacoma, Wash.

"You Ought to be with Me"—Al Green (Hi) ■ In a business that is curiously cyclical, an artist appears with a hit, a big hit, and considers himself fortunate. But then his next record is a big hit too. And the next, and the next. And by the sixth month of the artist's reign, his aura—or sound, if you will—tightens its grip on the public consciousness and there is no letting go until his audience can wriggle out from under to turn its hearts over to someone else who can touch it again, time after time.

Al Green has just recently passed the first anniversary of the release of "Tired of Being Alone," his first million-seller. "Let's Stay Together," the follow-up, sold more records for London than the Rolling Stones' anthem, "Satisfaction." And even before "I'm Still in Love with You" came down off the charts from its three-months residence there, Al Green's producer, Willie Mitchell, released "You Ought to be with Me." Mr. Green's grip is now firm.

Similar in feeling and theme to "Still in Love with You," with a cantering rhythm and delicate falsetto, "You Ought to be with Me" has had broad national play. Last week, key stations play-listing the new Al Green included WXLO(FM) (formerly WOR-FM) New York, KHJ(AM) Los Angeles, KFRC(AM) San Francisco, KLIF(AM) Dallas and WMAK(AM) Nashville.

"Your Mama Don't Dance"—Loggins and Messina (Columbia) ■ Why can't you stay out at night as long as you want, kids? And why don't the cops leave you alone when you'd like to make it in the back seat, boys and girls? "It's all because/your mama don't dance/and your



Loggins and Messina

daddy don't rock," as Kenny Loggins and Jim Messina would have us believe.

"Your Mama Don't Dance" is a slick, never-quit boogie with a tongue-in-cheek story-line. The production by ex-Buffalo Springfield, ex-Poco Jim Messina is 1956 in execution (complete with yakety sax) and lyric thrust, resurrecting the rebel-without-a-cause rumbblings of the formative years of rock 'n' roll. And it's a song made for dancing, something of a rarity these days.

Acceptance of such an up-tempo, raw reconstitution was predictable, and even though "Your Mama" has been out for only two weeks, key top 40's were quickly on the record: WMEX(AM) and WRKO(AM) Boston, WIXY(AM) Cleveland and WRIT(AM) Milwaukee.

Music Briefs

Group split. Creedence Clearwater Revival, group that had string of eight hit (gold) records in row between 1969 and 1972, has announced that its members will not record as group anymore. Tom Fogerty left band late last year to record by himself. He was not replaced (he played rhythm guitar) and Creedence continued with three members—John Fogerty, Stu Creek and Doug Clifford. Members of the group will continue their careers as solo artists.

All about country music. New-syndicated program, *The World of Country Music*, is being offered by Total Communications Systems, Pittsburgh. Total of 260 one-minute vignettes tell about people, music and history of country music.

Night at the opera. WNEW-FM New York, progressive-rock station, gave first airing to new rock opera "Virgin" on Oct. 17. Opera was product of five years of work by Catholic priest and group of clergymen and laymen called the Mission, Varner Paulsen, general manager of WNEW-FM, said. Mr. Paulsen characterized new work as "priest's struggle with his conscience and his traditions." Opera was released last week as double-record set by Paramount Records.

Successful show. Third annual "Show of the World" live entertainment show staged by KMPC(AM) Los Angeles attracted more than 13,200 paying customers, with gate receipts of more than \$50,000 turned over to International Orphans Inc. Crowd was entertained by 11 acts, including Dionne Warwick and Jose Feliciano.

White House serves surprise to McGovern

But Democrat fields Klein aide's question on 'Issues and Answers'

Senator George McGovern (D-S.D.), who has been trying in vain to egg President Nixon into a head-to-head television debate, found himself taking a question from the White House during an appearance on ABC's *Issues and Answers*, on Sunday (Oct. 22).

Al Snyder, an aide to White House Communications Director Herbert G. Klein, had sent over seven questions for the Democratic nominee, which had not been requested, along with a transcript of a speech by former Treasury Secretary John Connally, which had been.

"I thought you might be interested in what has happened here," ABC News special correspondent Frank Reynolds said, by way of informing Senator McGovern of the White House role in supplying the questions. What he found particularly interesting, Mr. Reynolds said, was that the White House had not simply suggested topics for discussion but had submitted questions in the form a newsmen might ask them.

Mr. Reynolds read one question about campaign rhetoric, which he considered the "most interesting," and discarded the rest.

The question gave the senator an opportunity to deny that he had referred to President Nixon "as an Adolf Hitler" but to restate his view that the bombing of civilian populations in Indochina "is the most barbaric thing that has been done by any great power since the Nazis were in office" and that he holds President Nixon "responsible for that."

The incident also gave Senator McGovern another opportunity to express his frustration about not being able to engage the President in televised debate, and to state one of the questions he would like to put to the President—about the Watergate caper and the subsequent charges of Republican efforts to sabotage Democratic primary campaigns.

Peggy Whedon, who produces *Issues and Answers*, said that Mr. Snyder had called a production aide, Rocci Fisch, at home on the Saturday before the program to say that he was sending over the Connally transcript and some questions for Senator McGovern.

Miss Whedon said the action was "unprecedented," that "we never get questions from the White House."

Mickelson heads research

Sig Mickelson, former president of CBS News, was named last week as director of a study project covering all aspects of the media and politics. Mr. Mickelson will make his headquarters at Northwestern University, Evanston, Ill., where he

is professor in the graduate division of the Medill School of Journalism.

The 12-month project is being sponsored by the Aspen Program on Communications and Society and its goal is to produce policy recommendations in politics/media relations and regulations "to make the political process more responsive to public needs and desires."

The project will have the assistance of the International Broadcast Institute in studying procedures in other countries; the Dupont Awards Office, which is logging political campaigns in the U.S. Foote, Cone & Belding agency, which is maintaining a library of political commercials produced for television. Other sources of support include the League of Women Voters, Fair Campaign Practices Committee, National Citizens Committee on Broadcasting, Citizens Research Foundation and Northwestern University.

Pro and con on pot in on-air editorials

California stations that take stand divide about evenly on initiative to ease law on marijuana possession

Ten California stations have editorialized in favor of legalizing the use and private cultivation of marijuana. A dozen have editorialized against it. The issue is on the state ballot in the election, Nov. 7.

The 22 stations that have taken positions were found in a BROADCASTING survey of some 350 stations in the state. Seventeen others reported they had produced special programs on the subject.

None of the editorializing stations aroused serious opposition. One station, KBIG(AM) Avalon, which opposed legalization, acceded to a request for rebuttal time by a group supporting the marijuana initiative. None of those favoring legalization reported any demands for rebuttal.

Stations editorializing in favor of marijuana were:

KPIX(TV) San Francisco, KRTH(FM) Los Angeles, KNBC(TV) Burbank, KXOA-TV Sacramento, KABC-TV Los Angeles, KROQ(AM) Burbank, KLRB(AM) Carmel, KGB(AM) San Diego, KTVU(TV) Oakland-San Francisco, KLOS(FM) Los Angeles.

Those editorializing against: KYTE(FM) Livermore, KSTN(AM) Stockton, KOWL(AM) South Lake Tahoe, KBON(AM) San Bernardino, KAZA(AM) Gilroy-Morgan Hill, KATY(AM) San Luis Obispo, KNXT(TV) Los Angeles, KCBS(AM) San Francisco, KUHL(AM) Santa Maria, KERO-TV Bakersfield, KBIG(AM) Avalon, KGTV-TV San Diego.

Do law enforcers get a fair shake?

Michigan State to study news practices of TV networks

Michigan State University has announced it will undertake a study of network television news to determine whether it distorts facts relating to law enforcement.

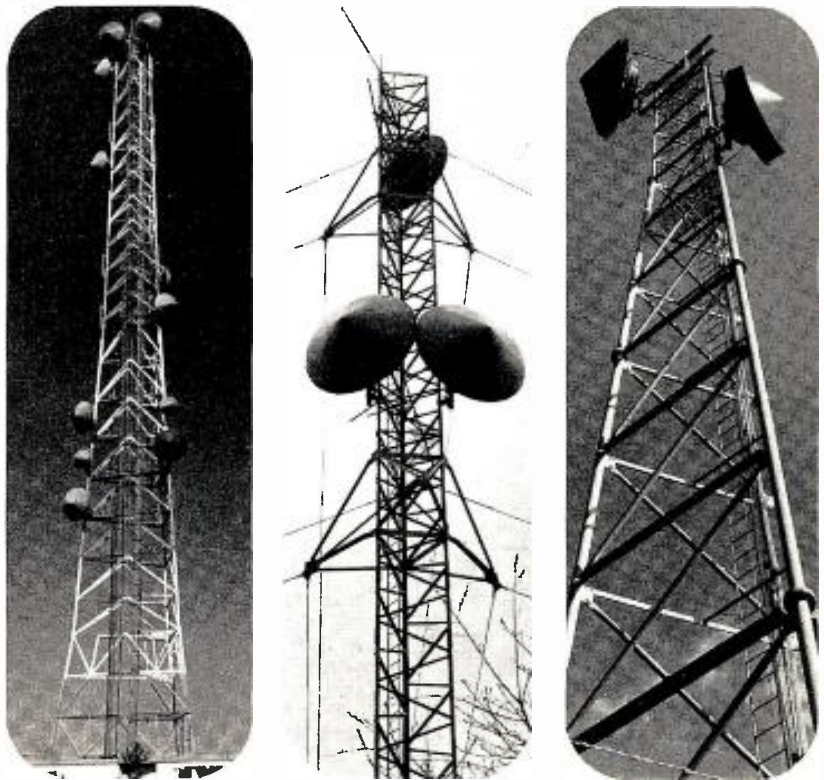
The study, scheduled for completion by May 1973, is being financed with a

\$49,969 grant the university received Oct. 20 from Americans for Effective Law Enforcement Inc. It will cover 300 days of evening news programs from ABC, CBS and NBC, using video tapes compiled by Vanderbilt University from August 1968 to September of this year. According to a MSU spokesman, the tapes will be selected at random and a special investigation using selected tapes will cover the networks' treatment of a number of law-enforcement-related events, including the Attica prison riot, the Charles Manson trial and the killing of students at Kent State University.

According to Dr. Vishwa M. Mishra, MSU associate professor of journalism who will direct the study in cooperation

with the school of criminal justice, the question of distortion will be explored from three angles. First, researchers will attempt to establish a pattern and scope of coverage and determine the ratio of law enforcement news to total news. Second, they will try to determine whether the coverage is favorable, unfavorable, neutral or mixed in reaction to law enforcement. Finally, any bias in news treatment will be measured by the image of law enforcement officials projected, by the attitudes of network personnel and by objectivity in coverage. Dr. Mishra said the study would include indepth interviews with representatives of the networks and law enforcement agencies.

From $\pm 10^\circ$ to $\pm 0.3^\circ$ seperates the men from the boys



With Microwave widths becoming narrower and narrower . . . the tower becomes more important, since deflection tolerances have gone from $\pm 10^\circ$ to $\pm 0.3^\circ$. A long time ago we at Stainless started designing towers by computer, and, man—what a difference that makes now!

Every Stainless tower is computer designed.

We don't ask for any compromises. We just feed the requirements into our computer and out comes a tower designed for your job. We're glad to see requirements tightened up. It gives our towers the edge we've been talking about for years.

Now, when it's a must, we don't have to play "catch-up" ball.

Stainless, inc.



North Wales, Pennsylvania 19454

Telephone (215) 699-4871

In Canada: Walcan Ltd., Toronto 12, Ontario.

Video tape-film issue rekindled at SMPTE

Conference also hears of immense logistics in ABC's Olympic coverage

Three sessions on television systems and 19 technical papers covering these sessions were early highlights of the 112th technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers held last week at the Century Plaza hotel in Los Angeles. The five-day fall conference (Oct. 22-27), attended by an estimated 1,200 registered delegates, featured sessions on laboratory practices, sound recording and reproduction, motion picture talking systems, photo-sensitive material, theater presentation practices, photo-instrumentation and small format films, in addition to television systems, in its first three days. Scheduled to wind-up the conference was a two-day symposium on cable television and communication satellites, as well as a round table discussion on the relative merits of film and video tape.

The controversy over film vs. video tape (do they conflict or can they co-exist?) seemed a dominant issue at the conference throughout the week. John P. Ballinger of Vidistrib, Los Angeles, in a paper he presented pointed out the advantage of video tape over film—such as quality of control, convenience of operation, longevity—and concluded: "... there is no reason why TV film distributors should not take advantage of the fact that video tape, due to its longevity and trans-shipping abilities, is less expensive than distributing by means of 16mm color prints, and give his customer TV station the quality of tape that compares to a good 33mm print to transmit rather than inferior 16mm print."

Keith Y. Reynolds of International Video Corp., Sunnyvale, Calif., in another paper, reported on recent advances in helical-scan video-tape recorders for color broadcast editing. As a result of various recent advances, Mr. Reynolds noted, "full color production editing can be accomplished with one-inch helical scan recorders" and electronically edited master tapes can be directly broadcast on air or dubbed for distribution.

According to a paper presented by Patricia R. Lehman of Computer Image Corp., Denver, the introduction of computer technology to the animation process has created an unprecedented amount of change in animation techniques. Describing various systems of instantaneous image generation via computers, she concluded: "Such tools as these add a new dimension to television graphics and implies an emerging new art form."

Two ABC engineers, Philip J. Levens and Joseph A. Maltz, described the TV network's coverage of the 1972 Summer Olympics in still another technical paper in the television area. To cover the

various sports competitions that were of the greatest interest to U.S. viewers, ABC, according to the paper, had need of such extensive central technical facilities as: a transmission center capable of processing and distributing audio/video signals from 60 program sources; two program assembly control rooms with the flexibility to assemble live programs, as well as tape programs for playback to the U.S. at different times; a two-camera live interview studio with chroma-key capability; six video-tape editing rooms; two VTR's and necessary supporting equipment; two color-film cameras, each with a 16mm projector with separate interlocked magnetic sound and a 35mm slide projector; a teletype room; a two camera graphics studio for captions and art work; a film services area for preliminary editing and screening, and a total of 15,000 square feet of office, production and technical floor space.

Some 60 exhibitors displayed equipment in the 92-booth equipment exhibit that ran concurrently with the technical conference. Prominent among them were Eastman Kodak Co., Rochester, N.Y., showing 16mm television projectors; General Electric Lamp Business Division, Cleveland, exhibiting a line of quartzline tungsten-halogen lamps for TV production; GTE Sylvania Inc., Danvers, Mass., showing lamps designed for TV-set lighting; Newfilm Lab Inc., Los Angeles, exhibiting a color-film processing laboratory housed in a 23-foot air conditioned van; Photo-Sonics Inc., Burbank, Calif., showing a high-speed camera for TV commercials production; and Teledyne Camera Systems/Visual Instrumentation Corp., Arcadia, Calif., exhibiting a high-speed video system and a tape-to-film recording system.

SMPTE honorees. Peter Rainger, head of the BBC's research department, was awarded the David Sarnoff gold medal award for 1972 by the Society of Motion Picture and Television Engineers for his development of all-electronic television standards conversion techniques as well as other contributions to television technology. Dean M. Zwich, a senior research associate at Kodak Research Laboratories, Eastman Kodak Co., was awarded the Herbert T. Kalmus gold medal award for 1972 by SMPTE for contributions to color technology in motion pictures and television. Renville H. McMann Jr., Leo Beiser, Wendell Lavender and Robert Walker, all with CBS Laboratories, Stamford, Conn., were awarded the 1972 journal award of SMPTE for authoring a technical paper considered to be best published in the *Journal of SMPTE* during the preceding year. The award was given for a paper entitled "Laser Beam Recorder for Color Television Film Transfer." All honors were presented at the annual awards luncheon during the five-day SMPTE fall technical conference and equipment exhibit in Los Angeles (Oct. 22-27).

Peking buys WUI earth station

Sale of a communications-satellite earth station and associated equipment to the People's Republic of China by Western Union International was announced last week. Value of the contract was estimated at about \$4 million. WUI officials said the earth station is expected to be in operation in about 14 months, transmitting to the Indian Ocean satellite and from there to, initially, about 20 countries in Europe, the Middle East, Africa and Asia. Edward S. Gallagher, WUI president, said the contract, signed Tuesday (Oct. 24) in Peking between his company and the China National Machinery Import & Export Corp., representing the People's Republic, calls for WUI to furnish a 90-foot-antenna satellite earth station terminal to be installed in the vicinity of Peking. Officials said General Telephone & Electronics Corp., Waltham, Mass., would be WUI's principal subcontractor, and that a team of WUI and GT&E engineers would work with a team of People's Republic engineers in making the installation.

A September to remember

Television sales in September by U.S. manufacturers to retailers were higher than in any month on record, according to the Electronic Industries Association. Figure was 1,584,302 TV sets for last month, up 22.9% from the same month in 1971. The previous record month for TV sales was September 1967 when 1,450,000 sets were sold.

Over-all, color TV sales for the nine months of the year were up 24.7%, and black and white sales were up 9.7% over the comparable 1971 period.

Total radio sales were up a small 4.0%, with AM home sales and automobile sales still on a minus basis, down 7.9% and 3.2% respectively below the same three-quarter period in 1971. FM sales for the nine months, however, were up 21.4%.

For the nine months of the year:

Television	1972	1971
Color	5,079,351	4,074,502
Monochrome	3,771,450	3,437,674
Total	8,850,801	7,512,176
Radio		
AM	3,091,524	3,358,255
FM	3,214,083	2,647,225
Auto	7,443,509	7,686,874
Total	13,749,116	13,694,354

Fine-tuning for cassette TV

Goldmark Communications Corp., Stamford, Conn., has announced development of an electronic system that it claims automatically eliminates distortion of pictures in programs played over home television sets through cassette systems. Peter Goldmark, president and director of research for the firm, a subsidiary of Warner Communications Inc., said the device monitors video signals as tape moves through the cassette player, detects

timing errors caused by tape shrinkage or stretching, and corrects them. The device, called the Skew Correction System, eliminates the need for constant manual adjustments, according to Dr. Goldmark.

Technical Briefs

Programer. International Business Machines Corp., White Plains, N.Y., has introduced new computer system for use by stations that is capable of storing information regarding several phases of station operation. IBM System for Television and Radio utilizes IBM System/3 computer to provide blueprint of timing and sequence of commercials, programs, contract and billing data and audience demographics. IBM said the system will be available on a license basis in the second quarter of 1973 at \$375 monthly rate.

College order. Ampex Corp., Redwood City, Calif., reports order of nearly \$500,000 from Syracuse University for three model VR-1200 high-band video-tape recorders and six model BC-230 television cameras. Equipment will be used to furnish new school facility for television and radio instruction. Television/Radio/Film building is part of S.I. Newhouse School of Public Communications made possible by grant from newspaper publisher and broadcast operator S. I. Newhouse.

Color gear for Venezuela. RCA has reported that Venestion TV Network in Venezuela has installed \$1 million worth of RCA video-tape systems and other color studio equipment in preparation for authorization of color in that country. Equipment was said to include first video-tape cartridge system shipped to South America, RCA TCR-100, currently being used in U.S. and Europe for automated station breaks and programing, plus six units of RCA's most advanced video-tape recorder and master control and program switching equipment. Venezuela has not yet fixed color standards or set date for start of color.

Fast starts. Thorens division, Elpa Marketing Industries, New Hyde Park, N.Y., has introduced improvements on TD 125 Mark II series of transcription turntables that company claims have reduced start-up time to 1.5 seconds (at 33 1/3 rpm). Improvements are based on new electronic circuitry and redesigned pulley.

Camera introductions. Electronics division, Cohu Inc., San Diego, has introduced three single-tube color-TV cameras, identified as 1200 series. New cameras offer various applications, most of them closed-circuit TV, but model 1230 is said to meet needs of cable-TV and educational-TV users for low-cost color studio viewfinder camera. Each of cameras uses same basic circuit design, featuring single, low-cost, separate mesh vidicon tubes.

High modulation. Sparta Electronic Corp., Sacramento, Calif., is offering new partially solid state 50-w broadcast transmitter that is said to put out high-level modulation in any frequency from 540 to 1700 kc. Transmitter is normally supplied to users pretuned to desired frequency.

Finance

Strong third quarter catapults ABC up for nine-month period

Record level attained despite financial handicaps in covering conventions, Summer Olympics

ABC Inc. reported last week that third-quarter operating earnings more than tripled those of the corresponding period of 1971.

Leonard H. Goldenson, chairman, and Elton H. Rule, president, said this record level of earnings "principally reflected improvements in broadcasting, particularly from the television network." They pointed to the TV network's "stronger performance despite the adverse financial impact of covering the political conventions and the Olympics."

Mr. Goldenson and Mr. Rule reported that other activities performed as expected except for losses in theatrical motion-picture production which reflected "disappointing" results from the prior year's inventory.

"On a balance," they said, "the company progress this year has been excellent and we expect substantial earnings, improvements for the remainder of the year."

Revenues and earnings from operations achieved record levels for both the third quarters and the first nine months of the year, ABC said. Net income for the first three quarters of the year more than doubled that for the like period of 1971.

For the first nine months ended Sept. 30:

	1972	1971
Earned per share (fully diluted)	\$ 2.91	\$ 1.35
Revenues	619,010,000	533,657,000
Net income	24,293,000	9,583,000

Storer back in shape in third quarter

Loser Northeast Airlines was merged off and revenues from broadcasting were up

Storer Broadcasting Corp., Miami Beach, Fla., bounced back with considerable improvement in revenues and net earnings for the third quarter and first nine months of 1972.

Storer reported last week that both its third quarter and the first nine months' earnings were substantially higher than last year even before extraordinary items. Within this context, Storer had net earnings of 32 cents a share versus a loss of \$339,000 in the third quarter comparison and net income of \$5,906,000 for the first nine months of 1972, as against \$49,000 in the 1971 period.

The company said the primary reason for the improvement in earnings before extraordinary items in 1972 was the merger of its 86.1% owned subsidiary, Northeast Airlines, into Delta Airlines, effective Aug. 1, 1972. It explained this

move eliminated an operation that had been a "significant drain" on the company's resources and earnings over the last several years. But Storer pointed out that the improved operating results in 1972 also reflected improvements over 1971 in its broadcast operations, particularly in the nine-month figures.

Storer said extraordinary gains (net of tax effects) were \$13,289,000 in the third quarter of 1972 compared with \$334,000 in 1971, and for the first nine months were \$13,289,000 versus \$2,131,000 in the 1971 period. Storer explained the 1972 gain resulted from the required accounting treatment of Northeast merger into Delta. The 1971 extraordinary gain resulted from the sale of some FM radio stations and real estate condemnation proceedings.

Pre-tax income from broadcast related operations amounted to \$2,380,000 in the 1972 third quarter, as against \$2,665,000 in the 1971 period, and \$13,813,000 for the first nine months of 1972 versus \$10,375,000 for the 1971 period.

For the first nine months ended Sept. 30:

	1972	1971
Earned per share (fully diluted)	\$ 4.05	\$ 0.57
Revenue from broadcast operations	52,898,000	45,368,000
Net earnings	19,194,800	2,180,300

Fuqua is bullish on Fuqua

Fuqua Industries, group station operator, projects that earnings in 1972 will rise to \$17-\$18 million, up from \$13.6 million last year. C. L. Patrick, president of Fuqua, which also operates more than 300 theaters and distributes a line of sports goods, said that sales this year should climb to about \$430 million from \$362 million. He said Fuqua will begin to buy up to 500,000 shares of its own stock shortly because "at the current price, we think it is the best investment the company can make." Fuqua was selling last week between 18 1/8 and 18 7/8 on the New York Stock Exchange.

Financial Briefs

Taft Broadcasting Co., Cincinnati, reported that revenues and income increased sharply during first six months of fiscal 1972 because of "the continuing strong performance of company's broadcast division." For six months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.68	\$ 1.15
Revenues	41,168,698	26,955,546
Net income	6,733,138	4,372,690

Multimedia Inc., Greenville, S.C., reported 19% increase in earnings and 12% jump in revenues for first three quarters of 1972. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.43	\$ 1.22
Revenues	29,877,777	26,649,172
Net income	3,820,131	3,221,423

Gulf & Western Industries Inc., New York, reported higher sales and record

net earnings for fiscal year ended July 31. Paramount Pictures subsidiary was "second largest supplier of prime-time TV programming to three national networks," and "The Godfather" has earned more than \$50 million in theatrical release so far. For fiscal year ended July 31:

	1972	1971
Earned per share	\$ 3.30	\$ 2.63
Revenues	1,669,671,000	1,566,327,000
Net income	69,411,000	55,576,000

Fuqua Industries Inc., Atlanta, reported record sales and earnings for nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.23	\$ 1.10
Revenues	302,584,000	256,622,000
Net income	11,585,000	9,473,000

Post Corp., Appleton, Wis., reported increases in revenues and earnings for three quarters ended Sept. 30:

	1972	1971
Earned per share	\$ 1.13	\$ 1.28
Revenues	12,273,694	10,216,033
Net income	1,063,664	966,690

Rahall Communications Corp., St. Petersburg, Fla., reported 79% jump in gross revenues for first fiscal quarter of 1972, ended Sept. 30:

	1972	1971
Earned per share	\$ 0.30	\$ 0.29
Revenues	2,209,000	1,248,000
Net income	310,000	305,000

Kansas State Network Inc., Wichita, reported increase in revenues and earnings for fiscal 1972, due "primarily to the excellent results achieved by the broadcasting division," where revenues reached "a new all-time high in spite of the fact that political revenues decreased by \$44,000 and network income was down by 9%." For fiscal year ended Aug. 31:

	1972	1971
Earned per share	\$ 0.55	\$ 0.53
Revenues	7,947,500	7,337,323
Net income	917,494	846,806

Pacific & Southern Broadcasting Co., New York, reported increase in revenues but decline in net income during first nine months of 1972. P&S said local radio revenues showed "good gains," but national radio sales slipped significantly. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.25	\$ 0.37
Revenues	15,467,486	12,679,996
Net income	504,226	609,216

Marvin Josephson Associates, New York, reported 51% increase in net income and 8% hike in revenues for first fiscal quarter ended Sept. 30. "In particular," said Marvin Josephson, company president, "we had an excellent summer in our rock-folk music concert, fair and personal-appearance activities." For three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.25	\$ 0.17
Revenues	2,519,000	2,324,000
Net income	257,600	170,800

Transamerica Corp., San Francisco-based diversified entertainment, finance and manufacturing holding firm, reported 36% higher net income for first nine months of 1972, including soaring earnings for its entertainment division. Entertainment net, including those of United Artists Corp., in current nine months amounted to \$9 million compared to \$854,000 in corresponding period year

ago. Entertainment revenues came to \$239,681,000 for 1972's first nine months against \$135,386,000 produced in 1971 for same period.

For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.89	\$ 0.68
Revenues	1,436,316,000	1,194,886,000
Net income	66,868,000	49,063,000
Shares outstanding	67,279,000	66,835,000

Notes: Earned per share based on income before capital gain. Net earnings after capital gain equal to 99 cents a share in the nine months of 1972 compared with 73 cents in 1971.

Conrac Corp., New York, reported 25% jump in net earnings and 19% increase in sales for first nine months of 1972. For third quarter ended Sept. 30:

	1972	1971
Earned per share	\$ 1.24	\$ 0.98
Revenues	42,511,557	35,864,270
Net income	1,685,546	1,353,723

Dun & Bradstreet Inc., New York, reported increases in revenues and income for three quarters ended Sept. 30. Revenues for its Corinthian Broadcasting subsidiary were up 23.6% over similar period in 1971, and "well in excess" of levels attained in 1970, Corinthian's previous peak year. For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.87	\$ 1.64
Revenues	291,124,000	260,992,000
Net income	24,109,000	21,065,000

Viacom International, New York, reported substantial increases in both net income and revenues for first nine months of 1972. Gains were achieved by both cable-television and television-program distribution divisions, according to Ralph M. Baruch, Viacom president. For first nine months:

	1972	1971
Earned per share	\$ 0.37	\$ 0.27
Revenues	10,527,000	8,935,000
Net income	1,434,000	1,035,000

Metromedia Inc., New York, reported that net income for first nine months of 1972 was 49% over corresponding period of last year.

John W. Kluge, board chairman and president, noted that record revenues and net income were achieved in third quarter of 1972. He attributed record performances to "continuing progress" in Metromedia operating division, including television, outdoor and mail advertising. For first nine months:

	1972	1971
Earned per share	\$ 1.04	\$ 0.71
Revenues	125,479,828	110,200,395
Net income	6,224,476	4,182,059

Cox Cable Communications Inc., Atlanta, reported 48% increase in net income and 20% increase in revenues for first nine months of 1972. Henry W. Harris, company president, said nine-month trend "should continue into the fourth quarter but . . . earnings could be affected somewhat by expenses related to the previously announced merger with American Television & Communications." Boards of directors of both companies, he added, have approved merger terms and special shareholder meetings are tentatively scheduled for mid-December. For first nine months of 1972:

	1972	1971
Earned per share	\$ 0.36	\$ 0.24
Revenues	11,670,795	9,735,960
Net income	1,262,583	855,299

Cox Broadcasting Corp., Atlanta, report-

ed increases of 23% in net income and 20% in revenues for first nine months of 1972.

Company said that revenues in third quarter of 1972 were up 17% and net income about 7%. J. Leonard Reinsch, president, noted that third-quarter results in broadcasting division showed revenues rose 5% but operating profits were lower. For first nine months:

	1972	1971
Earned per share	\$ 1.21	\$ 0.99
Revenues	55,905,036	46,467,013
Net income	7,091,219	5,757,153

J. Walter Thompson Co., New York, reported earnings decline over first nine months of 1972 and a relatively poor third quarter. Share earnings in third quarter were three cents compared with 35 cents a year ago (attributed in part by the agency to wage inflation and currency devaluations abroad). For nine months ended Sept. 30:

	1972	1971 *
Earned per share	\$ 1.04	\$ 1.62
Billings	539,018,000	550,426,000
Net income	2,795,000	4,470,000
Shares outstanding	2,700,058	2,756,659

* Restated to reflect pooling of interests.

Teleprompter Corp., New York, reported record earnings for first nine months of 1972, surpassing last year's comparable figure by 58%.

Total revenues jumped 23% over comparable gross for 1971 period. Increases were attributed primarily to continuing growth of cable television, but it was also noted that two wholly owned subsidiaries, Muzak Corp. and Filmmation Associates, showed significant improvement over last year.

For first nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.64	\$ 0.43
Revenues	45,409,147	36,796,253
Net income	9,270,576	5,882,863

Time Inc. reported modest increase in revenues and substantial rise in net income for first nine months of this year. Net income for the period was abetted by extraordinary item amounting to \$13,028,000, resulting mainly from capital gains from the sales of radio and TV stations.

For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 3.88	\$ 1.89
Revenues	447,517,000	435,128,000
Net income	28,291,000	13,693,000

The Outlet Co., Providence, R.I., group broadcaster and merchandising company, reported increase in revenues and earnings for first six months ended July 31:

	1972	1971
Earned per share	\$ 0.26	\$ 0.22
Revenues	34,674,620	32,278,045
Net income	411,988	355,412

Gross Broadcasting, Lansing, Mich., reported that revenues and income achieved "record-breaking performance" for first nine months of current fiscal year.

"Indications are this upswing will continue through the fourth quarter," said

Harold F. Gross, chairman. He said, "We anticipate a near sell-out position for much of the final thirteen weeks of 1972."

President James H. Gross noted that political advertising for upcoming election is "at an all-time high, bolstering predictions for a strong final quarter."

For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.98	\$ 0.85
Revenues	4,054,314	3,601,665
Net income	786,225	680,066

Collins Radio Co., Dallas, reported net loss in fiscal 1972 of more than \$63 million, as against net loss of more than \$46 million in fiscal 1971. Company spokes-

man said loss in fourth quarter of 1972 was less than in previous periods and improvements are expected in 1973.

For fiscal year ended July 28:

Net income (loss)	\$ (63,486,000)	\$ (46,643,000)
Revenues	250,416,000	287,502,000
Earned (loss) per share	(22.06)	(15.72)

New financing ■ MCA Inc., North Hollywood, Calif., has concluded new financing arrangement with two banks amounting to \$140 million. Loan from Bank of America, San Francisco, and First National Bank of Chicago, replaces MCA's current revolving credit. Under new agreement, \$50 million of financing will be in form of unsecured term loan, with annual repayments of \$8 million required,

beginning on March 1, 1974. Remaining \$90 million will be in form of secured revolving credit to expire on March 1, 1979. Interest rate is 1/2 of 1% above whatever is current prime rate.

Hot issue ■ Metro-Goldwyn-Mayer Inc., Culver City, Calif., has virtually sold out \$50 million offering of 9% collateral trust bonds. According to Dominick & Dominick Inc., one of group of underwriters, issue was more than 9% sold. MGM will use proceeds from new issue to pay for part of MGM Grand Hotel, 25-story, 2,084-room hotel and casino now under construction in Las Vegas. Collateral trust bonds are due in 1992.

Broadcasting Stock Index

Weekly market summary of 131 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Oct. 25	Closing Oct. 18	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)
							High	Low		
Broadcasting										
ARC	ARC	N	78	71 3/4	+ 6 1/4	+ 8.71	81 1/2	51 1/4	8,418	656,604
ASI COMMUNICATIONS	ASIC	O	1 3/8	1 1/2	- 1/8	- 8.33	5	1 3/8	1,815	2,495
CAPITAL CITIES	CCB	N	57	57		.00	64 1/4	48	6,496	370,272
CBS	CBS	N	52 3/4	53 1/8	- 3/8	- .70	63	45 1/2	28,096	1,482,064
COX	COX	N	39	40 1/4	- 1 1/4	- 3.10	51	36 1/4	5,827	227,253
FEDERATED MEDIA		O	2 1/2	2 1/2		.00	4 1/8	2 1/4	820	2,050
GROSS TELECASTING	GGG	A	16 5/8	16 1/4	+ 3/8	+ 2.30	23 7/8	12 1/4	800	13,300
LIN	LINB	O	11 1/2	11	+ 1/2	+ 4.54	22 3/8	11	2,341	26,921
MOONEY	MOON	O	9 5/8	9 5/8		.00	11 5/8	4	250	2,406
PACIFIC & SOUTHERN	PSOU	O	6 1/2	8 1/2	- 2	- 23.52	18 1/4	6 1/2	2,010	13,065
RAHALL COMMUNICATIONS	RAHL	O	14 1/2	14 1/2		.00	29	8	1,037	15,036
SCRIPPS-HOWARD	SCRIP	O	22 3/4	22 3/4		.00	27	18	2,589	58,899
STARR	SBG	M	24 3/4	25 1/8	- 3/8	- 1.49	30 1/2	15 1/2	1,042	25,789
STORER	SRK	N	44 7/8	41 3/4	+ 3 1/8	+ 7.48	49 3/8	31	4,223	189,507
TAFT	TFB	N	55 7/8	57 1/4	- 1 3/8	- 2.40	59 1/4	41 3/4	4,064	227,076
TOTAL									69,828	3,312,737
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	5	4 7/8	+ 1/8	+ 2.56	8 3/4	4 1/2	1,250	6,250
AVCO	AV	N	14 5/8	15	- 3/8	- 2.50	20 7/8	13 7/8	11,497	168,143
BARTELL MEDIA	BMC	A	2 7/8	2 3/4	+ 1/8	+ 4.54	7 1/8	2 3/4	2,257	6,488
CHRIS-CRAFT	CCN	N	4 5/8	5 1/8	- 1/2	- 9.75	8 3/4	4 5/8	3,999	18,495
COMBINED COMMUNICATIONS	CCA	A	33 1/4	31 3/4	+ 1 1/2	+ 4.72	42 1/2	28 1/2	3,264	108,528
COWLES COMMUNICATIONS	CWL	N	10 3/8	10 1/4	+ 1/8	+ 1.21	13 1/8	9 1/2	3,969	41,178
DUN & BRADSTREET	DNR	N	77 1/2	75 1/2	+ 2	+ 2.64	81 3/8	63	12,894	999,285
FUQUA	FOA	N	18 1/4	18	+ 1/4	+ 1.38	27 7/8	15 5/8	9,399	171,531
GARLE INDUSTRIES	GRI	N	23 1/2	23	+ 1/2	+ 2.17	32 1/4	23	2,220	52,170
GENERAL TIRE & RUBBER	GY	N	26 5/8	25 3/8	+ 1 1/4	+ 4.92	32 5/8	24 5/8	19,483	518,734
GLOBETROTTER COMMUNICATION INC	GLRTA	D	7 1/2	8	- 1/2	- 6.25	20 1/2	7 1/2	2,843	71,322
GRAY COMMUNICATIONS	O	O	10 1/2	10 1/4	+ 1/4	+ 2.43	14	6 1/2	475	4,987
ISC INDUSTRIES	ISC	A	7	6 3/4	+ 1/4	+ 3.70	9 1/8	6	1,655	11,585
KAISER INDUSTRIES	KI	A	5 3/4	5 1/2	+ 1/4	+ 4.54	9 5/8	5 1/2	26,948	154,951
KANSAS STATE NETWORK	KSN	O	6 3/8	6 3/8		.00	7 7/8	6 3/8	1,621	10,333
KINGSTIP INC.	KTP	A	13 3/4	13 7/8	- 1/8	- .90	16 1/8	10 7/8	1,154	15,867
LAMB COMMUNICATIONS	O	O	2 1/2	3	- 1/2	- 16.66	4 7/8	2	475	1,187
LEE ENTERPRISES	LNT	A	21 5/8	21 7/8	- 1/4	- 1.14	30	17 1/2	3,357	72,595
LIBERTY CORP.	LC	N	22 5/8	21 1/2	+ 1 1/8	+ 5.23	23 1/4	17 1/2	6,753	152,786
MCGRAW HILL	MHP	N	14 3/8	14 1/4	+ 1/8	+ .87	20 7/8	14 1/8	23,327	335,325
MEDIA GENERAL INC.	MEG	A	27 7/8	29	- 1 1/8	- 3.87	49 3/8	27 7/8	3,434	95,722
MEREDITH CORP.	MDP	N	22	21 1/2	+ 1/2	+ 2.32	30 3/4	18 1/2	2,812	61,864
METROMEDIA	MET	N	35	32 3/8	+ 2 5/8	+ 8.10	39	27 1/4	5,959	208,565
MULTIMEDIA INC.	O	O	43	42 1/2	+ 1/2	+ 1.17	44	14	2,408	103,544
OUTLET CO.	OTU	N	14	13 3/4	+ 1/4	+ 1.81	19 3/8	13	1,336	18,704
POST CORP.	POST	O	15 1/4	16 1/4	- 1	- 6.15	30	9	942	14,365
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 1/8	2 1/8		.00	4 7/8	1 5/8	919	1,952
REEVES TELECOM	RHT	A	2 3/4	2 3/4		.00	4 1/4	2 3/8	2,292	6,303
RIDDER PUBLICATIONS	RPI	N	23 3/4	24	- 1/4	- 1.04	34 1/2	23 3/4	8,327	197,766
ROLLINS	ROL	N	36 1/2	36 1/4	+ 1/4	+ .68	43 1/4	33	12,146	443,329
RUST CRAFT	RUS	A	32 1/4	33	- 3/4	- 2.27	39 3/8	24	2,318	74,755
SAN JUAN RACING	SJR	N	20 7/8	23 3/8	- 2 1/2	- 10.69	34 3/4	20 7/8	1,958	40,873
SCHERING-PLOUGH	SGP	N	127 1/4	119 1/4	+ 8	+ 6.70	135	82 5/8	25,471	3,241,184
SONDERLING	SDR	A	11 1/2	11 3/4	- 1/4	- 2.12	30 3/4	11	1,005	11,557
TIMES MIRROR CO.	TMC	N	53 1/4	53 7/8	- 5/8	- 1.16	61 5/8	46 1/2	15,395	819,783
TURNER COMMUNICATIONS	O	O	5 1/2	5 1/2		.00	7	7	1,328	7,304
WASHINGTON POST CO.	WPD	A	34 1/4	33	+ 1 1/4	+ 3.78	37 1/4	23 1/2	4,806	164,605
WHDH CORP.	O	O	16	15	+ 1	+ 6.66	30	11	589	9,424
WDMETCO	WDM	N	20 1/8	20	+ 1/8	+ .62	25 7/8	18 1/2	5,789	116,503
TOTAL									238,074	8,509,842
Cable										
AMECO	ACO	O	2 1/2	2 1/2		.00	12 3/4	1 1/2	1,200	3,000
AMERICAN ELECTRONIC LABS	AELBA	O	3 3/4	3 7/8	- 1/8	- 3.22	9 3/4	3	1,726	6,472
AMERICAN TV & COMMUNICATIONS	AMTV	O	45 1/2	44 3/4	+ 3/4	+ 1.67	47 1/4	17 1/4	2,462	112,021
BURNUP & SIMS	BSIM	O	24	23 1/2	+ 1/2	+ 2.12	24	6 3/4	7,510	180,240

	Stock symbol	Exch.	Closing Oct. 25	Closing Oct. 18	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
CABLECOM-GENERAL	CCG	A	9 1/8	9 1/8		.00	18 1/4	8 7/8	2,438	22,246	
CABLE FUNDING CORP.	CFUN	O	12 3/8	12 1/2	- 1/8	- 1.00	15 1/4	9 7/8	1,233	15,258	
CABLE INFORMATION SYSTEMS	O		2 1/4	2 1/4		.00	4 3/4	1 3/4	955	2,148	
CITIZENS FINANCIAL CORP.	CPN	A	8 1/2	8 7/8	- 3/8	- 4.22	15 1/4	8 1/2	2,416	20,536	
COLUMBIA CABLE	CCAR	O	16 3/8	17 1/8	- 3/4	- 4.37	21 3/4	16 3/8	900	14,737	
COMCAST CORP.	O		4 3/8	4 1/2	- 1/8	- 2.77	7	4 1/8	1,280	5,600	
COMMUNICATIONS PROPERTIES	COMU	O	8 3/8	9 3/8	+ 1	+ 10.66	27 3/8	8 3/8	1,917	16,054	
COX CABLE COMMUNICATIONS	CXC	A	37	36 7/8	+ 1/8	+ .33	41 3/4	23 1/4	3,556	131,572	
CYPRESS COMMUNICATIONS	CYPR	O				.00	23	7	2,732	52,591	
ENTRON	ENT	A	3 1/2	3 5/8	- 1/8	- 3.44	9 1/4	3	1,358	4,753	
GENERAL INSTRUMENT CORP.	GRL	N	27 7/8	26 1/8	+ 1 3/4	+ 6.69	32 7/8	20 3/4	6,501	181,215	
LVD CABLE INC.	LVOC	O	11 5/8	11 3/4	- 1/8	- 1.06	16 1/2	6 3/4	1,466	17,042	
STERLING COMMUNICATIONS	STER	O	3 1/2	3 7/8	- 3/8	- 9.67	7 3/4	3 1/2	2,162	7,567	
TELECOMMUNICATIONS	TCOM	O	28 1/4	30	- 1 3/4	- 5.83	35 1/4	15 1/2	3,822	107,971	
TELEPROMPTER	TP	A	34	33 3/4	+ 1/4	+ .74	44 1/2	28 1/8	15,551	528,734	
TIKE INC.	TL	N	48 1/2	49 3/4	- 1 1/4	- 2.51	64 3/4	44 5/8	7,284	353,274	
TOCOM	TOCM	O	7 3/4	7	+ 3/4	+ 10.71	10	7	596	4,619	
UA CABLEVISION INC.	UACV	O	13 3/8	13	+ 3/8	+ 2.88	24	13	750	10,031	
VIA-COM	VIA	N	19 1/8	19 1/2	- 3/8	- 1.92	28 1/2	15 1/2	3,836	73,363	
VISGA	VIA	A	8 3/4	9	- 1/4	- 2.77	19 3/4	8	2,333	20,413	
Programming									TOTAL	75,984	1,891,457
COLUMBIA PICTURES	CPS	N	9 3/4	9 7/8	- 1/8	- 1.26	14 7/8	9 1/8	6,342	61,834	
DISNEY	DIS	N	186 3/4	176	+ 10 3/4	+ 6.10	201 3/4	132 3/4	13,802	2,577,523	
FILMWAYS	FWY	A	4	3 5/8	+ 3/8	+ 10.34	8	3 5/8	1,868	7,472	
GULF & WESTERN	GW	N	34 1/8	32 7/8	+ 1 1/4	+ 3.80	44 3/4	28	15,816	539,721	
MCA	MCA	N	24 1/4	24 1/8	+ 1/8	+ .51	35 7/8	23 1/8	8,182	198,413	
MGM	MGM	N	19 5/8	20 1/4	- 5/8	- 3.08	22 1/8	16 3/4	5,897	115,728	
MUSIC MAKERS	MUSC	O	1 5/8	1 3/8	+ 1/4	+ 18.18	3 3/4	1 1/8	534	867	
TELE-TAPE PRODUCTIONS	O		1 1/4	1 1/8	+ 1/8	+ 11.11	2 7/8	1	2,190	2,737	
TELETRONICS INTERNATIONAL	O		9 1/2	9 1/2		.00	18 1/2	6 1/4	724	6,878	
TRANSAMERICA	TA	N	17 5/8	16 7/8	+ 3/4	+ 4.44	23 1/2	16 1/4	67,213	1,184,629	
20TH CENTURY-FOX	TF	N	9 1/8	9 3/8	- 1/4	- 2.66	17	8 5/8	8,562	78,128	
WALTER READE ORGANIZATION	WALT	O	1 1/4	1 3/8	- 1/8	- 9.09	4 1/8	1 1/4	2,203	2,753	
WARNER COMMUNICATIONS INC.	WCI	N	40	38 1/4	+ 1 3/4	+ 4.57	50 1/4	31 1/4	16,221	648,840	
WEATHER CORP.	WCO	A	8 1/8	7 3/4	+ 3/8	+ 4.83	17 7/8	7 1/8	2,164	17,582	
Service									TOTAL	151,718	5,443,105
JOHN BLAIR	RJ	N	12 1/8	12 3/8	- 1/4	- 2.02	22 3/8	11 1/2	2,604	31,573	
COMSAT	CO	N	58 7/8	58 5/8	+ 1/4	+ .42	75 3/8	52	10,000	588,750	
CREATIVE MANAGEMENT	CMA	A	9 1/8	9 3/8	- 1/4	- 2.66	15 1/2	8 5/8	975	8,896	
DOYLE DANE BERNBACH	DOYL	O	27	21 1/2	+ 5 1/2	+ 25.58	34 3/4	21 1/2	1,945	52,515	
ELKINS INSTITUTE	ELKN	O	2 1/4	2 1/8	+ 1/8	+ 5.88	16 3/8	1 3/4	1,664	3,744	
FOOTE, CONE & BELDING	FCB	N	10 3/4	10 3/4		.00	14	10 5/8	2,162	23,241	
GREY ADVERTISING	GREY	O	15	14 1/2	+ 1/2	+ 3.44	18 1/8	9 1/4	1,200	18,000	
INTERPUBLIC GROUP	IPG	N	27 1/2	24 3/4	+ 2 3/4	+ 11.11	36 1/8	22 3/4	2,083	57,282	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 5/8	14 1/4	+ 3/8	+ 2.63	17 3/4	5 7/8	825	12,065	
MCCAFFREY & MCCALL	D			10 1/2		.00	16 1/2	7	585	6,142	
MOVIELAR	MOV	A	1 5/8	1 1/2	+ 1/8	+ 8.33	3 1/8	1 3/8	1,407	2,286	
MPO VIDEOTECHNICS	MPD	A	3 3/4	3 7/8	- 1/8	- 3.22	7 1/8	3 5/8	547	2,051	
NEEDHAM, HARPER & STEERS INC.	NDHMA	O	26 1/4	26 1/2	- 1/4	- .94	34 1/8	21 1/2	911	23,913	
A. C. NIELSEN	NIELB	O	56 1/2	56 3/8	+ 1/8	+ .22	59 1/4	37 5/8	5,299	299,393	
OGILVY & MATHER	OGIL	O	37	35 1/2	+ 1 1/2	+ 4.22	48 1/2	16	1,716	63,492	
PKL CO.	PKL	O	1 3/8	1	+ 3/8	+ 37.50	9 1/2	3/4	778	1,069	
J. WALTER THOMPSON	JWT	N	28	26 1/4	+ 1 3/4	+ 6.66	49 1/4	23	2,704	75,712	
UNIVERSAL COMMUNICATIONS INC.	O		12	11 1/2	+ 1/2	+ 4.34	17	8	715	8,580	
WELLS, RICH, GREENE	WRG	N	18 1/4	18 3/4	- 1/2	- 2.66	27 7/8	18 1/4	1,635	29,838	
Manufacturing									TOTAL	39,755	1,308,542
ADMIRAL	ADL	N	16 3/8	16 1/2	- 1/8	- .75	27	13 5/8	5,813	95,187	
AMPEX	APX	N	5 5/8	5 1/2	+ 1/8	+ 2.27	15 1/8	5	10,875	61,171	
CARTRIDGE TELEVISION INC.	O		19	20	- 1	- 5.00	43 1/2	16 1/2	2,083	39,577	
CCA ELECTRONICS	CCAE	O	3 1/4	3	+ 1/4	+ 8.33	6 1/4	2 1/4	881	2,863	
COLLINS RADIO	CRI	N	14 1/2	14 3/8	+ 1/8	+ .86	19 7/8	13 1/4	2,968	43,036	
COMPUTER EQUIPMENT	CEC	A	2 5/8	2 5/8		.00	4 5/8	2 1/2	2,421	6,355	
CONRAC	CAX	N	29 1/2	25 3/4	+ 3 3/4	+ 14.56	39 3/8	24	1,259	37,140	
GENERAL ELECTRIC	GE	N	64 1/4	62 1/2	+ 1 3/4	+ 2.80	70 7/8	58 1/4	182,123	11,701,402	
HARRIS-INTERTYPE	HI	N	48 3/8	47 1/4	+ 1 1/8	+ 2.38	59	45 1/2	6,358	307,568	
MAGNAVOX	MAG	N	29 1/2	26 3/4	+ 2 3/4	+ 10.28	52 1/4	25 7/8	17,685	521,707	
3M	MMM	N	80 3/4	76 1/2	+ 4 1/4	+ 5.55	85 3/4	74 1/4	12,867	1,039,010	
MOTOROLA	MUT	N	119 1/4	115 1/2	+ 3 3/4	+ 3.24	129 7/8	80	13,481	1,607,609	
OAK INDUSTRIES	OIE	N	17 1/8	16 5/8	+ 1/2	+ 3.00	21 3/4	9 5/8	1,638	28,050	
RCA	RCA	N	35 1/4	32 3/4	+ 2 1/2	+ 7.63	45	32 1/8	74,352	2,620,908	
RSC INDUSTRIES	RSC	A	2 1/4	2 1/4		.00	4 3/8	2 1/4	3,458	7,780	
TECHNICAL OPERATIONS INC.	TD	A	10 1/4	10	+ 1/4	+ 2.50	17 7/8	9	1,386	14,206	
TEKTRONIX	TEK	N	50 3/4	50 5/8	+ 1/8	+ .24	65 1/2	32 3/4	8,157	413,967	
TELEMATION	TIHT	D	4 3/4	5 1/4	- 1/2	- 9.52	13 3/4	4 1/4	1,050	4,987	
WESTINGHOUSE	WX	N	42 5/8	42	+ 5/8	+ 1.48	54 7/8	38 3/8	87,609	3,734,333	
ZENITH	ZE	N	47 3/4	46 1/4	+ 1 1/2	+ 3.24	50 1/2	39 3/4	19,037	909,016	
									TOTAL	455,501	23,195,872
									GRAND TOTAL	1,030,860	43,661,555

Standard & Poor's Industrial Average 123.80 120.77 + 3.03

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.

Court upholds FCC in grandfathering case

Pa. system has to drop three signals commission said weren't on before cutoff

A Pennsylvania cable-television company has lost in a court appeal aimed at permitting it to continue carrying three distant signals from Philadelphia. The U.S. Court of Appeals for the Third Circuit has affirmed a commission ruling directing Service Electric Cable TV Inc. to drop the signals.

At issue was whether the company had been providing subscribers in Hanover township and Wilkes-Barre with the signals of WPHL-TV (ch. 17), WTAF-TV (ch. 29) and WKBS-TV (ch. 48) before Feb. 15, 1966. That was the date on which commission rules requiring hearings on the importation of distant signals became effective. Service Electric had appealed principally on the ground that the commission had erred in holding that the company had not met its burden of proof on the question of whether the signals had been on the system, and therefore "grandfathered," before the cutoff date.

The court, however, said it found "no merit" in the company's contention. The decision will mean a reduction in Service Electric's service to the two communities to 11 signals.

Schlaflly counts cable's critics, finds medium still worth the candle

CBS's Frank Stanton is prime target of Teleprompter executive's remarks

Cable TV has been "picked, probed, examined, directed, frozen, thawed, compromised and regulated by more groups, more intensively and from a greater diversity of points of view, than any other fledging industry" in the history of the country, Teleprompter Corp. executive Hubert J. Schlaflly charged last week in Los Angeles. Mr. Schlaflly, appearing as a speaker at the two-day (Oct. 26-27) communication satellites and cable television symposium held in conjunction with the Society of Motion Picture and Television Engineers 112th technical conference and equipment exhibit (see page 44), singled out broadcasters, and particularly CBS Inc. Vice Chairman Frank Stanton, as among those paying undue attention to cable TV's development.

"I think that the greatest believer in cable communication and all of its services [must be] Frank Stanton," said Mr. Schlaflly, who is Teleprompter's executive vice-president for technological development. "Why else," he asked, "would he personally be launching such direct and sustained attacks in the press and with Congress to hold down or limit the effectiveness of broadband communications." Dr. Stanton was vigorous in voicing CBS opposition to a compromise that

led to adoption of the FCC's cable rules.

Mr. Schlaflly expressed assurances that cable TV was no threat to broadcasters. "Perhaps we are one of the threats to the network monopoly," he pointed out. "but so is the local broadcast station owner, as he realizes that he has access to a greater variety of independent programming, has greater opportunity for national delivery of programming such as is offered by the domestic satellite transmissions and becomes more aware of his obligations for local interest and minority participation programming."

Answering a series of questions he posed himself, Mr. Schlaflly said: that cable TV will be able to penetrate urban areas that already have access to seven or more over-the-air TV signals; that Teleprompter thinks minority interest programming is worthwhile and that public-access programming is worth its cost; that the combination of satellite for national or regional programming and cable for local programming and economical delivery of communications services "is the ideal partnership."

Hockey and baseball for a price on cables

Teleprompter is providing package to Long Island CATV customers at maximum \$50 for 80-game season

Teleprompter Corp., New York, began pay-cable television last week, offering the home games of the New York Nets basketball team and the Islanders hockey team.

The games will be carried on Teleprompter systems in the town of Islip and Babylon village and to Suffolk Cablevision systems in Islip, Patchogue and Brookhaven. The service was to begin last Friday (Oct. 27).

The season package of 80 Nets-Islanders contests will cost \$50 in the future, but since the season has already started, subscribers will receive pro-rate reductions amounting to 62½ cents for each game missed. Subscribers who pay the charge will have special channel selectors installed in their homes enabling them to pick up the games. Teleprompter's

Group Communications Division is producing and distributing the package.

These games are carried free to Teleprompter's subscribers in Manhattan. Long Islanders are required to pay because of an arrangement with the Nassau coliseum where the Nets and Islanders play their home games.

The systems have a combined total of 25,000 subscribers. As of last Wednesday (Oct. 25), Teleprompter said, "a few subscribers have signed for the games, but it's too early to predict the acceptance as we made the announcement only on Tuesday."

One to us, one to them

An editorial revision to the FCC's cable-television rules, implemented by the commission, provides that in cases where state governments assume franchising jurisdiction over CATV systems, the system must furnish the state with a copy of its FCC certificate of compliance application—even when the state's jurisdiction is under dispute. The commission said the change in wording was necessary so that systems would fully understand the procedures involved in filing for compliance certificates. In an action last July, the agency had ruled that when state and local authorities are in dispute over franchising authority, copies of the application should be forwarded to each. In the same action last week, the commission ruled that when neither the state nor the local authority makes a copy of the compliance certificate application available for public inspection, the system itself must establish such a public file in its community.

Partial concession made

In what is believed to be one of the first actions taken by the FCC on CATV certificate of compliance applications, the commission has voted to partially grant such application of New Worlds Cable TV Inc., Cameron, Tex. The commission authorized the system to carry six of nine TV signals it had requested. It disallowed three imported independent signals—carriage of which had been opposed by KCEN-TV Temple, Tex. New Worlds had claimed it should be allowed to carry the

SPOT BUSINESS IS AWFUL FOR CONTEMPORARY STATIONS

Most are down sharply. Many are offsetting these losses with all-time highs in Local. We help leading rock stations reach towering local peaks through retailer presentations, sales training, and 60 other services to management during 30 days in their markets. Stations like us because we personally create the dollars to pay for our services.

YOUNG ADULT  MARKETING INC.

19525 VENTURA BLVD. • TARZANA, CALIF. • (213) 881-7017

independents because the neighboring system in Temple had been carrying them for years. But the commission pointed out that cable operations are only allowed to carry signals grandfathered by another system if the other system is located in the same community—which, it said, is not the case here.

Cable Briefs

Relocating. GTE Sylvania Inc., subsidiary of General Telephone & Electronics Corp., New York, will transfer headquarters of its CATV equipment and installation operations from Seneca Falls,

N.Y., to El Paso. Move will be implemented over period of several months.

No cable tax. Los Angeles city council defeated proposal to levy 5% monthly tax on cable-television subscribers. Revenue and taxation committee had recommended drafting ordinance to extend city utility-user's tax to cable-TV users.

Fates & Fortunes®

Broadcast Advertising

Stephen S. Barnett, supervisor of TV programming, Ketchum, McLeod & Grove, New York, rejoins Cunningham & Walsh there as manager, TV programming, on all network accounts. **Phyllis Taormina**, spot buyer, Doyle Dane Bernbach, New York, appointed senior negotiator at C&W; **Donald D. Keller**, independent film producer and director, New York, appointed senior producer at agency, and **Michael Loprete**, account executive, DKG, New York, appointed to similar post with C&W.

Ellen Cohen, copy group head; **John Greene** and **Ray Aivas**, production supervisors, and **Ed Nussbaum**, group creative supervisor, Grey Advertising, New York, elected VP's.



Mr. Geyer

Gary Geyer, creative group head, Marchalk, New York, elected VP.

John W. Amon, senior VP and executive creative director, Campbell-Mithun, Chicago office, rejoins Needham, Harper & Steers Chicago division as VP and associate creative director.

Richard I. Chilton, account supervisor, D'Arcy-MacManus & Masius, New York, named VP.



Miss Minard

Sally Minard, account supervisor, SSC&B, New York, elected VP.

Joseph DeVoto, film director, Richardson, Myers & Donofrio, Baltimore agency, appointed film director, N. Lee Lacy, New York, international TV commercial production firm.

Thomas J. Fielding, president, Leo Burnett International, London, named chairman. He is succeeded by **Gordon G. Rothrock**, executive VP.

Anthony J. Amendola, managing director, St. Louis office, D'Arcy-MacManus & Masius, named executive VP.

Dave Martin, account executive, Blair Television, New York, joins KOA-TV Denver, as general sales manager.

Frank J. Coppola, director, office services, Young & Rubicam, New York, named VP.

E. K. G. (Ted) Anson, account executive, and **Barnard Costello**, assistant treasurer, Kenyon & Eckhardt, New York, named VP's. **Bob Lundin**, director of client services, and **Les Teich**, senior art director, K&E, Chicago, elected VP's.

James K. Devoe, president, Dusenberry-Devoe, New York, appointed account supervisor, N. W. Ayer & Son, New York.

Roger Van Ghent, president, System Sharing Corp., New York, appointed media systems manager, Metro Radio Sales, New York.

Tom Williams, assistant account executive, Tatham-Laird & Kudner, Chicago, appointed account executive, Deltona Corp. account, T-L&K, New York.

William P. McNeill, account supervisor, Smith/Greenland Co., New York, appointed account executive, Coordinated Communications, New York agency.

Cornelius F. McFadden Jr., sales manager, WMMR(FM) Philadelphia, named VP-sales.

George D. Emerson Jr., national sales manager, group-owner Rollins Broadcasting, Atlanta, appointed regional-national sales manager, WNRK(AM) Newark, Del.

Al Lobeck, manager, WEAU-AM-FM Evanston, Ill., joins WIBW-AM-FM Topeka, Kan., as sales manager.

Jack Alix, director and general manager, Columbia School of Broadcasting, Washington, appointed sales promotion manager, WLEE(AM) Richmond, Va.

Fred C. Alexander, account supervisor, Scannell Inc., Milwaukee marketing communications agency, named VP.

Jack Ward, founder, John Ward & Associates Advertising, Louisville, Ky., joins Goodwin, Dannebaum, Littman & Wingfield, Houston advertising and public-relations agency, as director of client services.

Thomas N. Burgess, art director, Geer-DuBois, New York, appointed to same post, Bozell & Jacobs there.



Mr. Abrams



Mr. Fairbanks



Mr. Sowards

James A. Sowards, national sales manager, CBS-owned KNXT(TV) Los Angeles, appointed director of sales. He succeeds **Robert M. Fairbanks**, who becomes sales manager, CBS Television Stations National Sales, Los Angeles, succeeding **Gerald W. Abrams**, appointed

KNXT sales manager.

Larry Russell, partner in Russell & Begos, Dallas agency, joins Knox Reeves Advertising Minneapolis, as VP and account supervisor. **Ronald Eastburn**, account executive, KR, appointed account supervisor. **Tom Mulvihill**, account executive, Post-Keyes-Gardner, Chicago; **Richard Diercks**, film division general manager, Carmichael-Lynch advertising, Minneapolis, and **Mitchell Smith**, account executive, Cunningham & Walsh, New York, all join Knox Reeves as account executives.

Louis T. Cicero, research account supervisor, BBDO, New York, joins Kenyon & Eckhardt there as research project supervisor.

Lee H. Crowder, Western regional VP, National Outdoor Advertising Bureau Inc., Los Angeles, appointed VP, Myers, Bateman & Wartnik Inc., Los Angeles-based advertising agency, and general manager of agency's new Phoenix office.

Alan Barcus, copywriter, Kenyon & Eckhardt, New York, joins Needham, Harper & Steers, New York, as writer. **Bill Gangi**, art director, K&E, joins NH&S in similar capacity. **Karen Ramsey**, art director, Wyse Advertising, New York, appointed assistant art director, NH&S.

Media



Mr. Ray

David K. Ray, with McKinsey & Co., New York, management consultants, named VP, administration, LIN Broadcasting Corp., New York. His election follows naming of **Joseph F. Lord Jr.**, LIN VP, administration and planning, as president, LIN Communications

Services Inc., New York, subsidiary in telephone-answering, radio-paging and personal communications services.

Peter J. Callahan, VP, Bartell Media Corp., New York, named senior VP. Bartell Media is parent of Bartell Broadcasters Inc., group owner.

W. Robert McKinsey, general manager, KCB-D-TV Lubbock, Tex., and KSW-S-TV Roswell, N.M., and **Carter C. Hardwick Jr.**, general manager, WCBD-TV Charleston, S.C., named VP's, State Telecasting Co., licensee of stations.

Keith W. Horton, VP and media broker, Chapman Co., Atlanta, forms Keith W. Horton Co., Elmira, N.Y., communications-industry brokerage and consulting firm.

Priscilla M. Toumey, senior press representative at CBS-owned WCBS-TV New York, appointed manager of press services for CBS Radio, New York.

Rose Fiorani elected president of WPTS-AM Pittston, Pa., succeeding late **Angelo W. Fiorani**, her husband, who died July 17. Daughters **Eleanor Castelli** and **Rosemary Gallagher**, named VP and executive secretary, respectively.

William G. Moll, station manager, WSMW-TV Worcester, Mass., joins KENS-TV San Antonio, Tex. as assistant to president. (Corrects Oct. 16 item.)

Daniel P. Weinig, operating director, WCVU-AM Portsmouth, Va., appointed general manager, WPIX-FM New York.

J. Phillip Goldman, station manager, WINZ-AM Miami, joins WRVQ-AM Richmond, Va., as general manager.

Keith Adams, operations manager, KGNC-TV Amarillo, Tex., appointed assistant general manager, KGNC-AM-FM-TV. **Gil Schneider**, general sales manager, KGNC-TV appointed manager. **Bob Kindred**, sales manager, KGNC, appointed manager, KGNC-AM-FM.

Cyrus Weiss, general manager, KUDO-TV San Francisco, joins KJAZ-AM Alameda, Calif., as station manager.

Bob Kelly, general manager, WQPD-AM Lakeland, Fla., and WYNA-AM Raleigh, N.C., joins WOTO-AM Cypress Gardens, Fla., as station manager.

W. Jack Brown, WLON-AM Lincolnton, N.C., assumes presidency, North Carolina Association of Broadcasters. Chosen president-elect was **William Rollins**, WSVM-AM Valdese. Others elected: **James Babb**, WBT-TV Charlotte, VP for TV; **Roland Potter**, WKBC-AM-FM

North Wilkesboro, VP for radio. Re-elected was **Jack Starnes**, WBAG-AM-FM Burlington, as secretary-treasurer.

Talbot R. Hood, WKBK-AM Keene, N.H., elected president, New Hampshire Association of Broadcasters. Other officers elected: **John Scott**, WSCV-AM Peterborough, VP; **Alan Severy**, WASR-AM Wolfesboro, secretary-treasurer. New directors are **W. Pierce Burgess**, WFTN-AM Franklin, and **Frank B. Estes**, WKXL-AM-FM Concord. **J. Gordon Keyworth** WPNH-AM Plymouth, outgoing president, remains as director ex officio.

Robert H. Ellis, general manager, non-commercial KAET-TV Phoenix, elected president, Rocky Mountain Public Broadcasting Network, which comprises 10 public TV stations in Arizona, Colorado, Idaho, New Mexico and Utah.

Programing

Thomas Wertheimer, VP-business affairs for Circle Entertainment, Hollywood-based ABC-TV subsidiary, appointed VP, Universal Television, North Hollywood, Calif. **Ron Preissman**, program executive, Paramount Television, Hollywood, joins Universal Television in similar position, with specific responsibilities in development, production and sales of programs intended for CBS-TV.

William Miller, advertising sales executive for Time Magazine, New York, named to new post of sales director of Time-Life Video, New York video-cassette program subsidiary of Time Inc.

Alastair Banks, Canadian television sales executive, appointed Canadian sales director, Warner Bros. Television, with headquarters in Toronto.

Michael Brockman, manager, daytime programing, East Coast, ABC Entertainment, appointed director, daytime programs, East Coast. **Stephen D. Schenkel**, daytime program executive, ABC Entertainment, named manager, daytime program development, East Coast.

Paul D. Messing, production director, WMMR-AM Philadelphia, named VP, broadcast production.

Reb Foster, principal in management firm of Reb Foster Associates Inc., Beverly Hills, Calif., appointed program director for KRLA-AM Pasadena, Calif., while retaining his outside managerial interest. Mr. Foster formerly was on-air personality and program director for station.

Anne McKean, with WBBM-FM Chicago, appointed director of operations.

Chuck Dunaway, program director, WIXY-AM Cleveland, appointed operations manager, group-owner Globetrotter Communications there.

Bill Garcia, program director, WNCR-AM Cleveland, joins WRVQ-AM Richmond, Va., as operations manager.

Terry Fauth, with WOKR-TV Rochester, N.Y., appointed traffic manager.

Tom Reed, associate producer, evening newscast, WKYC-TV Cleveland, joins WQXI-TV Atlanta in similar position.

Broadcast Journalism



Mr. Price

Grant Price, news director, WMT-AM Cedar Rapids, and KXEL-AM Waterloo, both Iowa, joins KWWL-AM-FM-TV Waterloo, as director, news services.

Peter Maer, assistant news director, WLAC-AM-FM Nashville, appointed director, news services.

John Lawrence, formerly with WROV-AM Roanoke, Va., joins WRVQ-AM Richmond, Va., as news director.

Jim Simpson, NBC-TV sportscaster, joins WASH-AM-FM Washington in same capacity.

John Emmert, assistant sports director, KWWL-AM-FM-TV Waterloo, Iowa, joins WCKT-TV Miami, as sports reporter-photographer.

Bob Thomas, weatherman and chief meteorologist, WMAQ-TV Chicago, joins WLUK-TV Green Bay, Wis., in similar capacity.

Jose Alberto Iniguez, program director, WBNX-AM New York, joins WOR-TV New York to present daily Spanish-language news report on special news program.

Peggy Cooper, assistant director, public relations, McCann-Erickson, Chicago, joins WLS-AM Chicago, as editorial and public-service director.

Bob Levy, director of advertising and promotion, KHOU-TV Houston, appointed editorial writer and special projects director.

Cable



Mr. Patlove

Abram E. Patlove, marketing manager, TPT Communications, subsidiary of Teleprompter Corp., appointed director of development for Comcast Cable Communications, division of Comcast Corp., Bala Cynwyd, Pa.

Bill Smith, director of trainee qualification, Peace Corps, Washington, retained as consultant, National Cable Television Association, Washington. He will work in field of association member relations.

George Manina, executive assistant to the president and VP-customer engineering services, Olivetti Corp., New York, joins Gidtronic, Inc., division of Television Communications Corp., as chief operations officer. Gidtronic is currently developing hardware-software system for delivery of motion pictures and special program material to CATV subscribers.

Ray F. Siegenthaler, director and secretary, Liberty Communications, group-CATV owner, Eugene, Ore., elected VP and secretary. **Henry E. Gastman**, manager, Evening Telegram CATV opera-

tions, San Francisco, joins Liberty Communications as Western regional cable manager.

M. Dean Hill, CATV construction superintendent, Burnup & Sims Inc., New York, appointed operations manager in charge of company's aerial construction of CATV systems in all states east of the Mississippi. He will be based in Atlanta.

Equipment & Engineering



Mr. Benson

Frank Benson, Southeastern regional sales manager, audio-visual systems division, Ampex Corp., Redwood City, Calif., joins Telemation Inc., Salt Lake City, as manager, broadcast sales.

Thomas R. Meyer, sales applications engineer, Telemation, appointed product line manager, broadcast and automated systems.

Bernard M. Simon, assistant controller,

Television Communications Corp., New York, named VP-assistant controller.

Chuck Clark, Western area distribution manager for EVR, Motorola Systems, joins Telemation, Salt Lake City, as marketing specialist for T-MATIC program automation system.

Ralph Beaver, assistant engineer, WTOB-AM Winston-Salem, N.C. joins WRVQ-FM Richmond, Va., as chief engineer.

Vaughn Gaddey, technical director, ABC-TV Hollywood, appointed technical operations supervisor in studio field department, ABC-TV, West Coast.

Allied Fields

Tom Cox, manager, C. E. Hooper Inc., Mamaroneck, N.Y., named general manager and VP. **Robert S. Kniffin** joins Hooper as account executive, client services.

Deaths

Harold H. Carr, 69, radio announcer-program director for stations in North

Dakota, Iowa, Colorado, Oklahoma, Louisiana, Ohio, and Texas, died Oct. 16 in Fredericksburg, Tex. Mr. Carr, associated with radio since 1927, was most recently with KNAF(AM) Fredericksburg, until his retirement in 1970. He is survived by his wife, Eva Ann, two sisters and one brother.



Mr. McAvity

Thomas A. McAvity, 65, who had served NBC as VP in charge of TV programs in 1954 and VP in charge of television network in 1955, died last Monday (Oct. 23) at his home in New York. Mr. McAvity retired earlier this month as general program executive at NBC. He had left NBC in 1957 to serve in executive posts with McCann-Erickson and J. Walter Thompson until 1963. He returned to NBC in that year as general program executive. He is survived by his wife, Helen, and two sons.

For the Record®

As compiled by BROADCASTING Oct. 18 through Oct. 24, 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. mbz—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. vls.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Final action

■ Fort Collins, Colo.—Mountain State Radio and TV

Corp. Broadcast Bureau granted UHF ch. 22 (518-524 mhz); ERP 110 kw vis., 22 kw aur. HAAT 506 ft.; ant. height above ground 551.7 ft. P.O. address: c/o Hansen Realty, Box 7, First National Tower Building, Fort Collins 55420. Estimated construction cost \$201,853; first-year operating cost \$107,650; revenue \$200,000. Geographic coordinates 40° 26' 12" north lat.; 104° 54' 12" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Wheeler & Wheeler, Washington; consulting engineer Rea Bowman, Topeka, Kan. Principals: Robert P. Tone, president (27.6%), Lowell S. Levine (26%), et al. Mr. Tone is mechanical engineer at Gates Rubber Co., Denver. Mr. Levine owns Escort Air Service, charter air service. Mr. Levine has minority interests in Harvest Radio Corp., applicant for new AM at Fergus Falls, Minn., and Wisconsin Television Corp., permittee to construct new UHF at Kenosha, Wis. Action June 1 (not previously announced).

Other action

■ Review board in Anaheim, Calif., TV proceeding, in response to request by Golden Orange Broadcasting Co. for addition of issues against Orange

Empire Broadcasting Co. in proceeding involving four competing applications for CP for TV ch. 56 at Anaheim, enlarged issues to include determination of all facts and circumstances surrounding Dec. 15, 1971, loan commitment letter from Bank of California signed by vice president and manager, and effects of these facts on basic or comparative qualifications of Orange Empire (Docs. 18295-97-98, 18300). Golden Orange's request for addition of issues concerning abuse of process and lack of candor were denied. Applications of Orange Empire, Golden Orange, Orange County and The Voice of the Orange Empire Inc. were designated for hearing in order released Aug. 30, 1968. Action Oct. 17.

Designated for hearing

■ Texarkana, Tex.—FCC reinstated application of Tex-Ark TV Co. for extension of time to complete construction of KTXK(TV), ch. 17, Texarkana along with station's call sign and CP, and designated it for oral argument before review board. Tex-Ark was granted CP for ch. 17 on Feb. 10, 1971, with completion of construction required as of Aug. 10. On July 19, Tex-Ark filed for one-year extension of time. After lapse of nearly 18 months from date of issuance of CP, and since construction of station had not commenced and equipment had not been ordered, chief, Broadcast Bureau, dismissed extension application, canceled CP and deleted call sign. At that time, Tex-Ark was advised it could request reinstatement of authorization within 30 days and thereby obtain hearing on question of dismissal. Within 10 days, Tex-Ark must file written notice of intention to appear to avail itself of opportunity to be heard, and has until Oct. 25 to file brief or memorandum of law. Action Oct. 25.

Existing TV stations

Final actions

■ KOCE-TV Huntington Beach, Calif.—Broadcast Bureau granted requested authority to operate trans. by remote control from 15744 Gold West Street, Huntington Beach. Action Oct. 17.

■ WSB-TV Atlanta—FCC denied application in behalf of Alice Conner, Socialist Workers party candidate for U.S. Senate in November general election in Georgia, asking for review of staff ruling that WSB-TV was not required to provide equal time for appearance by Ms. Conner. Ms. Conner complained WSB-TV had refused to let her appear on Aug. 1 broadcast with 18 candidates for Demo-


EDWIN TORNBURG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164



cratic and Republican primaries, because she was not candidate for either primary. FCC held that since Alice Conner was not candidate for either Democratic or Republican primary, she was not entitled to equal opportunities permitted under Communications Act. Action Oct. 12.

■ Battle Creek, Mich.—FCC denied request by WUHQ-TV Battle Creek for waiver of off-network and feature film provisions of prime-time access rule for 1972-73 season.

■ WKAR-TV East Lansing, Mich.—Broadcast Bureau granted requested authority to operate trans. by remote control from 600 Kalamazoo Street, East Lansing. Action Oct. 17.

■ WUAB-TV Lorain, Ohio—William B. Ray, Chief, Complaints and Compliance Division, denied request by WUAB-TV for advisory opinion that broadcast by station of weekly one-hour program of real estate advertisements would be in public interest as consistent with commission programming rules and policy. Ann. Oct. 17.

■ WIPR-TV Hato Rey, Puerto Rico—FCC denied request by Senate of Commonwealth of Puerto Rico for review of March 15 ruling of Broadcast Bureau which rejected Senate's request that WIPR-TV be ordered to provide time for Senate to respond to Jan. 14 State of the Commonwealth address of governor of Puerto Rico. Action Oct. 12.

■ WLVA-TV Lynchburg, Va.—FCC denied appeal by WLVA Inc. from review board decision released May 26 refusing application for CP to change facilities of VHF WLVA-TV (Doc. 18405). Review board held that WLVA's proposed operation would have substantial adverse effect on operation of UHF WRFT-TV Roanoke, Va. Action Oct. 19.

■ *WPNE(TV) Green Bay, Wis.—Broadcast Bureau granted license covering new noncommercial TV. Action Oct. 17.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, ordered that proposed findings and conclusions, briefs or memoranda in support be filed by Oct. 24 and replies by Nov. 3 (Doc. 19339). Action Oct. 16.

■ Administrative Law Judge David I. Kaushaar in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, dismissed petition by George R. Walker for change of hearing site and date (Docs. 18791-2). Action Oct. 17.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted motion by Las Vegas Valley to strike to extent that applicants will arrange to reschedule depositions in Las Vegas at mutually convenient time, and otherwise denied motion; by separate action, scheduled hearing for Jan. 22, 1973, at location in Las Vegas (Docs. 19519, 19581). Action Oct. 16.

Other action

■ Review board in Las Vegas, TV proceeding, granted motion by Las Vegas Valley Broadcasting Co. for extension of time to Nov. 10 to file responsive pleadings to motion to enlarge issues filed by Western Communications Inc. Las Vegas Valley's application for new TV on ch. 3, Las Vegas, was consolidated in hearing with application of Western Communications Inc. for renewal of license of KORK-TV, ch. 3, Las Vegas, in commission order adopted Aug. 29 (Docs. 19519, 19581). Action Oct. 17.

Rulemaking action

■ Nashville, Tenn.—FCC proposed, in notice of rulemaking, deletion of noncommercial reservation for ch. 2, Nashville, with assignment to ch. 8, Nashville. General Electric Broadcasting Co., licensee of WSIX-TV, ch. 8, and Metropolitan Board of Education, licensee of noncommercial WDCN-TV, ch. 2, both Nashville, filed joint petition requesting change. Comments are due Dec. 1 and reply comments Dec. 11. Action Oct. 18.

Call letter actions

■ WURD(TV) Indianapolis, Ind.—Granted WHMB-TV.

■ WSJS-TV Winston-Salem, N.C.—Granted WXII-TV).

New AM stations

Application

■ Clare, Mich.—Mid-Michigan Broadcasting Corp. Seeks 990 khz, 3 kw. P.O. address 504 John Street, Clare 48617. Mid-Michigan Broadcasting is purchasing and seeks STA of facilities of WRCM-AM-FM Clare, and has also applied for CP for new FM there. Principals: C. David Young, Robert N. Darnell, Philip E. Goudie and Robert G. Schwartz (each 25%). Mr. Young is employed by Mid-

Summary of broadcasting

Compiled by FCC Sept. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,358	5	12	4,375	48	4,423 ¹
Commercial FM	2,327	1	52	2,380	118	2,498
Commercial TV-VHF	504	1	6	511 ³	13	524 ²
Commercial TV-UHF	185	0	7	192 ³	64	256 ³
Total commercial TV	689	1	13	703	77	780
Educational FM	518	0	16	534	78	612
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	119	0	7	126	11	137
Total educational TV	205	0	12	217	12	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.

Michigan Community College, Harrison, Mich. Mr. Darnell works for Sealtest Foods, Lansing, Mich. Mr. Goudie is employed by Dulla Farm Service, and Mr. Schwartz is self-employed attorney. Ann. Sept. 22.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Corvallis, Ore. (Corvallis Broadcasting Corp., et al.), AM and FM proceeding, granted petition by Ted A. Jackson to amend application to reflect results of negotiations with other applicants; granted petition by Corvallis Broadcasting Corp. to amend application to bring up to date history of interim operation of KFLY Interim Broadcasters, events flowing from bankruptcy of Radio Broadcasters Inc., financial qualifications of Corvallis and proposals of Corvallis, Jackson and Western to acquire facilities which were used in operation of KFLY-AM-FM; dismissed as moot motion by chief, Broadcast Bureau, to dismiss application of Western Radio Corp. (Docs. 19439-44). Action Oct. 16.

■ Administrative Law Judge Jay A. Kyle in Springfield and Joplin, both Missouri (A-W Broadcasting Co., et al.), AM proceeding, rescinded paragraph in order released Oct. 2 changing date of hearing from Oct. 3 to Oct. 17 and scheduled hearing for Oct. 31; by separate action, granted joint petition by A-W Broadcasting Co. and Queen City Broadcasting Co. for approval of agreement between Gary Acker, Billy Wolfe, Don Burrell, Charles Burton and Paul L. Bradshaw to effect merger of two applicants to continue to prosecute application of A-W (Doc. 19480) and change name of applicant to Gary Acker, Billy Wolfe, Don Burrell, Charles Burton and Paul L. Bradshaw dba Queen City Broadcasting Co.; dismissed application of Charles Burton, Paul L. Bradshaw, Don Burrell, Jerry Carter and Joseph H. Pyle, dba Queen City Broadcasting Co. (Docs. 19480-2). Actions Oct. 13 and 16.

Other actions

■ Review board in Brunswick, Ga., AM proceeding, denied petition by Dowric Broadcasting Co. to enlarge issues in proceeding involving mutually exclusive applications of Dowric for new AM station at Brunswick and of Integrated Broadcasting Co. for new AM at Jacksonville, Fla. (Docs. 19448, 19450). Action Oct. 17.

■ Review board in Pineville, La., and Dermott, Ark., AM proceeding, denied petition by Southeast

Arkansas Radio Inc., applicant for new AM at Dermott, asking for addition of suburban community hearing issues against Robert Cowan Wagner, competing applicant for AM at Pineville (Docs. 19473-4). Action Oct. 18.

■ Review board in Corpus Christi, Tex., and Colorado Springs and Boulder, both Colorado, FM and AM proceeding, in response to request by Brocade Broadcasting Co. for clarification and immediate severance and grant, severed Brocade application from hearing (Doc. 19159), and granted application for new AM at Boulder. Board retained Brocade in hearing status as respondent. Proceeding involves applications of A. V. Bamford for new FM at Corpus Christi, new AM at Colorado Springs, and Brocade for new AM at Boulder. Action Sept. 25.

Designated for hearing

■ Charlevoix, Mich.—FCC designated for hearing application of New Broadcasting Corp. for new AM on 1270 khz, 5 kw-D, at Charlevoix. Harrington Broadcasting Corp., licensee of WJML-AM-FM Petoskey, Mich., which filed petition to deny or alternatively, statement of objections to grant, was made party to proceeding. New Broadcasting's application was originally granted by commission on Nov. 28, 1968, after dismissal of competing application. Commission rescinded grant on own motion to permit further consideration of impact of operation of proposed station on concentration of control of media of mass communications in northwestern area of lower peninsula of Michigan. Action Oct. 12.

Existing AM stations

Applications

■ WXPQ Eatonton, Ga.—Seeks CP to change ant. trans. and main studio location and operate by remote control from Jefferson Street, Eatonton. Ann. Oct. 24.

■ WSBC Chicago—Seeks CP to remove series limiting resistor in tower to increase radiation level. Ann. Oct. 24.

Final actions

■ KIKO Miami, Ariz.—Broadcast Bureau permitted remote control. Action Oct. 13.

(Continued on page 56)

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name _____	Position _____	
Company _____		
<input type="checkbox"/> Business Address		
<input type="checkbox"/> Home Address		
City _____	State _____	Zip _____

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

SUBSCRIBER SERVICE

- 1 year \$20
- 2 years \$37.50
- 3 years \$50
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- 1972-1973 Cable Sourcebook \$8.50 (if payment with order: \$7.50)
- 1972 Yearbook \$14.50 (if payment with order: \$13.)
- Payment enclosed
- Bill me

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

160 Separate Directories In A Single Volume!

No wonder *Broadcasting Yearbook* is the most reached-for reference work in the whole business of television and radio.

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1973 *Broadcasting Yearbook*—the one-book library of television and radio information.

A—The Facilities of Television
 TV Station Directory
 Call Letters
 Canadian TV Stations
 Channels
 Canadian Channels
 Allocations
 Experimental TV Stations
 Transfers of Ownership
 Newspaper Ownership
 TV Applications Pending
 Group Ownership
 International Broadcasting

B—The Facilities of AM-FM Radio
 AM & FM Radio Directories
 Canadian AM & FM Stations
 AM Station Call Letters
 FM Commercial Call Letters
 FM Educational Call Letters
 AM Radio by Frequencies
 Canadian AM by Frequency
 FM, Frequencies, Channels
 Canadian FM by Frequency
 FM Assignments
 Caribbean, Mexican Stations
 College Stations

C—Equipment and Products
 Product Guide
 Equipment Manufacturers
 FCC Rules & Regulations
 Station Application

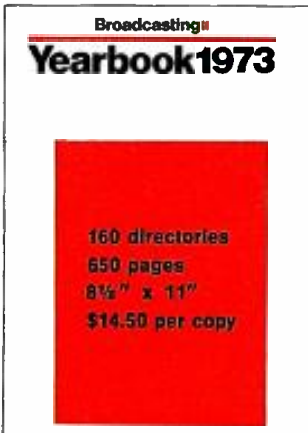
D—Radio and TV Program Producers and Distributors
 Radio Program Producers
 Television Program Producers
 Television Commercial Producers
 NAB Television Code
 NAB Radio Code
 Talent Agents and Managers
 Radio-TV News Services
 Radio Commercial Producers
 Business, Promotion
 Films
 Television Processing
 Labs
 Foreign Language Programs
 Negro Programing
 C&W Stations
 Major Awards & Citations

E—Agencies, Reps, Networks, Brokers, Schools, Misc.
 Radio & TV Representatives
 Network Executives
 Regional Radio Networks
 Government Agencies
 Associations, Societies
 Unions, Labor Groups
 Attorneys in Radio-TV
 Consulting Engineers
 Schools
 Farm Directors
 Advertising Agencies
 Major Trends, Events

The 1973 Yearbook includes new population, marketing and audience data: Hotels and Motels used by Communications Groups, ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today. Call your nearest Broadcasting office:

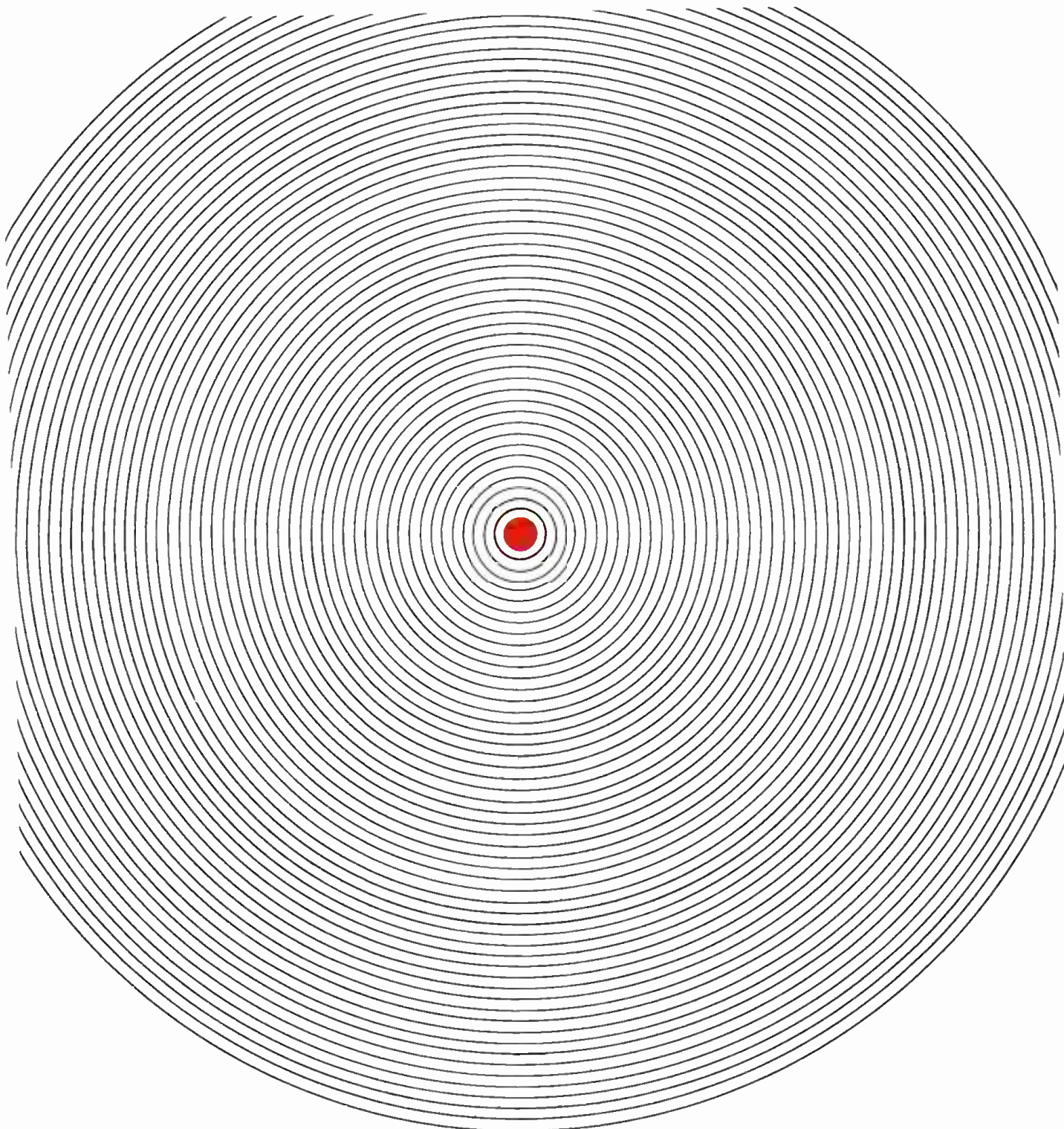


Washington Headquarters
 Maury Long, John Andre
 1735 DeSales St., N.W. 20036,
 (202) 638-1022

New York
 Bob Hutton, Eleanor
 Manning, Stan Soifer
 7 West 51st St. 10019,
 (212) 757-3260

Hollywood
 Bill Merritt
 1680 N. Vine St. 90028,
 (213) 463-3148

London
 Dudley D. Carroll, Jr.
 c/o American Magazine
 Group
 27 Maddox St., W.1,
 01-449-1661



**Hit Your Market
Every Day
Of The Year
With One Shot
In The 1973
Broadcasting
Yearbook**

The most complete and most authoritative source of facts about the business of radio and television ever published.

The 38th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 650 pages, index-tabbed for instant reference.

So wide is its range of information that the 1973 *Broadcasting Yearbook* will actually combine 160 different and distinct directories within a single volume . . . 160 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of

their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1973 *Broadcasting Yearbook* keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in *Broadcasting Yearbook* thus gives you the impact of a full year's campaign . . . continuous performance . . . at minimum cost.

Final deadline is December 1.

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

(Continued from page 53)

- KSCJ Sioux City, Iowa.—Broadcast Bureau granted license covering use of aux. trans. with main ant.; delete aux. ant. Action Oct. 17.
- KWEB Rochester, Minn.—Broadcast Bureau granted license covering changes of aux. trans. in accordance with CP. Action Oct. 17.
- Greenwood, Miss.—FCC partially granted motion by Greenwood Movement, civil rights organization, and various individuals, for reconsideration of July 19 commission action ordering Leflore Broadcasting Co. to file renewal application for WSWG Greenwood by Nov. 1 because of substantial questions about Leflore's operation of station. Regular license term for station ends June 1, 1973. In July 19 action, commission refused to issue cease and desist order or institute revocation proceeding against Leflore. Commission said petitioners need not plead case second time on questions listed in July 19 order, but it pointed out that it had stated in July 19 action that it would not raise question concerning change in WSWG format, and, whatever action might ultimately be taken, reinstatement of former employees with back pay would not be ordered. Action Oct. 18.
- WWDA Wisconsin Dells, Wis.—Broadcast Bureau permitted remote control. Action Oct. 17.

Other actions

- WPRY Perry, Fla.—FCC scheduled oral argument for Dec. 14 before commission on initial decision on renewal application of WPRY Broadcasters Inc., licensee (Doc. 18885). In initial decision released Nov. 4, 1971, Administrative Law Judge Isadore A. Honig proposed short-term renewal of license for one year and forfeiture of \$5,000. Action Oct. 18.
- Greenwood, S.C.—FCC set oral argument in proceedings involving renewal applications of two Greenwood licensees for Dec. 19 (Docs. 19176-77). In initial decision released March 14, Chief Administrative Law Judge Arthur A. Gladstone proposed grant of application of Greenco Inc., for renewal of licenses for WCRS-AM-FM. Based on finding that Radio Greenwood Inc., licensee of WGSW, had participated in strike application in another proceeding, he recommended denial of WGSW renewal application. He further found that George B. Cook Jr., principal of Radio Greenwood, perjured himself in testimony during proceeding. Strike issues had been designated against both licensees because of alleged involvement in CP application in another proceeding. In scheduling oral argument, commission denied petition by Greenco for severance of application from proceeding and immediate grant of renewals. Action Oct. 18.

Call letter actions

- KHAT Phoenix—Granted KPHX.
- KPHO Phoenix—Granted KJJJ.
- WTNW Chapel Hill, N.C.—Granted WPBX.
- KBAT San Antonio, Tex.—Granted KKYX.
- KFKF Bellevue, Wash.—Granted KBES.

New FM stations

Applications

- Jackson, Calif.—Vernon C. Hatfield dba Gold Country Radio. Seeks 94.3 mhz, 175 w. HAAT 1076 ft. P.O. address: 7 St Stephens Drive, Orinda, Calif. 94563. Estimated construction cost \$29,964; first year operating cost \$26,640. Revenue \$18,000. Principal: Vernon C. Hatfield, former owner of KTUX-FM (now KYTE-FM) Livermore, Calif., owns Edmonds Printing Co., Berkeley, Calif. Ann. Sept. 22.
- Mammoth Lakes, Calif.—Mammoth Mountain FM Associates Inc. Seeks 106.3 mhz, 3 kw. HAAT 154 ft. P.O. address: Box 1284, Mammoth Lakes 93546. Estimated construction cost \$16,010; first year operating cost \$23,400. Revenue \$40,000. Principals: Gary H. Norton, president (63%), and David A. Digeress (37%). Mr. Norton is self-employed contractor. Mr. Digeress is real estate agent in Los Angeles. Ann. Sept. 26.
- Boynton Beach, Fla.—Moody Bible Institute of Chicago. Seeks 88.9 mhz, 10 kw. HAAT 455 ft. P.O. address: 820 North LaSalle Street, Chicago 60610. Estimated construction cost \$324,185; first year operating cost \$75,000. Revenue none. Principals: E. Brandt Gustavson, director of broadcasting, et al. Moody Bible Institute of Chicago owns WMBI-AM-FM Chicago, WCRF(FM) Cleveland and WDLM(AM) East Moline, Ill. Ann. Sept. 21.
- Decatur, Ill.—PrairieLand Broadcasters. Seeks 95.1 mhz, 50 kw. HAAT 500 ft. P.O. address: 265 South Park Street, Decatur 62535. Estimated construction cost \$75,000; first-year operating cost \$36,000; revenue \$60,000. PrairieLand Broadcasters owns WZD(AM) Decatur. Principals: Stephen P. Belling, managing partner (45%), Joel W. Townsend (26.5%), et al. Mr. Belling is general manager of WZD. Ann. Sept. 15.

■ Vevay, Ind.—Charles N. Cutler, Dwight Moreillon, Amos Hastings and Charles Green, dba Pioneer Broadcasting Co. Seeks 95.9 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 672, Jeffersonville, Ind. 47130. Estimated construction cost \$7,076; first year operating cost \$5,000. Revenue \$16,000. Principals: Messrs. Cutler, Moreillon, Hastings and Green (each 25%). Mr. Cutler is chief engineer with WTMT(AM) Louisville, Ky. Mr. Moreillon is electrician. Both Mr. Hastings and Mr. Green are farmers in Vevay. Mr. Green also owns concrete firm in Vevay. Ann. Sept. 21.

■ Monroe, La.—Northeast Louisiana University. Seeks 88.7 mhz, 10 kw. HAAT 75 ft. P.O. address: 700 University Avenue, Monroe 71201. Estimated construction cost \$7,827; first year operating cost \$9,740. Revenue none. Principals: George T. Walker, president, et al. Ann. Sept. 21.

■ Clare, Mich.—Mid-Michigan Broadcasting Corp. Seeks 88.7 mhz, 10 kw. HAAT 75 ft. P.O. address: 504 John Street, Clare 48617. Mid-Michigan Broadcasting is purchasing and seeks STA of facilities of WRCM-AM-FM Clare; Mid-Michigan has also applied for CP for new AM in Clare. Principals: C. David Young, Robert N. Darnell, Philip E. Goudie and Robert G. Schwartz (each 25%). Mr. Young is employed by Mid-Michigan Community College, Harrison, Mich. Mr. Darnell works for Sealest Foods, Lansing, Mich. Mr. Goudie is employed by Dulla Farm Service, and Mr. Schwartz is self-employed attorney. Ann. Sept. 22.

■ Rushford, Minn.—Minnesota Educational Radio Inc. Seeks 91.7 mhz, 100 kw. HAAT 587 ft. P.O. address: 400 Sibley Street, St. Paul 55101. Estimated construction cost \$124,604; first year operating cost \$15,000. Revenue none. Principals: William H. Kling, president, et al. Ann. Sept. 21.

■ Columbia, Mo.—Independent Residence Halls Association Inc. Seeks 88.3 mhz, 10 w. HAAT 91 ft. P.O. address: 106 Pershing Hall, University of Missouri, Columbia 65201. Estimated construction cost \$3,925; first year operating cost \$2,500. Revenue none. Principals: James Green, president, et al. Mr. Green is student at college. Ann. Sept. 29.

■ Tulsa, Okla.—Tulsa Public Radio Associates. Seeks 91.3 mhz, 50.3 kw. HAAT 382 ft. P.O. address: Box 4403, Tulsa 74104. Estimated construction cost \$93,230; first year operating cost \$73,308. Revenue none. Principals: R. Eric Nelson, president, et al. Ann. Sept. 21.

■ Sumter, S.C.—South Carolina Educational Television Commission. Seeks 88.1 mhz, 100 kw. HAAT 445 ft. P.O. address: 2712 Millwood Avenue, Columbia, S.C. 29205. Estimated construction cost \$151,921; first year operating cost \$25,874. Revenue none. Principals: Henry J. Cauthan, general manager, et al. Ann. Sept. 21.

■ Spokane, Wash.—Spokane Student Broadcast Enterprise. Seeks 89.7 mhz, TPO 10 w. HAAT 42 ft. P.O. address: South 18 Pittsburg Street, Spokane 99202. Estimated construction cost \$11,210; first year operating cost \$1,200. Revenue none. Principals: Barry D. Bright, president, board of directors. Mr. Bright is student. Ann. Sept. 29.

■ Wisconsin Dells, Wis.—Obed S. Borgen. Seeks 107.1 mhz, 3 kw. HAAT 260 ft. P.O. address: 1710 11th Avenue North East, Rochester, Minn. 55901. Estimated construction cost \$31,766; first year operating cost \$46,766. Revenue \$50,000. Principals: Mr. Borgen owns WWDA(AM) Wisconsin Dells and has interests in KFIL-AM-FM Preston, Minn. Ann. Sept. 21.

Final actions

■ Opp, Ala.—Opp Broadcasting Co. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 280 ft. P.O. address: Box 169, Opp 36467. Estimated construction cost \$22,970; first year operating cost \$10,000. Revenue \$18,000. Principals: Lewis B. Johnson, president, H. E. Donaldson, vice president, et al. Opp Broadcasting owns WAMI(AM) Opp. Action Sept. 15.

■ Elberton, Ga.—Elberton Broadcasting Co. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 638, Elberton 30635. Estimated construction cost \$36,941; first year operating cost \$20,000. Revenue \$36,000. Elberton Broadcasting Co. owns WSGC(AM) Elberton. Principal: Gradus T. Christian, president and sole owner. Action Sept. 20.

■ Barbourville, Ky.—Barbourville Community Broadcasting Co. Broadcast Bureau granted 93.5 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 349, Barbourville 40906. Estimated construction cost \$25,000; first year operating cost \$5,000. Revenue \$7,000. Barbourville Community Broadcasting Co. owns WYWY(AM) Barbourville. Principals: Elmer Engle, president, et al. Action Sept. 25.

■ Rolla, Mo.—Phelps County Broadcasting Inc. FCC granted 105.3 mhz; 28.5 kw. HAAT 155 ft. P.O. address: Box 727, Rolla 65401. Estimated construction cost \$52,110; first year operating cost \$16,860. Revenue \$30,000. Phelps County Broadcasting owns KVLH(AM) Pauls Valley, Okla. Principals: Robert M. McKune (22.5%), et al. Mr. McKune is vice president and director of KVLH. Action Sept. 13.

■ Idabel, Okla.—Idabel Broadcasting Co. FCC granted 96.7 mhz; 3 kw. HAAT 300 ft. P.O. address: Box 400, Idabel 74745. Estimated construc-

tion cost \$13,760; first year operating cost \$7,000. Revenue \$8,000. Idabel Broadcasting Co. owns KBEL(AM) Idabel. Principal: Winston O. Ward, owner. Mr. Ward is general manager of KBEL. Action Sept. 7.

■ Carlisle, Pa.—Trustees of Dickinson College. Broadcast Bureau granted 88.3 mhz, 14 w. HAAT minus 44 ft. P.O. address: West High Street, Carlisle 17013. Estimated construction cost \$2,205; first year operating cost \$5,500. Revenue none. Principals: Howard L. Rubendall, president of college, et al. Action Sept. 13.

■ Ocean Shores, Wash.—FCC granted request of KDUX Inc. for refund of \$250 filing fee paid for assignment of license application which was returned as unacceptable for filing, and waived rules to extent of applying sum toward \$1800 grant fee required on CP for new FM at Ocean Shores. Commission noted that return of assignment application was occasioned by factors beyond the control of KDUX Inc. and that corporation has already paid and has incurred an obligation for additional payment of what amounts to substantial application fees. Action Oct. 18.

Actions on motions

■ Chief, Broadcast Bureau, on request of Board of Regents of Florida, extended through Nov. 17 time for filing comments, and through Nov. 27 time for filing reply comments in matter of amendment of FM table of assignments (Hattiesburg, Miss., Parkersburg, W. Va., Tallahassee, Fla.) (Doc. 19413). Action Oct. 16.

■ Administrative Law Judge Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, granted petition by Korngold to amend application to reflect fact that current resident address is 4420 North Dromedary Road, Phoenix (Docs. 19178-9). Action Oct. 12.

■ Administrative Law Judge Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, granted motion by Lorain Community Broadcasting Co. and corrected transcript except proposed corrections of certain pages since they are in nature of comments rather than proposed corrections (Docs. 19213-4). Action Oct. 13.

■ Administrative Law Judge James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, reopened record; denied petition by Korngold for leave to amend application to reflect change of residence from Tucson, Ariz., to address in Phoenix; closed record (Docs. 19087-8). Action Oct. 12.

Other action

■ Review board in Carlisle, Pa., FM proceeding, in response to petition by Cumberland Broadcasting Co., enlarged hearing issues to determine whether Harold Swidler and/or WIOO Inc. made misrepresentations or abused commission processes or was lacking in candor with respect to documents submitted to commission proposing to be affidavits; and whether Swidler and/or WIOO possesses basic or comparative qualifications to be commission licensee. Proceeding involves mutually exclusive applications of Cumberland, WIOO, and Hilton, McGowan and Hilton for new FM at Carlisle (Docs. 19468, 19469, 19471). Action Oct. 16.

Call letter applications

- Greece Central School District Number 1, Greece, N.Y.—Seeks WGM(FM).
- Dickinson College, Carlisle, Pa.—Seeks WDCV-FM.
- WMTN-FM Morristown, Tenn.—Seeks WAZI-FM).

Call letter actions

- Eastern Montana College, Billings, Mont.—Granted KEMC(FM).
- Auburn Community College, Auburn, N.Y.—Granted WDWN(FM).
- Tri-County Broadcasting Inc., Delphos, Ohio—Granted WDOH(FM).
- California State College, California, Pa.—Granted WVCS(FM).
- Evergreen State College, Olympia, Wash.—Granted KAOS(FM).

Existing FM stations

Final actions

- KWAV(FM) Monterey, Calif.—Broadcast Bureau granted CP to install new trans. and new ant. Action Oct. 17.
- KPMJ(FM) Oxnard, Calif.—Broadcast Bureau granted license covering changes; ERP 2.85 kw; ant. height 1580 ft. Action Oct. 17.
- KERR(FM) Salinas, Calif.—Broadcast Bureau granted CP to install new trans. and new ant.;

ERP 3 kw; ant. height 300 ft.; remote control permitted. Action Oct. 17.

■ **WMJR(FM)** Ft. Lauderdale, Fla.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 930 ft. Action Oct. 17.

■ **WTAY-FM** Robinson, Ill.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 245 ft. Action Oct. 17.

■ **WROK-FM** Rockford, Ill.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 50 kw; ant. height 235 ft.; remote control permitted. Action Oct. 17.

■ **WPAD-FM** Paducah, Ky.—Broadcast Bureau granted CP to change ERP to 50 kw. Action Oct. 17.

■ **WJNR-FM** Iron Mountain, Mich.—Broadcast Bureau granted license covering new FM; ERP 560 w., ant. height 620 ft. Action Oct. 17.

■ ***KCUM-FM** Crookston, Minn.—Broadcast Bureau granted license covering new noncommercial FM; trans.-studio location re-described as Kiehle building, Crookston. Action Oct. 17.

■ **KNIM-FM** Maryville, Mo.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 235 ft. Action Oct. 17.

■ ***KVNO(FM)** Omaha—Broadcast Bureau granted license covering new educational FM; ERP 3 kw; ant. height 640 ft. Action Oct. 17.

■ ***WTSO-FM** Potsdam, N.Y.—Broadcast Bureau granted CP to install new ant. Action Oct. 17.

■ **WAYZ-FM** Waynesboro, Pa.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 3.2 kw; ant. height 21 ft.; remote control permitted. Action Oct. 17.

■ **WCLE-FM** Cleveland, Tenn.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 360 ft. Action Oct. 17.

■ **WIAW-FM** College Station, Tex.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 275 ft. Action Oct. 17.

■ **WGH-FM** Newport News, Va.—Broadcast Bureau granted CP to change studio location and remote control to 2302 West Mercury Boulevard, Hampton, Va.; install new trans. and new ant.; ERP 74 kw; ant. height 400 ft.; remote control permitted. Action Oct. 17.

■ **WIAL(FM)** Eau Claire, Wis.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 15 kw (hor.) 4.5 kw (vert.); ant. height 360 ft. Action Oct. 17.

Call letter actions

■ **KREP(FM)** Santa Clara, Calif.—Granted KARA-(FM).

■ **KFKF-FM** Bellevue, Wash.—Granted KBES-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: **KEEN** San Jose, Calif.; **WEOO** Waynesboro, Pa.; **WPAA** East Syracuse, N.Y.; **WSAN** Allentown and **WWJZ(FM)** Mercer, both Pennsylvania. Actions Oct. 16.

■ **KNUI** Kahului, Hawaii—FCC granted Qualitron Aero Inc., Burbank, Calif., licensee, short-term license renewal to Oct. 1, 1973, for broadcasting false and misleading advertising, and making other violations of Communications Act during poster contest. Action Oct. 18.

■ **KATN** and **KBBK-FM**, both Boise, Idaho—Broadcast Bureau granted renewal of licenses. Action Oct. 13.

Modification of CP's, all stations

■ ***WBZE(FM)** Chicago—Broadcast Bureau granted mod. of CP to install new ant. Action Oct. 17.

■ **WWCM-FM** Brazil, Ind.—Broadcast Bureau granted mod. of CP to install new trans. and new ant.; ant. height 190 ft. Action Oct. 17.

■ **WGNO-TV** New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to April 17, 1973. Action Oct. 17.

■ **WJMS-FM** Ironwood, Mich.—Broadcast Bureau granted mod. of CP to extend time to April 1, 1973. Action Oct. 17.

■ ***WCMU-FM** Mount Pleasant, Mich.—Broadcast Bureau granted mod. of CP to change studio location and remote control to Anspach Hall, Central Michigan University, Mount Pleasant; change ant. and trans. Action Oct. 17.

■ **WROA-FM** Gulfport, Miss.—Broadcast Bureau granted mod. of CP to change coordinates; change ant. system; ERP 1.60 kw; ant. height 400 ft. Action Oct. 17.

■ ***WNYU-FM** New York—Broadcast Bureau

granted mod. of CP to extend completion date to May 1, 1973. Action Oct. 17.

■ **WMCR-FM** Oneida, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 16, 1973. Action Oct. 17.

■ **Oswego, N.Y.**, Robert C. Gessner—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Oct. 17.

■ ***KPLU-FM** Tacoma, Wash.—Broadcast Bureau granted mod. of CP to extend time of noncommercial FM to March 28, 1973. Action Oct. 17.

Other action all services

■ **FCC** Commissioner Robert E. Lee granted Zenith Radio Corp. waiver of comparable TV tuning rules through Dec. 31. Rules provide that tuning for UHF channels on TV receivers shall be made comparable to tuning for VHF channels. Sliding scale of compliance dates required comparability on 40% of all TV receiver models manufactured after July 1. On May 22, Zenith was granted waiver authorizing it to incorporate 70-position Sarkes Tarzian tuning system meeting tuning accuracy standard of plus or minus 5 mhz into two television receiver models through Oct. 31, and to count those models toward meeting 40% of models compliance figure effective July 1. Zenith had requested that this waiver be changed and extended through Dec. 31 to allow use of Sarkes Tarzian tuner meeting tuning accuracy standard of plus or minus 7.5 mhz in same two receiver models. Ann. Oct. 20.

Ownership changes

Applications

■ **WRAG(AM)** Carrollton, Ala.—Seeks acquisition of positive control of Pickens County Broadcasting Co. by Roth E. Hook (45% before, 55% after) through purchase of stock from Carl Sauceman (10% before, none after). Consideration: \$5,000. Application is contingent on grant of assignment of license of **WSLG(AM)** Donaldsonville, La. See that item below. Ann. Sept. 6.

■ **WOWL(AM)** Florence, Ala.—Seeks assignment of license from Radio Muscle Shoals Inc. to Hammell Broadcasting Inc. for \$225,000. Sellers: Richard B. Biddle, majority stockholder, et al. Mr. Biddle owns 50% of **WOWL-TV** Florence. Buyers: Richard N. Hammell (99.9%), et al. Mr. Hammell has interests in newspapers in Cushing and Alva, both Oklahoma; Boone, Nevada and Oskaloosa, all Iowa, and Florence. Ann. Oct. 5.

■ **KWKO(FM)** Anchorage—Seeks assignment of license from Stereophonic Alaska Inc. to Cook Inlet Broadcasters Inc. for \$64,500. Sellers: Joseph P. O'Hearn, president, et al. Buyers: Joseph Perry (100%). Mr. Perry, formerly general manager, **KFQD(AM)** Anchorage, owns Jay Perry & Associates, public relations and advertising firm in Anchorage. Ann. Oct. 2.

■ **KFSA-TV** Fort Smith, Ark.—Seeks assignment of license from **KFSA-TV** Inc. to Buford Television Inc. for \$3.8 million. Sellers: Donald W. Reynolds, president and director, et al. Mr. Reynolds holds interests in **KORK-AM-FM** Las Vegas and **KOLO-AM-TV** Reno, both Nevada, and **KFSA(AM)** Fort Smith and **KBR5(AM)** Springdale, both Arkansas. Buyer: Channel Seven Inc. (100%). Channel Seven Inc., licensee of **KLTV(TV)** Tyler, Tex., is principally owned by estate of Lucille Buford (43%). Ann. Sept. 22.

■ **KNEU(FM)** El Centro, Calif.—Seeks assignment of license from Imperial Valley Broadcasters to William C. Wade for \$49,000. Sellers: Clay H. Duncan and Charles N. Duncan. Buyer: Mr. Wade is announcer with **KHJ(AM)** Los Angeles. Ann. Aug. 22.

■ **KCEY(AM)** Turlock, Calif.—Seeks assignment of license from Paul and Ruth Henning to Central California Broadcasters Inc. for \$215,000. Buyers: John M. and Mary C. Hall (together 100%). Mr. Hall owns John M. Hall, investments and radio broadcast consulting firm with branches in Littleton and Colorado Springs, both Colorado, and Tiburon, Calif. He also owns American Information Exchange Inc., proposed communications network. Ann. Sept. 11.

■ **KUBC(AM)** Montrose, Colo.—Seeks transfer of control of Woodland Broadcasting Co. from Gerald R. Proctor and Jerry Johnson (individually and as custodian for Amy I. and Ann D. Johnson) (80% before, none after) to Lowell R. and Margaret E. Hale, and Jack T. and Lois A. McAuliffe (as group, 20% before, 100% after). Consideration: \$400,000. Principals: Mr. Hale is general manager of **KUBC**. He is also director of personnel for Colorado-Ute Electric Association Inc., Montrose. Mr. and Mrs. McAuliffe own real estate abstracting firm in Montrose. Ann. Sept. 22.

■ **WMAI-FM** Panama City, Fla.—Seeks assignment of license from Mus-Air Inc. to Bay County Broadcasting Co. for \$80,000. Sellers: John Patronis, president, et al. Buyer: E. L. DuKate, sole owner. Mr. DuKate, former stockholder in Bay Video Inc.,

permittee of **WBVI-TV** Panama City, owns Bay Bellanca Sales, aircraft sales, and has minority interest in Happy Bikes Inc., motorcycle amusement firm. Ann. Sept. 6.

■ **WAUR(FM)** Aurora, Ill.—Seeks transfer of control of Aurora FM Inc. from Vincent G. and Jeanne M. Coffey, and Ray Sherwood (as group, 100% before, none after) to Stevens Communications Corp. (none before, 100% after). Consideration: \$325,000. Principals: Dale W. Stevens, president (27%), et al. Mr. Stevens, formerly general sales manager of **WIND(AM)** Chicago, has majority interest in **WMRO(AM)** Aurora. Ann. Sept. 11.

■ **WKFM(FM)** Chicago—Seeks assignment of license from Frank S. Kovas Jr. to RKO General Inc. for \$2 million. Buyer: RKO General, division of General Tire and Rubber Co., is publicly held company with following broadcast interests: **WOR-AM-FM-TV** New York; **WRKO(AM)-WROR(FM)-WNAC-TV** Boston; **KHJ-AM-FM-TV** Los Angeles; **KFRC(AM)-KFMS(FM)** San Francisco; **WHBQ-AM-FM-TV** Memphis; **WGMS-AM-FM** Bethesda, Md.-Washington; **WHCT(TV)** Hartford, Conn. Ann. Sept. 11.

■ **WNON-FM** Lebanon, Ind.—Seeks assignment of license from Charles R. Banks to Boone Communications Inc. for \$135,000 (includes covenant not to compete). Buyers: Warren and Vivian C. Wright (together 100%). Mr. Wright until earlier this year was general manager of noncommercial **WFYI-TV** Indianapolis. Ann. Sept. 6.

■ **KMCD(AM)** Fairfield, Iowa—Seeks assignment of license from RF Inc. to Carousel Broadcasting Corp. for \$170,000. Sellers: William W. Hanson, president, et al. Buyers: Ray L. Sherwood and Gordon L. Snyder (each 50%). Mr. Sherwood is general manager and minority stockholder of **WAUR(FM)** Aurora, Ill.; he is currently applying to sell his interest in station. Mr. Snyder is real estate agent. Ann. Sept. 11.

■ **KBEA(AM)** Mission, Kan.—Seeks assignment of license from Intermedia Inc. to KBEA Broadcasting Co. for \$750,000. Sellers: Intermedia Inc. is wholly owned subsidiary of ISC Industries Inc., publicly held company. Intermedia Inc. controls **KQTV(TV)** St. Joseph, Mo., and **KLYX(FM)** Clear Lake City, Tex. It has also applied for re-assignment of license of its **KBEY(FM)** Kansas City, Mo. Buyer: Robert P. Ingram (100%). Mr. Ingram is president and publisher of Dow Research Inc., publisher of Dow Digest. He also has extensive real estate interests in Kansas City. Ann. Sept. 6.

■ **WWLV(FM)** Versailles, Ky.—Seeks transfer of control of Woodlander Broadcasting Co. from William K. Alexander, James W. Hatcher, James T. Alexander and George G. Harris (as group, 100% before, none after) to Leon Buck (none before, 100% after). Consideration: \$60,000. Mr. Buck is former majority stockholder and director of **WXTA(AM)** Greencastle, Ind. Ann. Sept. 15.

■ **WSLG(AM)** Donaldsonville, La.—Seeks assignment of license from R. E. Hook, trading as Ascension Parish Broadcasting Co. to Ascension Parish Broadcasting Co. for \$40,000. R. E. Hook, sole owner, is forming corporation in which he and Carl Sauceman will own 50% each. Mr. Hook owns **WRAG(AM)-WWAG(FM)** Carrollton, Ala. He has interests in **WRUS-AM-FM** Russellville, Ky.; **WKIZ(AM)-WFYN-FM** Key West, Fla.; **KRUS-AM-FM** Ruston, La.; **WMAG(AM)-WQST(FM)** Forest, Miss. He also owns 90% of Seemore TV Co., cable operator serving Bastrop, La., and Philadelphia, Miss., and his interests in other cable systems. Mr. Sauceman is general manager of **WSLG(AM)** and has minority interest in **WMAG(AM)-WQST(FM)** Forest. Ann. Sept. 6.

■ **WWWW(FM)** Detroit—Seeks assignment of license from McLendon Corp. to Starr Broadcasting Group Inc. for \$750,000. Sellers: Gordon B. McLendon, president, et al. McLendon stations are: **KNUS(FM)** Dallas; **WNUS-AM-FM** Chicago; **WYSL(AM)-WPHD(FM)** Buffalo, N.Y.; **KOST(FM)** Los Angeles; **KCND-TV** Pembina, N.D. Buyers: Starr Broadcasting, publicly held broadcast group owner, owns: **WCYB-TV** Bristol, Va.; **KYOK(AM)** Houston; **WBOK(AM)** New Orleans; **WLOK(AM)** Memphis; **KXLR(AM)** North Little Rock, Ark.; **KDTX(AM)** Dallas; **KUDL(AM)** Fairway and **KUDL-FM** Kansas City, both Kansas; **KABL(AM)** Oakland and **KABL-FM** San Francisco, both California; **KHVV-TV** Honolulu; **KHVO-TV** Hilo, Hawaii. Ann. Sept. 27.

■ **KBLR(AM)-KLTB(FM)** Bolivar, Mo.—Seeks assignment of license from Shepherd of the Hills Broadcasting Co. to **KBLR** Inc. for \$175,000. Sellers: Robert F. Neathery and L. C. McKenney, partners. Messrs. Neathery and McKenney own **KBHM(AM)** Branson, Mo. Mr. Neathery owns or has majority interest in: **KWPM-AM-FM** West Plains, **KALM(AM)** Thayer and **KUKU(AM)** Willow Springs, all Missouri, and **KAMS(FM)** Mammoth Spring, Ark. Mr. McKenney owns **KALN(AM)** Iola, Kan., and **KRMO(AM)** Monett, Mo. Buyers: William J. and Barbara A. Young (together 100%). Mr. Young is general manager and owns 51% of **KWNS(AM)** Pratt, Kan. Mr. and Mrs. Young own minority interest in Radio TV Parts. Pratt. Ann. Sept. 15.

■ **KBEY(FM)** Kansas City, Mo.—Seeks assignment of license from Intermedia Inc. to **KBEY** Inc. for

\$200,000. Sellers: Intermedia Inc. is wholly owned subsidiary of ISC Industries., publicly held company, Intermedia also controls KQTV(TV) St. Joseph, Mo., and KLYX(FM) Clear Lake City, Tex. Buyer: Mark L. Wodlinger (100%). Mr. Wodlinger is president of Intermedia Inc. Ann. Sept. 6.

■ KHDN(AM) Hardin, Mont.—Seeks assignment of license from Hardin Broadcasting Co. to Big Horn Broadcasting Inc. for \$53,500. Sellers: J. D. Kelly, president, et al. Buyers: Marilyn J. Hedin (66½%) and Alfred E. Sargent (33½%). Mr. Sargent is sales manager of KHDN. Mr. Hedin, former licensee of KCRT(AM) Trinidad, Colo., is travel coordinator. Ann. Sept. 6.

■ KVCK(AM) Wolf Point, Mont.—Seeks assignment of license from Klara Coffey, administratrix of estate of Robert E. Coffey, to Hi-Line Broadcasting Co. for \$110,000. Buyers: Richard C. Fisher and Howard Rasmussen (each 50%). Mr. Fisher is general manager of KVCK. Mr. Rasmussen owns and operates Wolf Point Implement Co., farm equipment sales. Ann. Sept. 22.

■ KBUB(AM) Sparks, Nev.—Seeks assignment of license from John B. Aymar, receiver of assets in bankruptcy proceedings, to Transierra Media Inc. for \$78,000. Buyers: Cy Newman, president (50%), et al. Mr. Newman owns HD Productions Inc., Henderson, Nev., television production company. He also owns 20% of KVOV(AM) Henderson, and is currently applying to purchase other 80%. Ann. Sept. 11.

■ KMAP(FM) Albuquerque, N.M.—Seeks assignment of CP from Centaur Broadcasting Inc. to Sun Country Radio Inc. for \$19,392. Sellers: S. Gerald Mollner, president, et al. Buyers: Fred T. Hervey, president (56%) et al. Mr. Hervey owns 80% of KSET-AM-FM El Paso, and 30% of KDOT-AM-FM Scottsdale, Ariz. Sun Country Radio owns KPAR(AM) Albuquerque. Ann. Sept. 22.

■ WOUR(FM) Utica, N.Y.—Seeks assignment of license from Brinsfield Broadcasting Co. to Bunkfeldt Broadcasting Corp. for \$125,000. Sellers: J. Stewart Brinsfield Sr., president, et al. Buyers: Rudolf Bunkfeldt (64%), John F. Bunkfeldt (14%), et al. Rudolf Bunkfeldt is associate director of research, Borden Inc., Syracuse, N.Y. John Bunkfeldt, while student at Syracuse University, was chief engineer of noncommercial WAER(FM) Syracuse. Ann. Aug. 17.

■ WOXF(AM) Oxford, N.C.—Seeks assignment of license from Oxford Broadcasting Corp. to Radio Granville Inc. for \$140,000. Sellers: F. Rovster Critcher, secretary, et al. Buyers: Roy A. Childers and William Lee Carroll (each 50%). Mr. Childers is general manager and owns 75% of WCBX(AM) Eden, N.C. Mr. Carroll owns various textile interests in Eden. Ann. Sept. 6.

■ KNOX(AM)-KYTN(FM) Grand Forks, N.D.—Seeks assignment of licenses from KNOX Radio Inc. to Radio Grand Forks Inc. for \$1.16 million. Sellers: Justin Hoberg, president, et al. KNOX Inc. is licensee of KTYN(AM) Minot, N.D. Buyer: Peoria Journal Star Inc. (100%). Principals: Henry P. Slane, Elizabeth T. Heidrich and Commercial National Bank of Peoria. Mr. Slane is director of Peoria Development Corp., real estate firm, and Ozark Air Lines Inc., St. Louis. Miss Heidrich is vice president of Radio Lafayette Inc., wholly-owned subsidiary of Peoria Journal Star Inc. and licensee of WAZY-AM-FM Lafayette, Ind., Ann. Aug. 22.

■ KEYD(AM) Oakes, N.D.—Seeks assignment of license from Farm States Radio Co. to Bervy-Iverson Company of North Dakota Inc. for \$55,000. Sellers: Maynard Sands (50%), et al. Buyers: Ronn L. Iverson (50%), Alfred G. Berry (43.4%), et al. Mr. Iverson is operations manager of and has 40% interest in KSDR(AM) Watertown, S.D. Mr. Berry is president and general manager of and has 60% interest in KSDR. Ann. Sept. 22.

■ WTOO(AM)-WOGM(FM) Bellefontaine, Ohio—Seeks assignment of licenses from WOHP Inc. to Triplett Broadcasting Co. for \$230,000. Seller: Simon Goldman, president. Mr. Goldman has interest in WJTN-AM-FM Jamestown and WDOE(AM) Dunkirk, both New York; WWYN(AM)-WWFM-FM Erie, Pa.; WVMT(AM) Burlington and WSYB(AM) Rutland, both Vermont. He is also applicant for new FM at Rutland. Buyers: Wendell A. Triplett (87%) and Robert S. Triplett (13%). Wendell Triplett is electronics manager of RCA Corp., Camden, N.J. He also has various real estate interests in New Jersey. Robert Triplett, former general manager and chief engineer of WKOV(AM) Wellston, Ohio, is employed by Dupont, Circleville, Ohio. Ann. Aug. 21.

■ WNAD(AM) Norman, Okla.—Seeks assignment of license from University of Oklahoma to Oklahoma Communications Inc. for \$225,010. Sellers: John Dean, vice president for university relations, et al. Buyers: Don Hubert McLeland (51%), and John M. Borders and Larry Gene Ashcraft (each 24½%). Mr. Borders is employed by Texas State Network as program consultant and sales manager for KFJZ(AM)-KWXI-FM Fort Worth; WNOR-AM-FM Norfolk, Va., and KEYS(AM) Corpus Christi, Tex. Mr. Ashcraft is manager of Texas State Network. Mr. McLeland has interests in Wood Building & Land Co., Fort Worth, and has various real estate interests, also in Fort Worth. Ann. Oct. 2.

■ KSYS(AM) Medford, Ore.—Seeks assignment of CP from Liberty Television, joint venture comprised of Liberty Communications Inc. and Siskiyou Broadcasters Inc., to Southern Oregon Education Co. for \$48,000. Sellers: Liberty Communications Inc. is licensee of KEZT-TV Eugene, Ore. It seeks, through subsidiary, assignment of license of KVDO-TV Salem, Ore. Buyers: W. Boyce Stanard, president, et al. Southern Oregon Education Co. is non-profit corporation. Ann. Oct. 4.

■ WLKW-AM-FM Providence, R.I.—Seeks transfer of control of Radio Rhode Island Inc. (licensee of WLKW(AM) and parent company of Charles River Broadcasting Inc., licensee of WLKW(FM) from Alexander M. Tanger (100% before, none after) to McCormick Communications Inc. (none before, 100% after). Consideration: \$750,000. Principals: Technical Operations Inc. (80%) and William M. McCormick, president (20%). Technical Operations is publicly held Delaware corporation engaged in construction, contract research, nuclear radiation products and services, scientific instruments and solid-state devices. Mr. McCormick was associated with RKO General from 1952-72, most recently as area vice president for TV at RKO's WHCT-TV Boston and WNAC-TV Hartford, Conn. Ann. Sept. 6.

■ KZFM(FM) Corpus Christi, Tex.—Seeks assignment of license from Waller Media Group Inc. to Texas Media Group Inc. for \$33,630. Sellers: Wm. Dudley Waller, president, et al. Mr. Waller owns 99% of KEBE(AM)-KOOI(FM) Jacksonville, Tex. Buyers: Frank J. Gerow, Page W. Nelson (each 37½%), et al. Dr. Gerow is professor of plastic surgery at Baylor College of Medicine, Houston. Dr. Nelson has private practice in Houston. Ann. Sept. 27.

■ KERI(FM) Bellingham, Wash.—Seeks assignment of license from Birch Bay Broadcasting Co. to Bellingham Buyer Inc. for \$250,000. Sellers: George A. Wilson, president, and L. N. Ostrander. Messrs Wilson and Ostrander own KBLE-AM-FM Seattle and KASA(AM) Phoenix. Buyers: (per subscription) Robert E. Pollock, president (56%), et al. Mr. Pollock owns 85% of KPUG(AM) Bellingham. Ann. Oct. 10.

■ KSMK(AM) Kennewick, Wash.—Seeks assignment of license from Columbia View Properties Inc. to KUTI Communications Inc. for \$181,000. Sellers: Sam Volpentest, president, et al. Buyers: Clarence Jensen and C. Loal Smith (each 50%). Messrs. Jensen and Smith own Sixes River Logging Co., Coos Bay, Ore., logging, construction and road building firm. Ann. Sept. 22.

■ KYAC-AM-FM Seattle—Seeks transfer of control of Carl-Dek Inc. from Gordon B. Sherwood Jr., Edward R. Hoppel, Marie S. Taft, Betty MacKay and Donald Dudley (as group, 100% before, none after) to Dudley Communications Ltd., partnership (none before, 100% after). Consideration: \$66,700. Principals: Donald Dudley, et al. Mr. Dudley, general manager of KYAC-AM-FM, owns 15% of Carl-Dek Inc. and will own 33½% of Dudley Communications Ltd. Ann. Sept. 11.

Actions

■ WBRC-AM-FM Birmingham, Ala.—Broadcast Bureau granted assignment of licenses from Taft Broadcasting Co. to Mooney-WERC Inc. for \$2,050,000. Seller: Lawrence H. Rogers, president, et al. Taft Broadcasting is licensee of WBRC-TV Birmingham; WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio; WTAJ-TV Philadelphia; WDAF-AM-FM-TV Kansas City, Mo.; WNEP-TV Scranton, Pa.; WGR-AM-FM-TV Buffalo, N.Y. Buyer: Mooney-WERC is wholly owned subsidiary of Mooney Broadcasting Corp. Mooney Broadcasting owns WGN(AM) Knoxville, Tenn.; WBSR(AM) Pensacola, Fla.; WUNO(AM) San Juan, Puerto Rico; WMAK(AM) Nashville, and WPDQ(AM) Jacksonville, Fla. George P. Mooney is president and board chairman, and owns 26.5% of stock of Mooney Broadcasting. Action Aug. 8.

■ KNNU(FM) Tulare, Calif.—Broadcast Bureau granted assignment of license from Clyde B. Love and W. R. Patton to James H. Carlson, Robert E. Darling and Dino R. Fulvio dba Mineral King Broadcasters for \$105,000. Buyers: Mr. Darling is general manager and Mr. Fulvio sales manager of KNNU. Action Aug. 31.

■ WELE(AM) South Daytona, Fla.—Broadcast Bureau granted assignment of license from E. T. McMahon, receiver, to WELE Radio Inc. for \$86,100. Seller: Eugene T. McMahon. Buyer: Joe Gratz (100%). Mr. Gratz is manager of WYOU(AM) Tampa, Fla. Action Sept. 21.

■ KATN(AM)-KBBK-FM Boise, Idaho—Broadcast Bureau granted assignment of license from Treasure Valley Broadcasting Co. to Magicland Broadcasting Co. for \$21,750. Seller: Ralph F. Frazer (100%). Magicland Broadcasting owns KANA(AM) Anaconda, Mont. Buyers: Burt H. and Peggy S. Oilphart (together 90%), et al. Mr. and Mrs. Oilphart own 80% of KDBM(AM) Dillon, Mont. Action Oct. 13.

■ WEXI(FM) Arlington Heights, Ill.—Broadcast Bureau granted assignment of license from WEXI

Inc. to Community Broadcasters Inc. for \$230,000. Sellers: Walter M. Mack, president, et al. Buyer: James G. Flannery (100%). Mr. Flannery is president and owns 33½% of White Way Sign and Maintenance Co., Chicago, electric sign company. He also has interests in Thermocell Inc. and Davidson-Flannery Associates, both Chicago exploitation of patents firms. Action Sept. 28.

■ WHAG-TV Hagerstown, Md.—Broadcast Bureau granted transfer of control of WHAG TV Inc. from Adler Communications Corp. (51.2% before, none after) to Samuel Magazine and Sheldon Magazine (each 24.4% before, 50% after). Consideration: \$101,350. Grant is conditioned on Messrs. Magazine disposing of their minority interests in Adler Communications Corp. Principals: Messrs. Magazine jointly own Magazine Construction Corp., Mabro Construction Inc. and Magazine Realty Co., all in Silver Spring, Md. They also have various other aviation and real estate interests. Action Sept. 18.

■ WCRX(FM) Springfield, Mass.—Broadcast Bureau granted assignment of license from WCRB Inc. to Springfield FM Inc. for \$163,000. Sellers: WCRB Inc. is owned by Charles River Broadcasting Co., licensee of WCRB-AM-FM Waltham, Mass. Theodore Jones, president, et al. Buyers: Donald L. Wilks and Michael E. Schwartz (each 50%). Messrs. Wilks and Schwartz own WTYM(AM) East Longmeadow, Mass., and WEXT(AM) West Hartford, Conn. They also have interests in WPET(AM) Greensboro, N.C. Action Aug. 29.

■ WOMC(FM) Detroit—Broadcast Bureau granted assignment of license from Sparks Broadcasting Co. to MetroMedia Inc. for \$1,506,500. Sellers: Garnet G. Sparks, president, et al. Buyers: MetroMedia Inc. is publicly-held station group owner. MetroMedia stations are: WNEW-AM-FM-TV New York; WASH(FM)-WTTG(TV) Washington; WHK(AM)-WMMF(AM) Cleveland; WIP(AM)-WMMR(FM) Philadelphia; KLAC(AM)-KMET(FM)-KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; WCBM(AM) Baltimore; KNEW(AM) Oakland, Calif.; KSNM(FM) San Francisco. Action Sept. 28.

■ WFXM(FM) Jackson, Miss.—Broadcast Bureau granted assignment of CP from Jomac Jackson Corp. to Metro Radio Inc. for \$15,000. Seller: estate of John M. McLendon (100%). Buyers: Lewis C. Hopper and Curtis D. Roberts (each 50%). Mr. Hopper is accountant in Columbia, Miss. Dr. Curtis owns and is chief physician of McLaurin Medical Center, Jackson. Action Sept. 25.

■ KGAK(AM) Gallup, N.M.—Broadcast Bureau granted acquisition of negative control of Gallup Broadcasting Co. by Theodore R. Bender and Jack B. Chapman (each 30% before, 50% after) from H. T. Ethridge Jr., Roy T. Chapman and Jo Ann Chapman (together 40% before, none after). Consideration: \$90,000. Principals: Mr. Chapman is president and program director of station. Action Sept. 15.

■ KBND(AM) Bend, Ore.—Broadcast Bureau granted acquisition of negative control of KBND Inc. by Douglas D. Kahle and Edwin Tornberg (each 41½% before, 50% after) from Douglas G. Gaines (15% before, none after). Consideration: \$29,311. Principals: Mr. Tornberg owns Edwin Tornberg & Co., New York, media brokerage firm. Both he and Mr. Kahle have minority interests in WBRI(AM) Indianapolis and WFIA(AM) Louisville, Ky. Mr. Kahle has interests in cable system in Colorado and owns 75% of KLMR(AM) Lamar, Colo. Action Aug. 31.

■ KORN-TV Mitchell, S.D.—Broadcast Bureau granted assignment of license from Mitchell Broadcasting Co. to Channel Seven Inc. for \$875,000. Sellers: Mitchell Broadcasting owns KORN(AM) Mitchell, R. V. Eprel, president, et al. Buyers: Channel Seven owns KLTV(TV) Tyler, Tex. Estate of Lucille Ross Buford (46%), Robert P. Geoffrey R. and Gerald B. Buford (each 17%), et al. Messrs. Buford have minority interest in KTRE-TV Lufkin, Tex. Action Oct. 4.

■ KIML(AM) Gillette, Wyo.—Broadcast Bureau granted acquisition of positive control of Gillette Broadcasting Co. by Anthony W. Edelman (48.2% before, 50.1% after) from Mary Francis Lindsay (1.9% before, none after). Consideration: \$1,925. Principal: Mr. Edelman is president of station. Action Aug. 31.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced Oct. 17 (stations in parentheses are TV signals proposed for carriage):

■ Arizona Cable TV Inc., Herber, unincorporated area of Navajo county, both Arizona (KOAITV) Flagstaff, Ariz.; KTVK(TV) and KOOL(TV), both Phoenix).

■ Liberty TV Cable Inc., Athens, Ga. (proposes to add WHAE-TV Atlanta).

■ Clinton TV Cable Co., Clinton, Iowa (WOC-TV Davenport, Iowa; WHBF-TV Rock Island and WQAD-TV Moline, both Illinois; KIHN-TV Iowa City; WGN-TV and WFLD-TV, both Chicago).

■ STV Cable Television Inc., Niagara Falls, Niagara,

Professional Cards

<p>JANSKY & BAILEY Atlantic Research Corporation Shirley Hwy. at Edsall Rd. Alexandria, Va. 22314 (703) 354-2400 Member <i>AFCCE</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member <i>AFOOB</i></p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (Formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member <i>AFCCE</i></p>	<p>COHEN & DIPPILL CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Munsey Bldg. (202) 783-0111 Washington, D. C. 20004 Member <i>AFCCE</i></p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member <i>AFOOB</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telesar Ct. (703) 560-6800 Falls Church, Va. 22042 Member <i>AFOOB</i></p>	<p>LOHNES & CULVER Consulting Engineers 1242 Munsey Building Washington, D. C. 20004 (202) 347-8215 Member <i>AFOOB</i></p>	<p>ROBERT E. L. KENNEDY 1302 18th St., N.W., 785-2200 WASHINGTON, D.C. 20036 Member <i>AFCCE</i></p>
<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member <i>AFCCE</i></p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member <i>AFOOB</i></p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 Member <i>AFOOB</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member <i>AFOOB</i></p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member <i>AFOOB</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member <i>AFOOB</i></p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member <i>AFCCE</i></p>
<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEER 9616 Pinkney Court Potomac, Maryland 20854 (301) 299-8272 Member <i>AFCCE</i></p>	<p>TERRELL W. KIRKSEY Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
---	--	---	---

Lewiston and town of Lewiston, all New York (proposes to add WPIX-TV) and WOR-TV, both New York).

■ Akron Telerama Inc., Akron, Barberton, Cuyahoga Falls, Stow and Tallmadge, all Ohio (proposes to add WOSU-TV Columbus, Ohio).

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Community Cablevision of South Carolina, Darlington and Florence, both South Carolina; Douglas Television Co., Douglas, Ariz. Actions Oct. 18. Vacationland Cablevision Inc., Barboos, Wis.; Better Cable TV, Waterville, Winslow and Fairchild, all Maine; Hastings Multi-Vue Systems Inc., Hastings, Grand Island Multi-Vue TV Systems Inc., Grand Island, Kearney Multi-Vue TV Systems Inc., Lexington, all Nebraska; Colby Multi-Vue TV Systems Inc., Colby, Coffeyville Cable TV Inc., Cherryvale, Caney and Coffeyville, all Kansas; Communications Investment Inc., Giddings, Tex.; Florida Gold Coast TV Inc., Lauderdale Lakes, Fla.; Mount Kisco Communications Inc., Bedford and Mount Kisco, both New York; Tele-Media Corporation of Ohio, East Palestine, Ohio. Actions Oct. 19.

■ Sedona and Oak Creek Canyon, both Arizona—FCC ordered Sedona-Oak Creek TV & Cable Co., operator of cable TV systems at Sedona and Oak Creek Canyon, to cease and desist within two days from operating in violation of program exclusivity requirements of rules against KOA1-TV Flagstaff, Ariz. (Doc. 19553).

■ Cameron, Tex.—FCC partially granted application by New Worlds Cable TV Inc. for certificate of compliance to begin cable television service at Cameron. New Worlds proposed to carry nine television signals including three distant independent stations. Stating that it would certify carriage of all but independent signals, commission said that it

would permit system to select one of three signals for carriage to Cameron. Certificate will be issued when New Worlds selects which signal it will carry. Action Oct. 18.

■ FCC affirmed review board order released Aug. 11 which directed Service Electric Cable TV Inc., cable TV system at Allentown and Bethlehem, and WBRE-TV Inc., licensee of WBRE-TV Wilkes-Barre, all Pennsylvania, to take complete joint field intensity measurements to locate stations' contours and other disputed contours (Doc. 19321). Proceeding was initiated by order directing Service Electric to show cause why it should not be ordered to cease and desist from further violation of former CATV rules by refusing to carry and accord program exclusivity to WBRE-TV (NBC) signals on cable systems in Allentown-Bethlehem area. Action Oct. 12.

Actions on motions

■ Administrative Law Judge Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc.), cable TV proceeding, granted motion by WICU and substituted Great Lakes Communications Inc. for Lamb Communications Inc. as party to proceedings (Doc. 19479). Action Oct. 6.

■ Administrative Law Judge Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc.), cable TV proceeding, on request of Cable Television Bureau, extended schedule for certain procedural dates and set hearing for Jan. 8, 1973 (Doc. 19479). Action Oct. 18.

Rulemaking action

■ FCC amended procedures section of cable TV rules to emphasize that where state has authority over cable TV, it must be served with copies of application for certificate of compliance even where that authority is in dispute. In addition, commission amended rules to make it clear that, unless either state or local body makes copy of applica-

tion for certificate of compliance available for public inspection in community of system, applicant will provide for public inspection of application in community. Changes become effective Oct. 31. Action Oct. 18.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 24. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Punta Gorda, Fla.—City council approved rate increase of \$.95 to Gulf Coast Telecasting. New monthly rate as of Nov. 1 will be \$5.95.

■ Austin, Ind.—Tri-County Cable Television has applied to town board for franchise.

■ Athol, Mass.—Mohawk Valley Cable Television Co. was awarded 10-year franchise. Under agreement, monthly rate will range from \$5.95 to \$7 and increases in rate will be prohibited before 1974.

■ Maumee, Ohio—City council granted Buckeye Cablevision Inc. 15-year, non-exclusive franchise. Under agreement, installation charge will be \$15 and monthly rate will be \$5.

■ Nockamixon township, Pa.—Township board of supervisors awarded franchise to DJ Cable TV Co., Nazareth, Pa. Installation charge will be \$9; monthly fee will be \$4.50.

■ Lexington, Va.—Donald A. Perry Associates of Newport News, Va., Jack A. Rickle, Washington, and M. Robert Rogers, Waynesboro, Ind., have applied to city council for franchise.

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 are:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ 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

Expanding group operator in major market needs GM, GSM's for AM-FM-TV. This major group is currently not listed in BROADCASTING'S Weekly Stock Quotations. Send reply and "successful track record" to Box K-258, BROADCASTING.

Station Manager—Experienced. To work for one of Midwest's biggest Black stations. Send resume to Box K-269, BROADCASTING.

Sales manager. Assistant General Manager. Should have successful personal sales record in medium or metro market. Be energetic and ambitious. Have ability to lead and direct sales staff. Base, bonuses, and equity opportunity. Replies confidential. Contact: Irv Schwartz, WCLU Radio, 1st National Bank Bldg., Cincinnati, Ohio 45202.

Sales

Sales manager, strong personal sales, who can motivate salesmen. Salary, override, bonus, incentives. Box J-196, BROADCASTING.

20036 a part owner. AM/FM station in fast growing Maryland area seeks selling/sales manager. If you can sell radio and manage selling, principal owner can offer part of the action. Rare opportunity to find a home and move into ownership/management. Box K-153, BROADCASTING.

Salesman wanted for one of the great stations in the South. Salary, fringe, good list. Move up to one of Georgia's fastest growing cities. Send resume and sales experience record to Box K-168, BROADCASTING.

Georgia. Top rated, news oriented metro station has opening for self starting sales manager who can direct a team and carry a list. Box K-169, BROADCASTING.

Huntsville, Alabama. Full-time CW station, has excellent opening for experienced salesman in good radio market, to take over active account list. Must be capable of good client relationship. Above average earnings for the ambitious, self-starter. Opening immediate. Contact W. H. Pollard, Jr., Gen. Mgr., WBHP Radio, P.O. Box 547, Huntsville, Ala. 35804. 205-534-3521.

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.

Number 1 man for local sales. Hard working strong on service copy personality. Reward for ability. WBNR, Beacon-Newburgh, N.Y. 914-831-1260. An Equal Opportunity Employer.

Major Midwest market fulltime AM needs a strong salesman with outstanding record in smaller Midwest market. Excellent facility showing solid growth. Send resume to Box K-188, BROADCASTING.

Salesman or sales manager for aggressive small market station in Washington State. Good opportunity for advancement. Box K-213, BROADCASTING.

Central New Jersey. Sales manager-salesman combination. Develop sales department. Salary or draw plus incentives. Box K-229, BROADCASTING.

Sales Continued

Can you sell Modern Country in Stereo in the Midwest with a Pulse rating of Number two in a 150,000 market size? Write and produce your own commercials and make money. Write Box K-232, BROADCASTING.

Mid So. full time AM station seeks time salesman-saleslady. Top 40 format. College town of 13,000. Equal Opportunity Employer. Box K-249, BROADCASTING.

Sales Director—for a top Black station in the Midwest. Salary plus commission. Experienced only. Send resume to Box K-270, BROADCASTING.

Sell me . . . That you're the self-starting, creative salesman we're looking for, and you've got an advancement loaded future with this Florida East Coast, promotional, powerhouse, Contemporary station. You'll be one hour from Disneyworld and on your way to sales management. Tell it all in your first letter. What you've done, what you're doing, and what you want to do! Box K-296, BROADCASTING.

Salesman, experienced, or strong desire with broadcast background. Guarantee. Full Blue Cross. Car furnished. Must be willing to work. If in New Mexico or adjoining state, call Darrel Burns, KRSN AM-FM, Los Alamos.

Florida: Excellent opportunity for experienced salesman to start on ground floor with major group's newest acquisition. Good list and earnings while you build and train for management. Send detailed resume and pictures to Elton Chick, General Manager, WMBR Radio, Box 6877, Jacksonville, Fla. 32205.

Announcers

Experienced board and play-by-play announcer/newsman. Small college town, Kansas. Box K-173, BROADCASTING.

Wanted—a real person with humor, thought, experience, talent, informality, a love for radio. An articulate man with production ability to talk to our adult East Coast market of 2½ million. Aircheck and resume to Box K-260, BROADCASTING.

Announcer: Immediate opening for bright, experienced morning broadcaster. Position near Rockies in Colorado. Send resume and aircheck to Box K-268, BROADCASTING.

Announcers Continued

6 immediate openings. Full time morning AM man for MOR-EZ. Two full time FM men Progressive Rock to Jazz. 3 part time FM openings 100KW Stereo. Midwest growth market. KJCK AM-FM. Call 913-762-3165.

Experienced jock for Contemporary format. We need a bright mature jock who can communicate. Send air check, production, resume, and salary requirements. Jim Palmer, WCVS Radio, Box 2697, Springfield, Ill. 62078.

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.

Good mature sounding announcer needed now at 5000 watt Modern Country music station. Send tape, resume, references, salary requirements first letter to WKCY, Box 1107, Harrisonburg.

Number 1 CW needs dj/salesman. Must be good air personality, dynamic salesman. Base salary plus commission: \$10,000+. Contact Gerry Gallina, WMCL, Box 282, McLeansboro, Ill. 62859 or call 618-643-2311.

Bright, happy-sounding, MOR/adult oriented announcer, who reads news like pro, wanted for fast growing station in great market area. All info first letter. WPDC, Elizabeth, Pa. 17022.

WUNI, Mobile needs a good Mod. Country jock for morning drive. Witty, good voice, good production and clean cut. No drifters or amateurs. Send tape, salary requirements, personal and credit references first letter. Mike Malone, PD, 1257 Springhill Ave., Mobile, Ala. 36604.

Experienced 1st phone announcer. Deep voice and some major market experience. References from present employer. Reasonable salary. Phone (No collect) 314-586-8577 Pat.

Five kilowatt Midwest independent, top rated in market for ten years, seeks stable, funny morning man. First phone preferred but not required. Send tape and resume to Jay Hamilton, Box 4407, Topeka, Kansas 66604. No phone calls please.

Technical

Assistant radio chief for radio, TV, CATV group in Southeast. Opportunity for advancement. Immediate opening. An Equal Opportunity Employer. Send resume, references, picture. Box K-69, BROADCASTING.

Experienced engineer for AM & FM radio. Like new equipment. Salary commensurate with experience and ability. Permanent. Ideal working conditions. Complete broadcast equipment maintenance. Additional benefits for a capable, maintenance engineer and limited air duty. Medium market and a beautiful living area. Send resume and references to Box K-180, BROADCASTING.

Chief Engineer for non directional radio station in New Orleans. Salary commensurate with experience. Box K-292, BROADCASTING.

Chief engineer experienced in AM, FM and automation. New studios and equipment to be ready in 6 weeks. Call George Wilburn, KWHW, Altus, Oklahoma. 405-482-1450.

Chief Engineer needed: WFIL almost-moved to new AM site then going to new 900 foot FM tower in November. Also group FM owners. Want top experienced cost-conscious engineer who can maintain, construct, design solid state equipment to achieve quality sound. Send resume, salary requirements soonest to J. C. Amaturu, WFIL Radio, Fort Lauderdale, Fla. EOE.

Radio/Television engineer: Interviewing now for state alcoholism program. To monitor, repair and maintain audio/visual systems, closed circuit television system and 16mm production. Starting salary \$7,370. High School graduate, two years experience in equipment operation and maintenance required. Contact Don Thieme, Box 1147, Avon Park, Fla. 33825, or phone 813-453-3151. An Equal Opportunity Employer.

Chief engineer wanted for 5000 watt AM with companion cable TV. Immediate opening. Call 303-336-2206 or write Box 890, Lamar, Colo. 81052.

IGM has immediate opening for a customer service representative. 3 to 5 years broadcast experience required. Knowledge in audio and digital circuitry. Send resume to Bill Apt, IGM, Box 943, Bellingham, Wash. 98225.

News

News director to head three man staff. Must be hard worker and dedicated to news. Good starting salary. N.Y. state AM-FM. Send tape, resume, photo Box K-251, BROADCASTING. EOE.

News Continued

News Director—Experienced. One of the Midwest's top Black stations. Send resume to Box K-271, BROADCASTING.

News Director for Central States medium size AM market. Large staff, fully equipped, including mobile units, #1 news station in market for 15 years. Must have J-School Degree with at least 5 years practical experience or 10 years experience in radio news reporting. Send employment history, photo, references. All replies will be confidential. Box K-278, BROADCASTING.

Newsman. Young, aggressive, strong voice, willing to help formulate direction, seeking experience in highly competitive resort area market (Cape Cod); emphasis on local digging and reporting, can start work immediately. Box K-286, BROADCASTING.

Wine Country radio seeking experienced broadcast newsman for sign on news job. In small southern tier New York market. Send tape and resume to Bill Sutton, WEKT-FM, Hammondsport, New York or call 607-868-3206 for an appointment.

Experienced news anchorman with big voice for AM drive shift. Major market news-conversation station. Send tape, resume and picture to Alan H. Andrews, WJAR Radio, Providence, R.I.

New small market seeking aggressive newsman in Northwestern Indiana. Send tape and resume to Box 311, Lowell, Indiana 46356.

Programing, Production, Others

Program Director—Experienced. To work for a top Black Midwestern station. Send resume to Box K-272, BROADCASTING.

Wanted: Tower erectors and riggers for Midwest's largest microwave system. Call 219-495-2515.

Situations Wanted, Management

Experienced General Manager seeks to relocate. Fourteen years management experience with present company and its predecessor. Young, aggressive. BA Degree in Radio-TV. Excellent record. Top references. Seek position of General Manager with medium or large market radio station or TV station. Box K-155, BROADCASTING.

Professional with top credentials. Take charge broadcaster. Seeks association where he can apply experience and ability in return for growth opportunity. Box K-177, BROADCASTING.

Office Manager of Midwest group of stations for past twelve years now going independent in early 1973. Interested in providing full time bookkeeping service to radio stations within 150 mile radius of Illinois-Wisconsin border. Box K-217, BROADCASTING.

10 year pro. First. All facets. Went security-management. Family man. Small medium markets. Box K-221, BROADCASTING.

Attention East Coast stations. Manager available immediately. Take charge guy with heavy national regional and local sales knowledge. Looking for permanent position. Contract only. Married and will relocate. 20 years major market experience. Box K-275, BROADCASTING.

Now employed as selling GM, top 50 market. Knowledgeable broadcaster, excellent sales organizer and former owner. 40 and family man. Will consider all markets. Box K-280, BROADCASTING.

Sales

Help build sales one easy way. Hire young creative aggressive account executive seeking new opportunity in Radio/TV Sales. MA Degree telecommunications. New York-New England area. Production-Management background. Box K-284, BROADCASTING.

TV broadcast engineering supervisor desires radio/TV time sales or radio/TV/CCTV equipment, sales position in Chicago or Denver area. Used to making good money. Enthusiasm and desire to do the same in sales. Box K-288, 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

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

Experienced announcer, newscaster, salesman. Dependable, versatile, creative. Third endorsed. Looking for Atlanta, Ga. area. Box K-125, BROADCASTING.

Announcers Continued

Newscaster, dj, experienced. Authoritative, dependable, creative, versatile, tight board. Third endorsed, aggressive sales. 212-329-8396. Box K-144, BROADCASTING.

Modern Country pro seeking new employment. Three years experience first ticket, married. Will relocate anywhere, prefer Midwest. Box K-244, BROADCASTING.

Professionally trained Black female announcer. Jazz, Soul or MOR format. Ambitious and willing to work in a small town. Box K-262, BROADCASTING.

First phone. One year experience. Wants to move. Up-MOR or Contemporary. Good production and dependable. Box K-264, BROADCASTING.

Available, 25 years old. Family man with 4 years experience. College broadcasting grad. 513-791-7122 or 4411 Orchard Lane, Cincinnati, Ohio. Box K-265, BROADCASTING.

Midday pro. 12 years top 10 market. MOR. Top ratings against giant. Box K-281, BROADCASTING.

First phone. Two years experience radio, mostly as staff engineer. Weekend air show and news reporting also. Tight board, good commercials. 22, married, good references, and anxious to do a good job for you. I like everything from Classics to Top 40. I'd prefer a small or medium market, but any region is OK. All inquiries answered. Box K-293, BROADCASTING.

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.

Experienced young personality jock looking for Top 40/contemporary in larger market. First phone, humor, TV talk experience. Available now. Danny Odess, 5511 Fleming Street, Naples, Florida 33940. 813-774-4372.

Announcer/copywriter, 3rd class license, 3 years experience, wants air work on AM/FM/TV. Anywhere USA. Call 212-764-2459, 9-5.

Five years experience: working now, 1st phone, air check tells the rest. Let's talk. 419-224-8851.

Have you got a good opportunity in a good market for a good radio man? Contemporary format only. Twelve years as general manager, program director, music director, announcer and sports play-by-play. Call Nell Rogers 517-482-7355. Tape and resume upon request.

Black announcer, music director and sales manager seeks Top 40 or Soul. Carl Haynes, Box 2198, University, Ms. 38677.

Need change! Near or far. 1st phone. BA. Witty, personable. Good production. Published humorist. Board light, jock not. King Leopold, 135A S. Cochise, Wilcox, Arizona 85643. 602-384-4033.

College graduate. Campus radio experience. Third phone. Broad knowledge of music, especially Rock and MOR. Would relocate anywhere. Bob Herman, 819 Lathrop Rd., Allenton, Mich. 48002. 1-313-395-7651.

Roses are red, Violets are blue, I'm out of radio, Need help from you. Phone or write, S. Green, Hotel Cecil, Los Angeles.

Marconi-music-bandite running out of hearts to steal in this market. Looking for broader horizons with Contemporary station that will reward talent, initiative and hard work. Prefer 250,000 plus area. 319-266-9011.

Conscientious first phone announcer. Considerable experience. Sales oriented. Professional sound. Bill Hansen, Prior Lake, Minn. 55372. 612-447-2835.

I'm getting married in two months. Need secure announcing position. Professionally trained, friendly, veteran, age 24, 1st phone, limited experience. Willing to work hard, relocate anywhere. Prefer Rock, MOR. Available immediately. Nick Linberg, 5847 Holly Hills, St. Louis, Mo. 63109. 314-932-4654 or 314-638-6600.

Seasoned professional personality. 9 years experience. Single. Anywhere Northeast. Bob Cole, 234 Crescent St., New Haven, Conn. UN-5-3528.

Technical

Experienced, aggressive chief engineer. FM Stereo, automation, high power directionals, proffs. Quality audio. Full maintenance. Box J-219, BROADCASTING.

Chief Engineer. 20 years AM, FM, Stereo, SCA, automation, full maintenance, seeking Eng. Mgr. or engineering position in Midwest. All offers considered, references. Box K-187, BROADCASTING.

News

Experienced reliable news director (RTNDA). Writes quality news. Professional delivery. Degree (Journalism). Exceptional credentials. All stations considered. Box K-163, BROADCASTING.

I'm ready for a challenge! Experienced full-time newsman desires chance to work in sports exclusively, on or off mike. 7 years of play-by-play in hoop, grid and baseball; sports pr experience and pa announcing. Married, college grad, will relocate. Box K-165, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcasting school including TV news. Happy, college. Seeking light Rock or MOR. Box K-212, BROADCASTING.

Sports Director with profitable sales experience. Versatile: play by news, talk show, organizer, college grad, married with family. Looking for better opportunity. Box K-261, BROADCASTING.

News director/talk host at 50KW. Looking for news and/or talk in major market. 615-352-4348 between 9 A.M. and Noon.

News-caster, covering several years European Crisis. Bilingual, strong mature voice. Classical, MOR, Talk. Heavy production. 32, married. 216-343-2442.

I'm not a Top 40 robot! I'm able to work in news, production, dj (MOR or Classical) for a community minded market in Mid Southwest. College and professionally trained. 3rd endorsed. P. Talisman, 839 West End Ave., 6E, New York, N.Y. 10025.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Successful small market pd/announcer wants to move up. Cable TV news and sports exp. 23 years old. Contemporary MOR/Rock 7 years exp. Young pro can produce. Box K-200, BROADCASTING.

Fourth Market PD wants to be smaller market Production Manager. Proven ability to assemble competitive news. Good education, quality technical experience. Will develop total marketing plan for your product. Box K-291, BROADCASTING.

TELEVISION

Help Wanted Management

Broadcast Finance. If you have 5-10 years of extensive accounting under your belt and feel ready to move into a responsible financial post with a group operator in the East, send your resume and credentials to us now. Box K-235; BROADCASTING.

Broadcast Management. Broadcast group needs tough-minded number two man who knows radio and TV and the operating figures that measure their effectiveness. Need to be analytical, innovative, industrious, capable of earning respect of station management. Send background and career objectives. Box K-236, BROADCASTING.

Announcer

Major market VHF independent looking for sharp booth announcer with on-air experience and ability. An Equal Opportunity Employer. Box K-273, BROADCASTING.

Staff announcer, must be versatile; need emphasis on news. Send VTR, resume to WFRV-TV, Box 1128, Green Bay, Wisc. 54301.

Technical

Wanted Immediately, first phone television transmitter engineer for Upper Midwest station. An Equal Opportunity Employer with top salary and excellent fringe benefits. Experienced desired but not necessary. Please reply to Box K-279, BROADCASTING.

Television engineer-supervisor for UHF transmitter operation and maintenance and remote broadcast activities. Experience in color necessary. First class license required. Send resume to Mr. Richard Macek, Personnel Div., Indiana Univ., Bloomington, Ind. 47401.

Director, Television and Radio Engineering Operations for school system operating UHF, VHF, and IFS television stations, FM radio station, and closed-circuit system. Required, valid FCC First Class License, experience in operation and installation of high-power transmitting equipment and antennas, color studio cameras, film chains, VTRs video/audio and RF equipment, and preparation of technical specifications for electronic equipment. Supervisory experience and electronic educational background. Salary Range: \$16,038-\$20,343 (plus two longevity steps). Submit resume to: James W. Gould, Office of Administrative Staffing, Dade County Public Schools, 1410 N.E. Second Avenue, Miami, Florida 33132. An Equal Opportunity Employer.

News

News producer. For news and documentaries. Major Ohio VHF. If you have experience and desire the challenge of leadership, send resume, salary requirements, and example of your scripting. Box K-134, BROADCASTING.

Experienced field reporters—trained journalists with professional on air qualities for Southeast television station. Full resume and salary requirement first letter. Equal Opportunity Employer. Box K-192, BROADCASTING.

Experienced television investigative reporter-trained journalist for Southeast television station. Full resume and salary requirements first letter. Equal Opportunity Employer. Box K-193, BROADCASTING.

Reporter/anchorman for CBS affiliate in medium market. This position requires an individual who is a self-starter, a journalist who likes to work hard at a challenging job, and who has pleasant on-camera appearance. Send resume, writing samples, photograph and VTR to Box K-250, BROADCASTING.

Anchorman/producer. To ramrod top-rated, highly-visual newscasts at aggressive Midwest net VHF. Tape and resume to Box K-252, BROADCASTING.

TV Journalist, highly experienced, who sees issues and can exploit them. To become major news personality. Strong interviewer. Write Tom Torinus, WLUK-TV, Green Bay, Wisc. 54303.

Programing, Production, Others

Traffic Manager. Need strong, take-charge TV traffic manager for network affiliate in medium California market. Must be able to develop and streamline total traffic system. Excellent salary and fringe package. Send full details on background and experience. Box K-171, BROADCASTING.

Major market station in Southern California needs experienced technical and production person for switching, directing, camera, videotape operator, etc. Excellent opportunity, 1st phone required. Consideration given to applicant from the eleven western states only. Send complete resume to Box K-276, BROADCASTING.

Situations Wanted, Announcers

On Top Here! Want Top 20 TV market. Experienced in commercials, movie hosting, interviews, weather, newscasting. Want station which provides future. Box K-263, BROADCASTING.

Technical

Experienced studio control engineer all phases, 1st phone. Sharp, hard worker, draft exempt. Excellent references. West Coast preferred. C. D. Gidewell, 1227 LeGray Ave., Los Angeles, Calif. 90042.

News

TV journalist producer, four years, network credits, seeks employment Nation's Capital in broadcast news/public affairs. Specialized in political coverage, campaigns, elections. Strong Washington experience. Box K-28, BROADCASTING.

News director's post sought by producer-reporter now with respected NBC-TV news operation. Excellent credentials. Box K-182, BROADCASTING.

Experienced anchor/reporter. BA, 27, married, award, unbeatable references, knows film. Special ability for human interest "on the road" features, political reporting and news analysis, commentary work. All around professional, currently employed inside national political scene. Box K-228, BROADCASTING.

Professional meteorologist with personality, AMS Seal. Fifteen years experience in broadcasting. Box K-240, BROADCASTING.

Versatile self starter, 12 years experience. SOF and Sil film editing, now 10PM anchor. Seeks larger market from present Midwest small market. Box K-277, BROADCASTING.

Weathercaster. Professional young and promotable. Excellent presentation with highly informative programs. Seeking new position with station wanting to improve weathercasts. Current VTR available. Box K-283, BROADCASTING.

News director at 50KW radio interested in opportunity as Television reporter or reporter/anchorman. 615-352-4348 evenings.

Programing, Production, Others

Top five market staff AD for five years seeks relocation in a top twenty city in comparable position. Box K-133, BROADCASTING.

Television or CATV production manager. Experienced all phases of production in major city. Seeking smaller community environment. Box K-185, BROADCASTING.

Make me an offer I can't refuse! Presently employed by Production Dept. of top 100 market station. Now seeking position as Producer/Director or Ass't Director in larger station that does more production than present situation. BS in Communications, interned at large Chicago independent, plus much experience. Prefer Midwest location. Resume on request, interview at your convenience. Box K-266, BROADCASTING.

Producer/Director talent. CATV, first phone, BA in TV, editor. Local community shows, variety and children's shows. Box K-267, BROADCASTING.

TV Producer. Outstanding background in news, public affairs, commercial. Seeking management position with challenge. Excellent credentials. Box K-274, BROADCASTING.

Motivated, can-do pro, college grad, seeks interesting position. Production and PR experience, but able for whatever. Salary open, prefer N.Y. Box K-287, BROADCASTING.

Need a chief engineer or a maintenance or operations man? Design and construction experience too. Presently ITV chief in East. Box K-289, BROADCASTING.

Producer/director, 7 years experience seeks position as production manager in top 100 or producer/director in top 20. Box K-294, BROADCASTING.

Young, creative film maker. 24. BFA in photography. 3 years teaching. CCTV experience. Production know-how. Conscientious. References. Film available. Box K-295, BROADCASTING.

Graham Junior College Television Graduate seeks employment in production operations. Live and tape studio experience. Resume upon request. Will relocate. Lawrence Alpern, 415 Rich Avenue, Mount Vernon, N.Y. 10522.

WANTED TO BUY EQUIPMENT

Spotmaster and Tape-caster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

FOR SALE EQUIPMENT

Used RCA-50G, 50,000 watt AM transmitter. Excellent condition—very clean. Now in operation. Box K-282, BROADCASTING.

FM antenna, two years old. Gates B bay type FMC8, tuned to 101.1 MHz, 100 KW horiz., 65 KW vert. Has 300 watt heaters on horizontal elements. 125 ft. Andrew HJ8-50A. On tower atop building. \$3,000 as is. Contact Lester Mullan, KTRH, Houston, Texas.

10,000 Watt Stereo FM transmitter, 1966, Gates Model FMS-10G with 67K SCA, available December 1st, \$12,000, replacing with 20Kw. William Bruring, WWLA, La Crosse, Wisc. 54601. 608-784-7373.

6 1/8" 19.5' 75 ohm transmission line. 6 1/8" mitre elbows, hangers. Call Harrison Systems, 301-779-7668.

Complete broadcast mobile unit with 2 RCA TK-30 cameras, zoom lens, 2 sync. gen., audio, director's console, etc. Ready to roll. Call 312-738-1022.

2 Gates Cartree 11 record play; 6 Gates Cartree 11—playback only; 3 Gates ATC stereo—playback; 1 Gates-way 8 channel board—mon.—3 years old; 1 Ampex full track—3 years old—mod. AG 440; 1 McMartin modulation monitor—model TBM 3500; 1 Hulette Parkard freq. & modulation monitor—model 335-B; 1 McMartin frequency monitor—model TBM 3000; 1 Rust remote control—model R1108; 1 McMartin frequency monitor; 2 Alltex compression amplifiers; 1 Gate limiter—model 3529; 1 Spart record play—mono; 1 LTA stereo generator; 1 ITA SCA generator; 1 Andrew 4 bay antenna, tuned to 93.3 & 100 feet coax; J.H. Joyn, KCAW, 3333 25th St., Port Arthur, Texas 77640.

Ampex 7500, 7500C and 5100 videotape recorders, good condition. General Television Network. Call 313-548-2500. R. Hippler.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 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 Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

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 January 3, April 11, 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 Phonel 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-lockey 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.

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.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

COMEDY MATERIAL

Humor helps ratings. We offer complete and professional comedy services (material & pointers). Sample \$1. Free info. Sunshine Comedy Service (Room 22) Box 4636, Jacksonville, Fla.

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, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"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.

Trade your advertising time or space, or product, or service, or investment letter stock for whole life insurance. No cash. Full trade. We pay premiums for four years. Minimum policy \$100,000. Details Full Circle Marketing, Box 2527, Sarasota, Fla. 33578.

RADIO

Help Wanted Management

SALES MANAGER FOR WIXO, NEW ORLEANS

Top financial deal with growth opportunities for experienced Top 40 Sales Manager. Equally effective working with agencies, smaller direct accounts and directing subordinates.

Contact: L. J. Gutter, Pres.
Advance Communications Inc.
2622 W. Peterson Avenue
Chicago, Illinois 60659 (312) 761-1800

Help Wanted News

NEWSMAN

Need heavy, powerhouse morning newscaster. Must have extensive news background and desire to dig into local scene. This is a rare opening at number one AM/FM/TV Ohio outlet. An Equal Opportunity Employer.

Box K-233, Broadcasting

Help Wanted

Programing, Production, Others

MUSIC PROGRAMERS

Contemporary Country-Western Beautiful Music

Rapidly expanding West Coast organization is looking for successful professionals who want to grow with an exciting new company. Must have successful documented track record. Send full information (resume & photo) to:

Box K-285, BROADCASTING

CARIBBEAN CHALLENGE

The Jamaica Broadcasting Corporation invites application for the post of Program Director Radio. The Program Director is responsible for control and administration of the Radio Program Department and for carrying out the Corporation's program policies and for all program planning.

Applicants for this position should have considerable experience in radio with a background of administration program planning, radio production, outside broadcast, commentary and general announcing.

Preference will be given to applicants of Jamaican nationality. Full details of educational background, qualifications and past experience, along with personal details of age, family, etc., together with the names and addresses of two referees and indication of salary expected should be sent to:

General Manager, Jamaican Broadcasting Corporation, P.O. Box 100, Kingston 10, Jamaica, West Indies. Applications should reach the JBC not later than November 15, 1972.

Situations Wanted

Programing, Production, Others

Need a programmer? I'm a major market pro with an excellent background who wants a major or secondary station to program. You write the contract, I'll do the rest. All inquiries:

Box K-172, Broadcasting

TELEVISION

Help Wanted Management

Everyone knows there is a tremendous shortage of qualified executives in the broadcasting industry, and we've done something about it. For eight years, we have helped forward-thinking ownership recruit the right people for their company to assure orderly growth, but now we need help in expanding our own service to the industry. The men we need are extremely ambitious, well educated, excellent problem solvers, and know station sales and operations. Our people are superior, and we provide an outstanding income program to keep them from accepting regular job offers from clients. We like the 25 to 35 age bracket and, specifically, sales managers or salesmen ready for management. Prestigious suburban Chicago offices. Limited travel. If you think you can effectively represent our firm to company presidents and other key influentials within the broadcast industry and you want an opportunity to earn \$50,000 per year, let us hear from you. Call Fred Harms, Vice-President, Ron Curtis & Company, at 312-693-6171.

Help Wanted

Programing, Production, Others

PRODUCTION DIRECTOR

Must know and love all phases of production. Creative talent, ability to work with sound, management potential . . . important to this opening at top rated Midwest station. An Equal Opportunity Employer.

Box K-234, Broadcasting

CARIBBEAN CHALLENGE

The Jamaica Broadcasting Corporation invites applicants for the post of Program Director TV. The Program Director TV is responsible for control and administration of the TV Program Department and for carrying out the Corporation's program policies and for all normal program planning. Applicants for this position should have practical experience in TV with a background of administration, program planning, TV production, studio director/switching. Experience as commentator and announcer though not essential would be an asset. Preference will be given to an applicant of Jamaican nationality. Full details of educational background, qualification and past experience along with personal details of age, family, etc. together with the names and addresses of two referees and indication of salary expected should be sent to:

The General Manager, Jamaican Broadcasting Corporation, P.O. Box 100, Kingston 10, Jamaica, West Indies. Applications should reach the JBC no later than November 15, 1972.

Help Wanted CATV

CATV BROKER WANTED

Send full details and picture in first letter.

Reply: Box K-290
BROADCASTING MAGAZINE
1735 DeSales St., N.W.
Washington, D.C. 20036

Business Opportunity

D.C. STUDIO IDEAL FOR RECORDING OR BROADCASTING

NATIONAL PUBLIC RADIO is moving their Washington, D.C. headquarters to larger facilities. Our former space is available for lease including a modern air-conditioned studio (12x18') and associated control room (15x11). Location great! Facilities only 18 months old. Occupancy Jan. 1, 1973. Present equipment negotiable. Contact: Charles Herbits (202) 833-1230

For Sale Equipment

FOR SALE

**GATES BC-50-C
50,000 Watt AM Transmitter**

Installed new in August 1967, it has very few actual 50KW operating hours and can be purchased for approximately 1/4 new cost, as is, where is. Presently needs repairs.

Contact:

**Marshall W. Rowland, Pres.
Rowland Broadcasting Co., Inc.
(813) 251-1861**

Transmitter is presently available for inspection at WQIK-Jacksonville, Florida

Instructions

I'LL TRAIN YOUR SALESMEN IN YOUR STATION to make more and bigger sales for you. For references, proof that I can do it for you at realistic cost, call or write:

**The Power Technique
Neil Terrell, 2724 Mailan Drive
Nashville, Tenn. 37208. 615-228-4540**

Miscellaneous

CHRISTMAS PROGRAMING

One of the most popular Christmas shows ever, "Charles Dickens—A CHRISTMAS CAROL," has been produced especially for radio.

For information, write
**T. R. DANLEY & ASSOC.
31640 Acton Drive
Warren, Mich. 48092**



WE WATCHDOG YOU AND THE FCC

This month: Federal fumbles in New Jersey, Chicago, license renewals and cable TV. CHICAGO JOURNALISM REVIEW. ***with Cable Report***
192 N. Clark Street, Dept. B
Chicago, Illinois 60601
Only \$7 a year—\$12 for two

WANTED TO BUY—Stations

If you firm's stock is regularly traded on the big boards and is interested in

DIVERSIFICATION - EXPANSION

through the medium of stock

MERGER

The owner of

TWO-TOP-FACILITIES UPSTATE

2,000 & 1,800M (some cash)

NEW YORK - FULLTIME - AM

interested in discussing the possibility with responsible party

RADIO STATIONS

serving N.Y. State's 2nd and 3rd largest cities

Box K-259, BROADCASTING

Miscellaneous Continued

WANTED



THE STONED RANGER

Salable Humor

13 Weeks of the funniest far-out episodes available now already major market success!

FREE DEMO . . .

Call Collect

215-922-2530

EVERY RADIO STATION NEEDS A RELIABLE AUDIENCE MEASUREMENT SURVEY AT LEAST ONCE PER YEAR. IS YOUR STATION OVER-DUE? CONTACT US IMMEDIATELY. (SURVEYS FROM \$289)

National Radio Research

P. O. BOX 1071 CASA GRANDE, ARIZONA 85222
602 836-2792 COLLECT

FOR SALE Stations



2110 MERCANTILE BANK BLDG.
DALLAS, TEXAS 75201 (214) 651-8088

STATIONS FOR SALE

1. WEST COAST. Major market FM. \$300,000. Terms to be agreed upon.
2. CALIFORNIA. Serves one of the faster growing markets of the state. Excellent potential. \$285,000. Excellent terms.
3. SOUTHWEST. Gross tops \$70,000. Priced at \$100,000. 25% down.

Jack L. Stoll and ASSOCIATES

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7279

LaRue & McGauren Media Brokers, Inc.

341 Bayside Dr. Newport Beach, Ca. (714) 675-4585
116 Central Park South New York, N.Y. (212) 265-3430

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 1801 Ave. of the Stars Century City, Suite 501 213/277-1567
Wash., D.C. 20036 1725 De Sales St., N.W. Suite 508 202/223-1553

SE	Small	Daytime	\$ 90M	29%	MW	Small	Profitable	\$145M	Terms
SE	Suburban	Fulltime	\$ 1MM	Nego	E	Small	AM/FM	\$250M	Terms
NC	Metro	Daytime	\$275M	29%	E	Medium	Fulltime	\$240M	Cash
FL	Metro	Daytime	\$550M	29%	MW	Metro	Profitable	\$550M	Cash
NY	Metro	Profitable	\$175M	50M	CA	Metro	FM	\$ 80M	Terms



• ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK •
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Profile

The man the whole world of public broadcasting is watching: Henry Loomis

At the National Association of Educational Broadcasters convention this week in Las Vegas, the troubled five-year history of an experiment called "public broadcasting" will be summed up in the persons of two featured speakers. One is John W. Macy Jr., first president of the Corporation for Public Broadcasting, who will be greeted warmly and presented with a distinguished service award. The other is Henry Loomis, the new CPB president, who will be eyed more carefully, even apprehensively by some. The two men are about the same age and have similarly abundant credentials in government service, but the likeness ends there: They are of different eras in public broadcasting's history, speak for differing philosophies, and bring quite different personal traits to their work. The contrasts provide both a reminder of where public broadcasting has been and a sense of where it may be headed.

John Macy, of Puritan spirit and managerial intellect, wore his commitment behind a reserved exterior. He was not an easy man to know well. Yet the same reserved style kept him from unloading the full range of CPB's potential power over the system. From the time he took over in 1969—when CPB was little more than a board of directors and a set of legislative instructions—to the time last summer when President Nixon's veto of a funding bill hastened his resignation, John Macy tried to guide the system's general development rather than crack a whip over it. That restrained, almost gentle quality left him vulnerable to critics who wanted CPB to cure all the system's ills.

There may be a gentle streak in Henry Loomis, but it is not his most conspicuous quality. Mr. Loomis comes to CPB from four years as deputy director of the U.S. Information Agency, and a much longer background of government service, billed as an able administrator and a thoroughly fair-minded individual. But he is also a man in whom wealth and experience have bred an immense self-assurance that sometimes comes across as simple abruptness; he is a man accustomed to command. "You do not ramble in Henry Loomis's presence," says a colleague from government days. "You say your piece quickly, one-two-three, and get it over with."

With the evident approval of the Nixon administration, Mr. Loomis has brought those qualities to CPB in an attempt to order and reshape all of public broadcasting. His appearance on the scene, after a year of political heat over public-affairs programing, ideology and struc-



Henry Loomis—president, Corporation for Public Broadcasting; b. April 19, 1919, Tuxedo Park, N.Y.; AB in physics, Harvard, 1941; U.S. Navy radar specialist, 1940-45, attaining rank of lieutenant commander; with radiation laboratory, University of California, Berkeley, 1945-47; assistant to president, Massachusetts Institute of Technology, Cambridge, Mass., 1947-50; consultant, Psychological Strategy Board, Washington, 1951-52; staff member, President's Committee on International Information, 1953; chief, office of research and intelligence, U.S. Information Agency, 1954-57; staff director to special assistant to President for science and technology, 1957-58; director, Voice of America, 1958-65; Deputy U.S. Commissioner of Education, 1965-66; partner, St. Vincent's Island Co., 1966-present; executive director, Nixon task forces for easing transition of administrations, Oct. 1968-March 1969; deputy director, USIA, 1969-72; assumed present post Oct. 1, 1972; m. Mary Paul Macleod of Berwyn, Pa., May 18, 1946; children—Henry (Tim), 25; Mary Paul (Pixie), 23; Lucy, 16; Gordon, 15; hobbies—hunting, riding.

ture, has inspired outright horror in some circles, where the system is now perceived as a wholly owned subsidiary of the White House. Mr. Loomis has at least abetted that perception: The week after he was appointed, he let it be known that CPB intends to exercise direct control over program judgments. The prospect has stirred uneasiness even among those who were less than total admirers of the John Macy style.

But Henry Loomis is not just an aristocratic hatchet man. Although he is identifiably a Nixon supporter, his most enduring commitment is to the role of "permanent under secretary." That is the British concept (there is no precise American equivalent) of the professional civil servant whose principal commitment is to public service itself rather than to any

branch of it. And he has been known to take highly visible stands on principle; in 1965 he resigned as director of the Voice of America because of the Johnson administration's heavy hand on VOA news activities.

He is not an ideologue. Even at CPB, which has been soaked in conflicting ideologies since its birth, Henry Loomis is guided by considerations that are more administrative than anything else. Chief among these is the conviction that CPB will be held responsible for how its federal money is spent and must be able to give an accounting of itself. That is one of many convictions he brings from government service; in fact, he alludes frequently to similarities between his work at USIA and the kind of management role he will play at CPB.

But the local American broadcasting station is not the USIA fiefdom in Upper Volta, and Mr. Loomis quickly notes the important difference: "The individual stations," he says, "are independent entities as opposed to information offices overseas where you have a command relationship." His chosen task is to foster that independence while asserting greater control over the spending of federal funds. That may prove complex.

One thing nobody has questioned is Mr. Loomis's capability. Born to wealth, educated in physics at Harvard, a veteran of 20 years in government service, a partner in a private corporation set up by the family as a device for investments, he is a man of wide and varied competence.

His appearance furthers the impression of command. Although neither tall nor powerfully built, he is an outdoorsman who, at 53, looks remarkably fit. He owns a penetrating gaze and uses it regularly. Even in a conversation of an hour or more he will pace the floor constantly, never sitting once, yet never allowing it to seem merely a nervous habit. It is a reflex of authority, the controlled step of an official inspecting the troops.

He does not appear to be a man who would accept the leadership of an organization in order to eliminate it. "There has been speculation," he says wryly, "that I was brought here to liquidate his majesty's empire. That sure as hell isn't true. I feel very strongly there is a potential that has been unmet and unfilled for this instrument of communications to make a major impact on our way of life." In his quest of that goal, the crucial variable may be not what he believes, or even entirely what he does; it may be who he is. Henry Loomis, accustomed to the "command relationship" and loyalty to the government, has assumed the leadership of an enterprise whose members have spent five years groping for independence from the government. The next several months will provide a fascinating study in who is doing what to whom.

Editorials

Second look

As a story elsewhere in this issue reports, the broadcasting business looks to be heading toward the biggest sales year in its history and perhaps the biggest year in profits too. It is the kind of report that cheers stockholders and fattens bonuses:

It is also the kind of report that can cause lingering problems for a business that is already accused in some government and academic circles of being excessively profit minded. Wise broadcast management will detach its rapture from the P&L statements long enough to reflect on the quality of service it is providing.

The revenues and earnings of 1972 in themselves indicate a public endorsement of current programming. Advertising is expanding only because the audience is there; as a "Closed Circuit" item here last week reported, television viewing last month was the highest of any September: six hours and two minutes a day in the average television home.

But however reassuring the quantitative signs of acceptance, broadcasters must be ready to defend—indeed proclaim—their achievements in program development and diversity. In the broadcast balance sheet there must always be an intangible item called excellence.

Where it all ends

Students of television and its political uses can only be fascinated by the presidential campaign of 1972.

Senator George McGovern, the Democrat whom the polls could hardly find, has suddenly emerged as the television candidate—drawing unexpected contributions and escalated hopes from appearances on a medium that he and his associates were only recently berating for pro-Republican bias.

President Richard M. Nixon, the Republican whom the polls have been instructing to compose an inaugural address, has meticulously kept his candidate's self off television, an instrument he used with skill in 1968 to gain the office he is now defending. In his presidential self, however, he shows up in this news clip and that, greeting callers at the White House, signing money bills. These clips are shown in the same programs that Mr. Nixon's spokesmen had mercilessly castigated for pro-Democratic bias. Mr. Nixon, the candidate, is on the radio.

Not until the election results are in, and perhaps not even then, can it be known whether the McGovern or Nixon media strategy was right. On election night, however, it can be surmised that both candidates and their camps will unite in their media choices. Along with the rest of the U.S. they will be tuned to \$10-million worth of broadcast coverage.

Bad case, bad law?

Precedents are where they're found—in law and in broadcasting, which these days is suffused with law and lawyers. Thus it may be that precedent will come from the prosecution of a Norfolk, Va., disk jockey for violation of the U.S. criminal statute against the utterance of "obscene, indecent, or profane language by means of radio communications."

The precise crime of which John F. Nesci of WOWI(FM) Norfolk is accused is the playing of a record containing an Anglo-Saxon word for sexual intercourse. The word is freely used in motion pictures, books and some magazines and has occasionally been seen in general-circulation newspapers. Is the word protected by the First Amendment when appearing in those media? A host of court interpretations of obscenity laws suggest it is. Is it protected when uttered on the air? There has

been no definitive test of the statute on broadcast obscenity.

For the sake of the whole broadcasting system, it must be hoped that Mr. Nesci will be exonerated if this case goes to trial. Broadcasting needs no more losses of First Amendment rights through bad court cases.

For the sake of the whole broadcasting system, it must be hoped that broadcasters will themselves use restraint in the use of questionable material. If there is to be a test case involving basic rights, let it come from a responsible broadcast of redeeming social value.

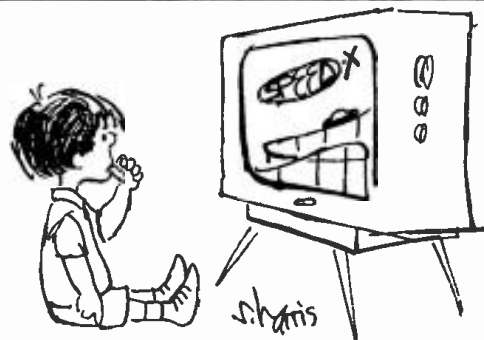
Over there, over here

The political committee of the United Nations has rejected a Russian proposal for a treaty that would give individual nations the power of censorship over international broadcasts by satellite. The committee action, taken Oct. 20, provides, however, only a momentary respite from the Russian assault on freedom of exchange. The same proposal is before a UNESCO general conference now going on in Paris and is destined to surface again at the UN next June upon the convening of its committee on peaceful uses of outer space, to which the political committee ceded jurisdiction.

To most American broadcasters, this all may seem remote—something the State Department is paid to take care of. They would do well to reconsider the advice of a colleague, Frank Stanton, vice chairman of CBS, who made a timely and pointed speech on the subject earlier this month (BROADCASTING, Oct. 9). Dr. Stanton, who is also chairman of the United States Advisory Commission on Information, said the Russians would make censorship "a principle of international law." He didn't have to add that if the U.S. became a party to that contrivance, domestic censorship would be inevitable.

The essence of the Russian position is that nations should bind themselves to send satellite broadcasts only to other nations that had formally agreed to receive them. Turn that around, and it means the USSR could effectively jam anything headed for its territory by the dispatch of a note saying nyet. The same power to stifle at the source would be available to all the other closed societies, big and small, that are supporting the Russians in this campaign of suppression.

Dr. Stanton suggested that the State Department, which has been gingerly avoiding head-on confrontations on this issue, come out swinging. Said Dr. Stanton: "We must indicate in unmistakable terms that we reject censorship today, that we will reject it tomorrow and that we will reject it whenever its head is raised." Not a bad platform for any U.S. broadcaster to run on, here and abroad.

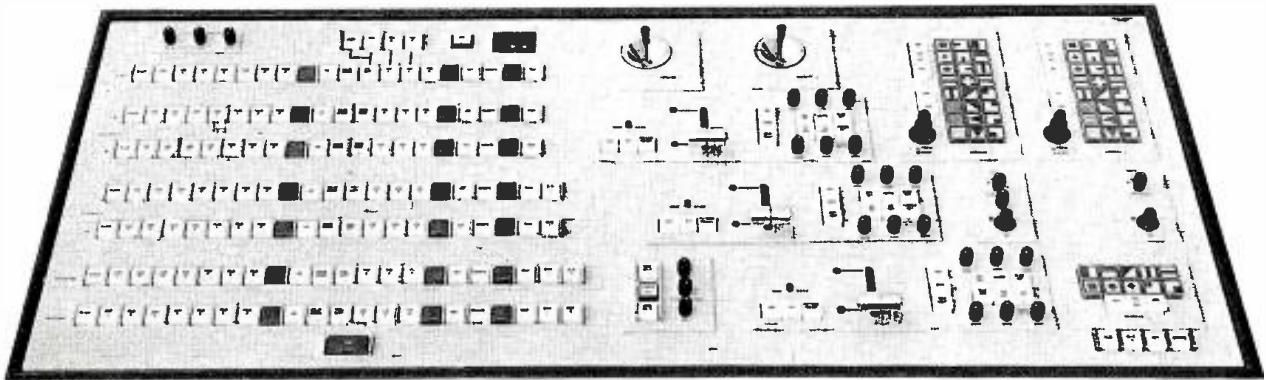


Drawn for BROADCASTING by Sidney Harris

"Remember . . . girls go for a guy who has the Speed-X road-racing set."

GET THE VITAL EDGE

with the **VIX-100-4**
production
powerhouse



VIX-100-4

Drift-free circuitry makes it possible to enjoy three mix-effects system with quad-split in a control panel no larger than most single mix-effects switchers. Discover the advantages of a switching system that satisfies ad agencies and insures dominance in production capabilities.

SALIENT FEATURES:

- 3 presettable mix-effects systems
- No coaxial delay lines in all re-entries
- Quad split with external drives
- Edger on all keys
- Up to 3 chroma keys. Composite and RGB type
- Ultra stable system
- Easy to install. Only one sync pulse is required
- All the extras used in today's production techniques

10 years of specialization. Designed, manufactured and delivered some of the world's largest and most complex integrated telecommunication systems.

3620 Ridgewood Rd., N.W., Atlanta, Ga. 30327
404/233-9459

7960 W. Beverly Blvd., Los Angeles, Calif. 90048
213/653-9438

2644 N. Seventh St., Terre Haute, Ind. 47804
812/466-3212

GOOD ENGINEERING IS VITAL



VITAL INDUSTRIES, INC.

MAIN OFFICE: 3614 S.W. Archer Road, Gainesville, Fla. 32601—Phone 904/378-1581

**“Now that’s what
I’ve been looking
for:**

BETTER PERSONS AUDIENCE ESTIMATES”

And that’s what you’ll get during the 1972-73 season from NSI. Not that what we’ve done before wasn’t good; just that we’re always improving.

Techniques used previously made it possible for persons universe estimates to vary each report period. Now NSI is using a constant universe throughout the TV season based on the NSI samples and made consistent with the Census Bureau’s Annual Current Population Surveys.

Just what does that mean for you as a station? To start with—more realistic selling. You avoid switch-pitching based purely on changes in sample-derived universe estimates. And when it comes to program evaluation and trending, your results will be unaffected by report to report sample variation. In short, you benefit in many ways from these improved audience estimates.

NSI, consistent in direction,
consistent in quality.



Nielsen Station Index

New York • Chicago • Hollywood
San Francisco



Air University Library

NOV 1 1972

Maxwell AFB, Ala. 36111