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

"The Back-to-Back Bowl"

What else would you call two great, slam bang, head-to-head football specials when they're telecast back-to-back. Isn't it just what your audience is calling for?

Saturday December 30, 1972

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

A Hughes Sports Network Football Special
It pays to have the law on your side.

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


An average 54% of all viewers are adults!

With such an arresting first-year record, Andy, Barney and Gomer are being signed up fast for September by more top market stations. In Atlanta, Boston, Cincinnati, Louisville, Providence, Salt Lake City....

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

“The Andy Griffith Show.”

Another great sitcom from Viacom

Source: ARB, Feb-Mar, 1972 and 1971. Audience estimates are based on ADI ratings and are subject to qualifications available on request.
### Lead Story

The upshot of that ARB-Nielsen ratings oneupmanship may be more research than broadcasting can handle.

### Broadcast Advertising

Drug commission hearings innocent for the moment, ominous for the future.

### Programming

KPIX-TV first to accept Stern Concern’s counteradvertising.

The Guggenheim approach to winning elections for George McGovern.

Pearce reports to the FCC on children’s programming: Less advertising would hurt, not ruin, the bottom line.

### Equipment & Engineering

No price freeze on football rights: Broadcasters will pick up a $68.9 million tab.

ABC restructures its management echelons, installs Walter Schwartz as president for television, Harold Neal as president for radio.

Citizen groups ask equal time at the Nixon summit level.

Network news executives pledge firm stand in face of criticism.

Another breakthrough on pay cable: the HTN-Cablecom deal.

FCC takes on the issue of sports blackouts in cable.

### Media

All in the family: the winning team of Stan and Sis Kaplan

---

Published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices. Single issues $1. Subscription: one year $20, two years $37.50, three years $50. Add $5 yearly for special delivery. $65 for air mail, $4 for Canada, $6 for all other countries. Subscriber’s occupation required. Annually: Broadcasting Yearbook $14.50, Cable Sourcebook $8.50.
We hope ARB isn't boring you with all those KELO-LAND TV firsts.

The new ARB Sweep might strike you as being pretty much a repetition of previous ARB Sweeps. That is, once again the ARB Sweep is heavily dominated by KELO-LAND TV firsts. Just as it was in the last ARB Sweep. And the Sweep before that. And the one before that. And ditto.

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

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

<table>
<thead>
<tr>
<th>Time Period</th>
<th>All Networks' Affiliates</th>
<th>CBS Affiliates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL DAY (9 a.m.-Midnight)</strong></td>
<td>53% ADI</td>
<td>53% ADI</td>
</tr>
<tr>
<td><strong>EARLY EVENING (4-6:30 p.m./5-7:30 p.m. ET)</strong></td>
<td>52% ADI</td>
<td>52% ADI</td>
</tr>
<tr>
<td><strong>LATE EVENING (10-10:30 p.m./11-11:30 p.m. ET)</strong></td>
<td>62% ADI</td>
<td>62% ADI</td>
</tr>
</tbody>
</table>

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

The 74,000 sq. mi. marketland lying between Minneapolis and Omaha — and beyond the tv reach of either.

**KELO-LAND TV**

KELO-TV SIOUX FALLS, S.D.
and satellites KDLO-TV, KPLO-TV

Joe Floyd, President; Evans Nord, Exec, Vice-Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by

In Minneapolis by WAYNE EVANS
Open ownership

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

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

More and more

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

Rebuttal on ratings

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

Among group owners, sources say ABC, whose five stations are all in top 10, has not ordered new service, which it opposes. Others say ARB will modify CBS, with four of five in top 10, is undecided but seems inclined to sign up with right to cancel in fall; NBC, which canceled for New York and Los Angeles some time ago, has made no decision for its three others; Storer Broadcasting has told ARB it will not sign for either its three top-10 markets or its other stations after current contracts run out; RKO General, which canceled for New York and Los Angeles about year ago, has told ARB it won't take new service for Boston either; Metromedia has added Washington to its earlier termination notices for New York and Los Angeles, and Westinghouse, with four or five in top 10, is still having "very serious meetings," apparently could go either way.

Take a number

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

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

Unswayed

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

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

Afraid to say no?

Social scientists are doubtful that simple TV violence index can be constructed, but are willing to give it try. Or at least run study of feasibility of establishing that kind of indicator. That is substance of report expected to be sent this week by Elliot Lee Richardson, secretary of health, education and welfare, to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, who has all but ordered invention of way to measure violence on TV.

Buyers' guide

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

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

Traveling judge

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

At the top

Despite sweeping reorganization of ABC broadcast division last week (story page 60), ABC corporate power centers remain unchanged. Restructuring was essentially work of Elton H. Rule, who came out of broadcast division to present post as president and chief operating officer of ABC Inc., but it clearly had approval of Leonard H. Goldenson, chairman and chief executive officer, who just as clearly remains number one, with Mr. Rule number two. Others regarded as principal members of top tier are Everett H. Erlick, senior vice president and general counsel; Samuel H. Clark, senior vice president and head of nonbroadcast operations; Ray T. Goldman, financial vice president, and I. Martin Pompadur, vice president and assistant to President Rule.
ABC Stations' news.
People watch us to learn what's going on in the world.

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

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

| Station   | Time  | Program | Rank  
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WABC-TV</td>
<td>4:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>WXYZ-TV</td>
<td>4:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>WLS-TV</td>
<td>3:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>KGO-TV</td>
<td>6:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>KABC-TV</td>
<td>6:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
</tbody>
</table>
ABC Stations' movies. People watch us to escape from what's going on in the world.

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

The people who spend the most money spend their time watching us.
FCC to take closer look at employment

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

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

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

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

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

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

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

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

Broadcast Bureau had suggested that commission send letters only to nine stations, representing most "extreme" cases in major metropolitan areas. Commissioner Richard M. Riehl is said to have offered Commissioner Johnson strongest opposition. Commissioner Hooks reportedly backed letters idea but took "moderate" position.

Officials said that decision was made finally to send letters to about 50 stations. They will be outlets in races with population of 5% or more blacks, that have more than 10 employees and that do not have any blacks or women on their payrolls even though they have had opportunity to hire over past year. It is understood that stations whose renewal applications have been challenged will not be queried.

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

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

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

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

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

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

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

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

Petit puts perspective on WMAL-TV decision

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

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

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

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

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

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

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

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

**Nielsen MNA's put NBC at top for convention**

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

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

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

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

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

**A nice surprise for public broadcasting**

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

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

Move caught public broadcasting officials by surprise. They are resigned to impossibility of overriding veto, but hope to fashion some kind of compromise bill. Senate action took part of compromise effort out of their hands. It was product of agreement between Senator Howard Baker (R-Tenn.), leader of administration forces, and Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), regarded as CPB backer.

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

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

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

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

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

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

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

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

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

July 23-25—Summer convention, South Carolina Broadcasters Association, until Haytt House, Charleston.

July 23-25—Annual meeting, Association of Railroad Advertising Managers, Three Lodge, Vall, Colo.


July 25-28—Board of directors meeting, National Cable Television Association, Embassy Row hotel, Washington.


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

August

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

Aug. 9-12—Annual convention, Rocky Mountain Broadcasters Association, Elko, Nev.


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

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

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


September


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

Sept. 7-8—Annual convention, Louisiana Association of Broadcasters, Monteleone hotel, New Orleans.

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


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


Sept. 22-25—Fall conference, Oregon Association of Broadcasters, Kah-nay-era resort, Warm Springs.

Sept. 24-28—Annual convention, Mississippi Broadcasters Association, Yankee hotel, Grand Island.

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

Books for Broadcasters

The Technique of Documentary Film Production

Revised Edition by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.

268 pages, 63 diagrams, glossy index $10.00

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.

[ ] 107. The Technique of Documentary Film Production, $18.00

[ ] 104. 1972 Broadcasting Yearbook, $34.50

Name

Address

City State Zip
Binocular Closeout

only $9.95 per pair

Built to professional standards for those who demand uncompromising precision craftsmanship and optical superiority. You'll feel the difference as the sculptured curve of the body balances effortlessly in your hands. You'll see the difference in the brilliant true color images sharply defined throughout the field of view...distant objects and action seem so close you'll swear they are only inches away! Yet these famous make Sport Glasses are offered below factory list price in Europe! Order today — limit two pairs to each buyer. When present supplies are exhausted prices will be much higher. No CODs, please. Money back in ten days if not fully satisfied.

Check these Custom Features:

★ Electronically computed optical systems of unexcelled tricolor brilliance, balanced and aligned to super critical standards to prevent eye strain.

★ All-air-to-glass optical surfaces amber hard coated to prevent internal light loss.

★ "Squint-Pruf" front lenses block reflected glare from water, snow, sand and haze.

★ Shock-resistant construction — extra strength hinge and bridge guard against misalignment; high index prisms are permanently locked in.

MAIL ORDER MART DEPT. 12
2701 Sterlington Rd., Suite 237
Monroe, Louisiana 71201

Please send me the quantity of Sport Glasses checked below (limit two). If not fully satisfied I will return the merchandise within ten days for a full refund.

☐ Send ONE only. I enclose $9.95.

☐ Send TWO at the bargain price of $14.95

Name

Address

City, State, Zip
Open Mike

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

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

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

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

Not so
Editor: I wish you had checked with me in advance about the facts in your very damaging story ["Closed Circuit," July 10] concerning our correspondents' alleged first-class flight privileges. NPACT's policy has always been that all employees, including executives and newsmen, will be reimbursed only at coach fare for all flights on company business. An NPACT employee who wishes to fly first class may do so only if he personally pays the difference between coach and first-class fare. This must have been the case in the instance you cite in your article, for I can assure you we have never paid first-class air fare for our correspondents. I hope you will print this letter in order to dispel an erroneous impression that can only add to the current misconceptions surrounding public broadcasting.—Jim Karayn, president, National Public Affairs Center for Television, Washington.

Editor: In your July 3 issue, the executive producer of NBC's Nightly News, Wallace Westfeldt, was quoted as saying, "Herb Kaplow's charge that we wanted him to come down harder on the Nixon administration is totally false." I've never made such a charge, nor have I encouraged such a notion in any way.—Herbert Kaplow, ABC News, Washington.

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

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

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

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

Not a joiner
Editors: Just to set the record straight: Your article concerning the Network Project's testimony in opposition to the President's Corporation for Public Broadcasting board nominations (Broadcasting, June 19) incorrectly reported that I was a member of the Network Project. I am an attorney in private practice and have been retained by the Network Project to handle certain of its litigation in the communications-law area. In that capacity, I assisted the project in the preparation and delivery of its testimony concerning a matter directly connected with the Network Project's lawsuit, which your article mentioned.—Dennis Grossman, New York.

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

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

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

Proof of performance: Where do we go from here?

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

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

Compounding the problem is the continuing headache of invoice reconciliation, delayed payment and back-room paperwork logjams in agencies as well as among stations and their representatives. For a medium as powerful, modern and costly as television the simple matter of verifying whether the buyer really got what he bought seems too complex. Our makeshift substitutes are primitive and increasingly unworkable. Although sellers can continue to reassure and soothe—pointing to affidavits and station logs as proof that things are all right, we cannot dodge the simple fact that inadvertent human or mechanical error has in all likelihood created an undefinable loss running into the tens of millions of dollars annually.

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

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

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

Breadth of coverage. The system should be designed to provide as complete a coverage of markets, stations and dayparts as is feasible. Modest sampling has been a hallmark of interim systems to date but this spot-check approach is no longer satisfactory. If the checking system is to be used to locate errors in delivery and if we assume broadcasters will not accept projectability from a sample to a much larger presumed incidence of error then essentially complete coverage is mandatory for a proper service.

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

Timeliness. Any new monitoring service ultimately offered to the industry must be set up to work with maximum speed. The longer the time lag between a particular spot being aired in error and this fact being noted by the buyer, the less likelihood that a satisfactory adjustment can be made within the framework of a given advertising campaign. The electronic marvels that must necessarily be employed to make the system work at all should make it possible to provide prompt reporting.

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

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

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

He will have to be willing to work closely with major broadcasters and customers to determine needs, formats, delivery systems, pricing practices and the like.

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

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

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

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

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

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

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

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

Mr. Reinsch paid frequent visits to Los Angeles, where Cox has other interests including programming and motion pictures. Ward Quaal, president of WGN, opened a sales office for WGN Continental production services and stations in Los Angeles' Century City, from which he was able also to keep an eye on KFI developments. He rented a Century City apartment and bought a house in San Clemente to accommodate his West Coast activities, including the quest of KFI.

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

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

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

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

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

It is an unusual station that Cox has bought.

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

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

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

This year the station, among other nostalgic indulgences, has revived on a regular basis the original Lumn 'n Abner, Lone Ranger and Fibber McGee and Molly radio series, hired Robert Q. Lewis to do a daily three-hour live audience-participation program and spent an estimated $75,000 to dress up its station building to include a live theater auditorium.

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

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

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

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

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

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

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

No selling price for a single radio property has ever come close to that com-
mended for KFI. The former record holder was WFIL(AM) Philadelphia, for which LIN Broadcasting Corp. paid $11.5 million a year ago as a spin-off from the $110-million purchase of Triangle Broadcasting Co. properties by Capital Cities. Another recent acquisition—KLIF(AM) Dallas from the McLendon Corp. by Fairchild Industries—entailed a consideration of $10.5 million. In 1962 Storer Broadcasting Co. paid $10.95 million to Loewe Theaters for WIN(AM) New York (then WMGM). In the same year, Westinghouse Broadcasting Corp. paid $10 million for WINS(AM) New York, which it bought from the late J. Elroy McCaw.

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

Its stock is traded on the New York Stock Exchange. It closed at 43 3/4 last Thursday, up 3/8 from the day before. On Wednesday it had gained 5/8.

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

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

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

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

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

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

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

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

For 1971 Cox Cable reported revenues of $13,457,437 and net income after extraordinary items of $1,277,728—equal to 36¢ a share based on 3,552,386 average shares outstanding. ATC's fiscal year ended June 30; its audited figures are to be released next month. For the nine months ended March 31, ATC's revenues amounted to $10,773,555 and net income was $948,985—equal to 26¢ a share on 2,340,807 average shares outstanding.

The boards of both companies are expected to meet next month to review the merger. Special shareholders' meetings to give final approval would be tentatively scheduled for May.

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

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

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

American Television & Communications is traded over the counter. On Thursday its shares were quoted at 41 1/4 bid and 42 asked for a gain of 1 1/4.

### Broadcast Advertising

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

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

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

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

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

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

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

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

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

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

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

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

Though they conceded that cancellation notices had come from an unspecified number of stations in top 10 markets, ARB sources maintained they knew of few stations in other markets.

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

The only known defection thus far this year, however, is from ARB to Nielsen. Sources at Ogilvy & Mather, an ARB agency in the past, said they had signed with Nielsen but would drop ARB, and Foote, Cone & Belding authorities said they were inclining away from ARB toward NSI but had signed nothing ("Closed Circuit," July 17). The situation among agencies appears to be still fluid, however, with both sides claiming to have or be near important signings that they say cannot be disclosed yet.

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

Finances are "tightly controlled," the ARB says, with the addition of Ogilvy & Mather, one of the top 25 agencies that are using NSI as their primary rating service. The others, it says, are Ted Bates & Co., J. W. Thompson Co., Doyle Dane Bernbach, Benton & Bowles, William Esty & Co., SSC&B, Cunningham & Walsh, Compton, Wells, Rich, Greene and Norman, Craig & Kimmel.

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

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

Drugs on TV: next in line for federal suppression?

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

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

By the end of the week, however, the $100 million spent in TV and radio for nonprescription-drug advertising looked at least temporarily safe. A commission feeling that some sort of restraint may emerge on drug advertising directed to children. It was learned that the drug commission was awaiting results of contracted, outside research studies, including one reportedly intended to measure the effects of drug advertising on the young. Michael R. Sonnenreich, executive director of the drug commission, declined to identify the research firms, but said final reports were expected this fall. Mr. Sonnenreich also noted that the drug commission had been given transcripts of the testimony on advertising practices held by the Federal Trade Commission last fall and was studying these as part of the work that will result in the commission's report on the 10-year renewal scheduled to be issued early next year.

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

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

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

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

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

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

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

Recalling that cigarette smoking has increased since the 1971 prohibition on
broadcast cigarette advertising, Mr. Wasilewski predicted that any move to ban or restrict over-the-counter medicine advertising would prove similarly false.

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

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

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

Mr. Crichton said also that much drug abuse involves products that are not drugs at all, such as glue and aerosprays. "This kind of abuse, . . . cannot possibly be attributed to television or radio advertising," he said.

He offered the help of the 4-A's in designing research and promised financial aid from the 4-A's educational foundation in studying the problem of drug abuse and advertising.

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

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

Mr. Burch in his formal statement emphasized that the FCC is prohibited from controlling program content or editorial judgment. Broadcasters are required to provide reasonable balance in the presentation of controversial issues of public importance.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

So you can see that calling film the all-in-one medium is more than just a catchy phrase.
Broadcast Management
by Ward L. Quaal and Leo A. Martin

Explores, in detail, all management problems in American radio and television...including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government rules. 272 pages, charts, tables, notes, index $8.95

Radio Broadcasting, an Introduction to the Sound Medium edited by Robert L. Hilliard

An up-to-date, basic text on the principles and techniques of modern radio broadcasting. Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programming. 2) Operating and studio facilities. 3) Producing and directing. 4) Writing. 5) Performing. 192 pages, 20 illustrations, sample scripts, notes, index $6.95

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

Case Studies in Broadcast Management
by Howard W. Coleman

This helpful book gives solutions to such problems as—radio audience: where is it and how to enlarge it...station revenue and economy...programming...sales and promotion policy in new UHF stations...late evening news-weather-sports programming...how to be independent in a four-station market. A must for all who aspire to—and hold—management positions. 95 pages, illustrated $4.95

Writing for Television and Radio, 2nd Edition by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style. 300 pages, sample scripts and excerpts, index $7.95

Teach with Television
A Guide to Instructional TV 2nd Edition by Lawrence F. Costello and George N. Gordon

This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when and where to use it. 192 pages, illustrated, glossary, index $5.95

The Technique of Documentary Film Production Revised Edition by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution. 268 pages, 63 diagrams, glossary, index $10.00

The Technique of Television Production Revised Edition by Gerald Millerson

Now revised and updated throughout, and with a new section on color television, this encyclopedic textbook on the basics of TV production consolidates its position as the standard in its field. 440 pages, profusely illustrated $13.50

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

Name ____________________________

Address ____________________________

City ____________________________ State ____________ Zip ____________

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

101. Broadcast Management, $8.95
102. Radio Broadcasting, $6.95
103. Writing for Television and Radio, $7.95
104. 1972 Broadcasting Yearbook, $14.50
107. The Technique of Documentary Film Production, $10.00
111. Color Television, $8.95
112. The Technique of Television Production, $13.50
114. Case Studies in Broadcast Management, $4.95
115. Teach with Television, $5.95
affected by recalls should take them in for repairs.

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

And, while they are working through local groups around the country in seeking an end to their suits, the Stern agencies have also sought the help of the Advertising Council.

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

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

How McGovern will campaign on radio-TV

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

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

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

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

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

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

He said he is working on the "concepts" for the spots and programs and that no material has yet been produced. But he indicated that most of the TV material would contain on-camera appearances by Senator McGovern (D-S.D.) and that it would be filmed at "representative locations" across the country.

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

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

The 45-year-old film maker entered the motion-picture industry in the late forties, when he worked for Louis G. Cowan, then a film packager and later president of CBS-TV. Under Mr. Cowan, Mr. Guggenheim produced films for NBC and a Peabody-award-winning children's series—"Sunday at the Zoo"—for ABC.

He was chief producer for the Ford Foundation's experimental adult-education television project from 1952 to 1953 and station manager of noncommercial station WTTW (tv) St. Louis from 1953 to 1956. The following year he established his own film company, which was based in St. Louis until moving to Washington five years ago.

Guggenheim Productions produced material for Senator McGovern's 1962 and 1968 senatorial campaigns and has done films, video-tape programs and spot packages for a number of other candidates.

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

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

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

Vitamin makers drop commercials aimed at young

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

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

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

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

Robert Wallace, group vice president

How McGovern will campaign on radio-TV

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

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

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

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

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

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

He said he is working on the "concepts" for the spots and programs and that no material has yet been produced. But he indicated that most of the TV material would contain on-camera appearances by Senator McGovern (D-S.D.) and that it would be filmed at "representative locations" across the country.

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

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

The 45-year-old film maker entered the motion-picture industry in the late forties, when he worked for Louis G. Cowan, then a film packager and later president of CBS-TV. Under Mr. Cowan, Mr. Guggenheim produced films for NBC and a Peabody-award-winning children's series—"Sunday at the Zoo"—for ABC.

He was chief producer for the Ford Foundation's experimental adult-education television project from 1952 to 1953 and station manager of noncommercial station WTTW (tv) St. Louis from 1953 to 1956. The following year he established his own film company, which was based in St. Louis until moving to Washington five years ago.

Guggenheim Productions produced material for Senator McGovern's 1962 and 1968 senatorial campaigns and has done films, video-tape programs and spot packages for a number of other candidates.

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

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

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

Vitamin makers drop commercials aimed at young

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

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

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

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

Robert Wallace, group vice president

Mr. Guggenheim, McGovern media man

Bar reports: television-network sales as of July 2

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 2</th>
<th>Total dollars week ended July 2</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>69 $ 438,000</td>
<td>1,929 $ 11,651,000</td>
<td>11,332,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,013 $ 6,573,800</td>
<td>24,872 $ 176,903,000</td>
<td>162,966,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>260 $ 1,948,400</td>
<td>8,086 $ 96,450,700</td>
<td>78,429,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>92 $ 1,429,100</td>
<td>2,403 $ 44,790,200</td>
<td>37,322,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>10 $ 140,000</td>
<td>359 $ 7,897,700</td>
<td>12,056,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m. $ 14,521,100</td>
<td>10,248 $ 475,695,100</td>
<td>460,975,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off $ 2,323,700</td>
<td>3,767 $ 48,037,300</td>
<td>33,185,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,979 $ 27,284,100</td>
<td>51,664 $ 861,425,000</td>
<td>796,268,300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

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

Hoffman-LaRoche said it had already discontinued TV advertising of vitamin pills in children's shows (Zestabs is a major brand). A spokesman for Hoffman-LaRoche said that its Zestabs advertising will continue on TV but not in shows directed to children. He said the decision was taken independently early last spring, that the other drug advertisers "followed us and then ACT heard about it."

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

**A vindicated DuPont keeps poking holes**

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

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

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

In the past, DuPont had been challenged by the Federal Trade Commission for false and deceptive advertising in its can-stabbing demonstration (Broadcasting, Nov. 30, 1970). The FTC has since revised its opinion, finding ZereX's advertising practices "completely acceptable" (Broadcasting, Nov. 22, 1971).

**BBDO gets tax service, a heavy spot-TV user**

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

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

A spokesman for H & R Block cited "our desire for in-depth market research and testing" as the primary reason for selecting BBDO. He said, "[Della Femina] doesn't have in-shop facilities as such."

The company has tentatively plans for three new campaigns for television, next winter. Also being considered is spot radio, not previously used to any significant degree.

**Credit group gets rolling**

First project is compilation of debt owed stations by agencies

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

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

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

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

**Un-Burn no longer under FTC gun**

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

A two-year-old charge of false and misleading advertising against Pfizer Inc., New York, for TV and radio claims for its Un-Burn, a sunburn treatment, was dismissed by the Federal Trade Commission last week—but in doing so the trade commission enunciated a new rule: that it is an unfair practice for an advertiser to make an affirmative claim for a product unless there is a reasonable basis for making such a claim.

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

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

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

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

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

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

**ARB's measurement of blacks is attacked**

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

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

He disclosed that in a letter to the Broadcasting Rating Council he had described ARB's radio-audience reports as offering a "distorted picture of radio listening" among nonwhites and branded one ARB report in particular—the January/February report for Washington.
where Sonderling owns WOL(AM)—as "labeled with inconsistencies, irregularities and errors." He called on BRC to convene a panel representing itself, the Advertising Research Foundation and ARB to review the Washington report and its methodology.

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

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

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

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

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

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

Y&R barter. Young & Rubicam Syndication has placed The Adventures of Black Beauty, half-hour weekly series produced for prime-time access scheduling on 21 NBC stations. Beauty was co-produced (26 episodes in initial series) by London Weekend International and Talbot Television, with Fremantle Corp. Johnson & Johnson is currently identified as major advertiser (still in negotiation for 1972-73 season). Also at Y&R: new TV half-hour Wally's Workshop by sponsor U.S. Plywood for another 26 weeks.

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

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

The analysis is even sanguine about the profit pictures of those two networks, and possibly NBC, when they reduce network commercial content in daytime children's shows by about one quarter—from 12 to eight and a half minutes—on Jan. 1, in accordance with new National Association of Broadcasters code requirements. And although the analysis maintains that policy recommendations, if it appears to suggest that the networks could afford to take the losses that greater efforts at diversifying their children's programing might entail. The study is the work of Dr. Alan Pearce and is based on published data as well as interviews with network and NAB executives, independent producers, advertising agencies and advertisers, and other experts in the field, and appears to represent the most comprehensive review of figures on the subject of network children's programing ever assembled in one place.

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

The report confirms the generally held view that CBS is the leading network in terms of mining profits from children's programing, $16.5 million on gross revenues of $33.5 million from weekend programing in 1970, is Dr. Pearce's estimate. And this does not include some $1 million in profits from Captain Kangaroo, which is believed to gross about $6.5 million.

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

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

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

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

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

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

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

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

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

Generally, the weekend cartoon programs that constitute the bulk of children's programming cost the networks something under $11,000 per half-hour show. The report says that the networks pay $1,054,000 for 17 original negatives, and that the cost is amortized over six showings over a two-year period before ownership reverts to the cartoon producer. The $10,533 to which that averages out does not include editing and reprint costs.

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

Prime-time programming and specials directed to larger audiences are more expensive as programs directed at adults. NBC pays $250,000 for each of 20 original Disney programs it shows each season; the 28 shows that fill out the season are repeats for which the network pays between $30,000 and $40,000 a showing. A National Geographic one-hour special costs $350,000, plus $100,000 for a repeat showing—or $450,000 for two hours of prime-time television.

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

But Dr. Pearce appears to feel that this record is no justification for writing off efforts at producing "diversified and age-specific programs."

Programs like Curiosity Shop, You Are There and CBS Children's Film Festival, each with more than 3 million homes tuned to it, the report says, are not financial disasters. Furthermore, it says, if such programs "are placed into the cartoon programming schedule for children, then it is possible to carry some programming that breaks even, or loses money, because most cartoons make a high return on investment.

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

Indeed, although Dr. Pearce avoids explicit recommendations or conclusions, he provides material for those who would argue that the networks should and could view children's programming in the same kind of public-interest light that it regards, say, documentary programs.

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

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

**Rescue missions head for Cavett**

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

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

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

In support of gains claimed since last spring, Albert Husted, director of media relations for Daphne Productions, which packages the Cavett show, interprets Niel-
sen's "sweep" surveys for May to show that Cavett is beating NBC's Tonight Show in San Francisco, Washington, Hartford-New Haven, Conn., and Greensboro, N.C., and beating CBS's network movie in Chicago, Boston, San Francisco, Detroit, Dallas, Seattle, Baltimore, Denver, Buffalo, N.Y., San Diego and Washington.

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

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

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

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

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

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

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

**Aid to independence**

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

---

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

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

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

Dan E. Hutchins, advertising director of Long Lines, said last week the venture departs from a traditional barter arrangement in which the advertiser delivers the program free in return for half of the spots, permitting the station to sell the remainder. Long Lines's approach will be to provide the program in return for two minutes of time, with the remaining two minutes bought by one of the 23 Bell local companies throughout the country.

"This permits the station to be sold out," Mr. Hutchins pointed out, "and gives us the advantage of having our commercials complemented by an associated company, and not cluttered by spots of a nonrelated product or service."

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

Mr. Hutchins reported that production
costs on these network documentaries ran from $330,000 to $400,000 each, while the nine half-hour programs are budgeted at a total of approximately $400,000. The programs are being produced by David Wolper and will feature a name host over a cast of talented but not necessarily well-known performers in all areas of the entertainment arts, including music, ballet, and drama. Mr. Hutchins said that the programs will be "name of host's Monthly Alamanac," with the contents of the episode keyed to an event or person associated with a particular month.

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

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

Prime-time access rule waiver draws support, opposition

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

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

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

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

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

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

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

FCC affirms right to edit

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

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

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

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

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

The station later explained that a staff announcer who had been unaware of the request had added his guests or to edit a program "for valid journalistic reasons." It was argued, however, that the licensee cannot "pick and choose" among comments on a program that has been broadcast in its entirety.

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

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

Program budget up next season at MPC

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

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

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

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

Stones' picture heads for TV

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

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

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

The TCR-100 is going places fast.
24 have already been delivered.
And more than 550,000 commercials
have already been played on them.
The rate now is 3,250 a day and rising
fast. In fact, on the average, an
RCA video cartridge is broadcast
every 20 seconds.
A big trend, certainly. But why?
Increased flexibility and better
quality of output are two big reasons.
So are cost savings and more
efficient manpower utilization.
For example, it takes one man
about six seconds to run a commercial
on a TCR-100. The same commercial
takes the same man 155 seconds on a
reel-to-reel machine.
That figures out to a total of more
than 18,000 man hours saved so far
by stations using the “Cart”.
Less headwheel wear and lower
tape costs are two other big money-
saving advantages.
Head-to-tape contact on the “Cart”
is 32 seconds for a 30-second com-
cmercial as opposed to 140 seconds for
a reel-to-reel machine.
What’s more, the TCR-100 uses
the new RCA Alfecon II headwheel,
which gives significantly longer life
than anything else available.
All this is only part of the TCR-
100’s cost-performance story.

One cartridge machine can free up
to three or four reel-to-reel machines
for production work. It also helps
eliminate station-break errors and
make-goods. And you won’t have to
worry about early obsolescence—it’s
future-compatible.
And that adds up to bigger profits,
too.

**TCR-100 Box Score**

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

*Estimate

**TCR-100’s Delivered**

- KQO-TV, Spokane, Wash.
- KIRO-TV, Seattle, Wash.
- KNTV, San Jose, Calif.
- KPLR-TV, St. Louis, Mo.
- KSLA-TV, Shreveport, La.
- KTSN-TV, El Paso, Texas
- NBC, Network, N.Y.C.
- WAFB-TV, Baton Rouge, La.
- WAPA-TV, San Juan, P. R.
- WBAL-TV, Baltimore, Md.
- WBAY-TV, Green Bay, Wisc.
- WBRE-TV, Wilkes Barre, Pa.
- WDCA-TV, Washington, D. C.
- WFMY-TV, Greensboro, N. C.
- WISN-TV, Milwaukee, Wisc.
- WJAR-TV, Providence, R. I.
- WMAT-TV, Chicago, Ill.
- WPTV, West Palm Beach, Fla.
- WSB-TV, Atlanta, Ga.
- WTAE-TV, Pittsburgh, Pa.
- WTAG-TV, Philadelphia, Pa.
- WTCN, Chattanooga, Tenn.
- WTVT, Buffalo, N. Y.
- WWL-TV, New Orleans, La.
Revolution in the Film Room:
Consistent quality for all your films

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

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

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

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

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

Result? The kind of performance long needed to achieve continuously uniform picture quality from beginning to end. Even in difficult multi-source sequences.

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

Here's how it works.

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

White and black levels are also maintained automatically to handle wide variations in film density and contrast.

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

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

The camera can be installed within the multiplexer cabinet for really compact arrangements. Moreover, solid state logic in multiplexer control units makes such systems readily adaptable to cost-effective automation plans for the future.
Politics, profits and the TK-44B

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

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

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

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

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

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

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

It gets full video level and excellent signal-to-noise at lower than usual light levels, so you can show the candidate in more natural lighting situations without distracting smear and noise. And without the stylized studio look.

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

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

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

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

Answers to questions about new transmitter trends.

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

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

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

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

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

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

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

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

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

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

Low cost and compact design of new TT-25FL transmitter make it highly suitable for alternate-main operations.
RCA program for reworking Ampex Mark X headwheels enters sixth month.

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

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

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

The service is available for any Ampex Mark X headwheel panel used on models VR-1100 (High-band), VR-1200 and VR-2000 VTR's. Alfecon II is also dramatically increasing the life of RCA headwheels.

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

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

Products in the news.

Remote-control video switcher.
RCA's new TS-18 with eighteen inputs and one output is suited for monitor switching, tape-input switching and house-monitoring systems. It can be used as an additional switching bus for existing production and distribution switches.
Features of the TS-18 include momentary contact control, silicon-hybrid and integrated circuitry, and audio-switcher tally outputs.

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

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

Splicer-Editor Option for the TCR-100.
RCA's Editor simplifies last-minute phone-number, price or dealer-address changes after the spot is already on cart, and avoids redoing the entire spot.

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

Future-compatible broadcast equipment...Tomorrow Systems Today

RCA PRIME TIME
AT&T and Comsat plead their case

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

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

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

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

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

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

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

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

The chance that AT&T and Comsat will see their arguments prevail is considered better than that of many other communications operations. For the commission had acted on a vote of 4 to 3, and one member of the majority, Robert T. Bartley, has since retired and has been replaced by Commissioner Benjamin L. Hooks.

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

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

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

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

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

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

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

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

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

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

Two FM's sabotaged

Two California FM stations—KTAO Los Gatos and KOME San Jose—have received a report of sabotage after a fire set in the towers they share was sabotaged.

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

Take your time

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

Technical Briefs

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

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

Broadcasting Jul 24 1972 31
When the Packers score...
so do we—with exclusive
coverage in Milwaukee!

WTMJ
RADIO 62

5000 WATTS/NBC
Represented by: HENRY I. CHRISTAL CO.
1972 football will cost broadcasters more than ever

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

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

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

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

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

* $64,650,000 from the networks for college and pro games as opposed to $62.5 million last year.
* $2,557,000 in local radio rights to 26 National Football League clubs, compared to $2,140,000 in 1971.
* $389,500 in local preseason TV for the same NFL teams, a $1,500 drop under last year's $441,000.
* $1,319,700 in local radio and delayed TV rights to schools and colleges, a solid $174,490 gain over 1971's $1,145,210.

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

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

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

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

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

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

Rate per minute on the college games is about $2,000.

Filmed highlights of top games played each Saturday will be featured on NCAA Football Highlights. The one-hour program will be on ABC on Sundays at 12-1 p.m. EDT. ABC will carry three national telecasts of the last two-year contract.

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

The Washington Redskins-Minnesota Vikings game at Bloomington, Minn., on Sept. 19 kicks off NFL Monday Night Football on ABC-TV which is now in the third year of its four-year $34 million contract.

In addition to the 13-game Monday night schedule, ABC will televise next Friday's (July 28) contest between the Dallas Cowboys and the College All-Stars from Chicago's Soldier Field at 9:30 p.m. EDT. ABC will also carry two games each Saturday (July 29) Hall of Fame exhibitions between the New York Giants and the Kansas City Chiefs on the Wide World of Sports at 4 p.m. EDT; and a preseason Sunday night game on Aug. 27 at 9 p.m. EDT.

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

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

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

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

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

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

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

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

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

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

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

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

NBC-TV is scheduling a record 93 games, including the Super Bowl next January, during the 1973 season. The pro total, two over last year, includes seven doubleheaders, two Saturday afternoon games, divisional playoffs and the AFC championship game.

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

An NBC official said the per-minute prices are: preseason games, $42,000; Sunday single games, $35,000; Sunday doubleheaders, $67,000; Thanksgiving game, $70,000; Saturday games, $42,000; playoff games, $55,000; conference championships, $95,000; Super Bowl, $200,000; Rose Bowl, $135,000; Orange Bowl, $80,000, and Senior Bowl, $35,000.

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

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

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

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

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

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

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

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

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

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

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

Mutual Radio will be getting a sizeable piece of the prefootball action in 1973. Overall, its plans this year include the entire 13-game schedule of NFL Monday night football, the 10 Notre Dame college games, and next Friday's contest between the Dallas Cowboys and College All-Stars.

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

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

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

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

In addition, a 23-minute pregame show with Ara Parseghian, coach of Notre Dame, is scheduled, to be sponsored again this year by Ford (J. Walter Thompson).

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

The season begins Sept. 23 against Ne-

The football price the networks pay

<table>
<thead>
<tr>
<th>Network</th>
<th>Package</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>Coaches All-America Game</td>
<td>unannounced</td>
<td>June 24</td>
</tr>
<tr>
<td></td>
<td>Coaches All-America Game</td>
<td>unannounced</td>
<td>July 28</td>
</tr>
<tr>
<td></td>
<td>NCAA College Games</td>
<td>$13,500,000</td>
<td>Sept. 9</td>
</tr>
<tr>
<td></td>
<td>NFL Monday Night Football</td>
<td>8,500,000</td>
<td>Sept. 16</td>
</tr>
<tr>
<td></td>
<td>Liberty Bowl</td>
<td>unannounced</td>
<td>Dec. 18</td>
</tr>
<tr>
<td></td>
<td>North-South Shrine Game</td>
<td>unannounced</td>
<td>Dec. 25</td>
</tr>
<tr>
<td></td>
<td>Gator Bowl</td>
<td>unannounced</td>
<td>Dec. 30</td>
</tr>
<tr>
<td></td>
<td>Sugar Bowl</td>
<td>unannounced</td>
<td>Jan. 31</td>
</tr>
<tr>
<td></td>
<td>Hula Bowl</td>
<td>unannounced</td>
<td>Jan. 6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>$22,000,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>Package</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS-TV</td>
<td>NFC Preseason Games</td>
<td>(2)</td>
<td>Aug. 25</td>
</tr>
<tr>
<td></td>
<td>NFC Games</td>
<td>$20,000,000</td>
<td>Sept. 17</td>
</tr>
<tr>
<td></td>
<td>Sun Bowl</td>
<td>unannounced</td>
<td>Dec. 30</td>
</tr>
<tr>
<td></td>
<td>NFC Division Playoffs</td>
<td>(2)</td>
<td>Dec. 22</td>
</tr>
<tr>
<td></td>
<td>NFC Division Playoff</td>
<td>(2)</td>
<td>Dec. 24</td>
</tr>
<tr>
<td></td>
<td>Cotton Bowl</td>
<td>unannounced</td>
<td>Jan. 1</td>
</tr>
<tr>
<td></td>
<td>NFC Championship</td>
<td>(2)</td>
<td>Dec. 31</td>
</tr>
<tr>
<td></td>
<td>AFC-NFC Pro Bowl</td>
<td>1,000,000</td>
<td>Jan. 21</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>$21,000,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>Package</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC-TV</td>
<td>AFC Preseason Games</td>
<td>(3)</td>
<td>Aug. 19</td>
</tr>
<tr>
<td></td>
<td>AFC Games</td>
<td>$15,000,000</td>
<td>Sept. 17</td>
</tr>
<tr>
<td></td>
<td>AFC Division Playoffs</td>
<td>(3)</td>
<td>Dec. 23</td>
</tr>
<tr>
<td></td>
<td>AFC Championship</td>
<td>(3)</td>
<td>Dec. 31</td>
</tr>
<tr>
<td></td>
<td>Rose Bowl</td>
<td>1,400,000</td>
<td>Jan. 1</td>
</tr>
<tr>
<td></td>
<td>Orange Bowl</td>
<td>700,000</td>
<td>Jan. 6</td>
</tr>
<tr>
<td></td>
<td>Senior Bowl</td>
<td>700,000</td>
<td>Jan. 14</td>
</tr>
<tr>
<td></td>
<td>Super Bowl</td>
<td>2,500,000</td>
<td>Jan. 21</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>$19,680,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>Package</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS Radio</td>
<td>Cotton Bowl</td>
<td>(1)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td></td>
<td>NFL Championship</td>
<td>(1)</td>
<td>Dec. 30</td>
</tr>
<tr>
<td></td>
<td>Sun Bowl</td>
<td>(1)</td>
<td>Jan. 21</td>
</tr>
<tr>
<td></td>
<td>NFC-AFC Pro Bowl</td>
<td>(1)</td>
<td></td>
</tr>
</tbody>
</table>

Mutual Radio

<table>
<thead>
<tr>
<th>Network</th>
<th>Package</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>College All-Star Game</td>
<td>unannounced</td>
<td>July 28</td>
</tr>
<tr>
<td></td>
<td>NFL Monday Night Football</td>
<td>unannounced</td>
<td>Sept. 9</td>
</tr>
<tr>
<td></td>
<td>Notre Dame Football</td>
<td>unannounced</td>
<td>Sept. 23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>Package</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NFC Radio</td>
<td>AFC Championship</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td>Orange Bowl</td>
<td>(1)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td></td>
<td>Rose Bowl</td>
<td>(1)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td></td>
<td>Super Bowl</td>
<td>(1)</td>
<td>Jan. 14</td>
</tr>
<tr>
<td></td>
<td>All networks announced rights</td>
<td>$52,650,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Estimate for unannounced games and series</td>
<td>$2,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grand total for networks</td>
<td>$54,650,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conference</th>
<th>Teams</th>
<th>Radio stations</th>
<th>TV stations</th>
<th>Total rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Coast</td>
<td>7</td>
<td>269</td>
<td>14</td>
<td>$108,150</td>
</tr>
<tr>
<td>Big Eight</td>
<td>8</td>
<td>269</td>
<td>15</td>
<td>132,700</td>
</tr>
<tr>
<td>Big Sky</td>
<td>7</td>
<td>26</td>
<td>2</td>
<td>12,450</td>
</tr>
<tr>
<td>Big Ten</td>
<td>10</td>
<td>269</td>
<td>28</td>
<td>199,900</td>
</tr>
<tr>
<td>Ivy League</td>
<td>1</td>
<td>44</td>
<td>1</td>
<td>18,270</td>
</tr>
<tr>
<td>Mid-America</td>
<td>6</td>
<td>44</td>
<td>4</td>
<td>5,820</td>
</tr>
<tr>
<td>Missouri Valley</td>
<td>7</td>
<td>16</td>
<td>3</td>
<td>12,700</td>
</tr>
<tr>
<td>Pacific Coast</td>
<td>12</td>
<td>12</td>
<td>1</td>
<td>213,000</td>
</tr>
<tr>
<td>Southeastern</td>
<td>2</td>
<td>491</td>
<td>39</td>
<td>242,160</td>
</tr>
<tr>
<td>Southwest</td>
<td>1</td>
<td>78</td>
<td>3</td>
<td>7,750</td>
</tr>
<tr>
<td>Western Athletic</td>
<td>1</td>
<td>128</td>
<td>19</td>
<td>110,000</td>
</tr>
<tr>
<td>Others and Independents 2</td>
<td>20</td>
<td>15</td>
<td>1</td>
<td>180,600</td>
</tr>
<tr>
<td>Totals</td>
<td>125</td>
<td>2,162</td>
<td>166</td>
<td>$1,319,700</td>
</tr>
</tbody>
</table>

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

Broadcasting Jul 24 1972
Get a reserved seat now for an important hearing in Washington, D.C.

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

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

WMAL RADIO
Washington D.C. 63

Redskins coverage—another reason for leadership in the 7th market.
brasca and ends Dec. 2 with the traditional Army-Navy game. Sponsors are to be announced.

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

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

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

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

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

Oklahoma New Network Inc., Oklahoma City, announced it will carry the University of Oklahoma schedule on its 50 affiliates in the state and is offering games to out-of-state radio either as a season package or as a single game. K.O.Z.E.(AM) Lewiston, Idaho, has lined up 14 other stations for the 11-game schedule of the University of Idaho. Ford Dealers (through J. Walter Thompson) has bought one-third sponsorship and First Security Bank, Salt Lake City (Gilliam Advertising) has taken participations.

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

**AFC—Eastern Division**

**Baltimore Colts**

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

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

The sponsor line-up was incomplete as of last week, but WCMB said it expected a sell-out before the pre-season opener.

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

Bob Gallagher, Miami Dolphins announ-

**Miami Dolphins**

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

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

Four radio network sponsors are Clio (through Media Corp. of America) Chevrolet truck (Campbell-Ewald), Union Carbide (William Esty) and National Airlines (F. W. Webb). Local game sponsors on wod will be Hill York (Sam Crispin) and Household Finance Corp. (direct).

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

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

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

Three pre-season games are to be telecast by WTVD(TV) Miami: Aug. 4 at Detroit Lions, Aug. 19 at Cincinnati Bengals and Aug. 31 at Washington Redskins. Broadcast team will be Bob Gallagher, former Dolphin Dave Kocourek and Bob Halloran.

WTVD said that participating sponsors are

**Buffalo Bills**

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

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

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

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

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

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

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

Grambling College Football

A ONE-HOUR COLOR TELECAST

SPONSORED BY:
Oldsmobile, Division of General Motors
Budweiser/Bud Malt Liquor
El Producto/(Consolidated Cigar)

FOR EXCLUSIVE PRESENTATION IN YOUR MARKET AREA
CALL COLLECT: EDDIE HALL, (213) 657-2538

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

Represented by: Sports Media Sales/434 N. Rodeo Dr./Beverly Hills/ (213) 278-1740
"Didn't I give Roger Mudd a heck of a beating?"
— Senator Thomas Eagleton

You lose one.
You win one.

<table>
<thead>
<tr>
<th>Democratic Convention Ratings</th>
<th>Average Rating</th>
<th>Average Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>11.9</td>
<td>36 percent</td>
</tr>
<tr>
<td>NBC</td>
<td>11.0</td>
<td>33 percent</td>
</tr>
<tr>
<td>ABC</td>
<td>10.4</td>
<td>31 percent</td>
</tr>
</tbody>
</table>

lead over ABC 14 percent
lead over NBC 8 percent

ABC includes non-convention programming 7:00-9:30 PM (CNYT).
Source: National Arbitron 7:00-11:00 PM (CNYT). Qualifications available on request.
At the Democratic National Convention in Miami, CBS News Correspondent Roger Mudd's name was placed in nomination for the Vice-Presidency by two Wisconsin delegates.

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

Well, you can't win 'em all.

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

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


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

Roger and out.

©CBS NEWS
New England Patriots

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

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

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

On the television side, WzWB-Boston takes over preseason coverage from WzMW (Worcester, Mass., under a one-year contract. The six exhibitions will also be fed to WzJR-TV Providence, R.I., and WzWL-TV Springfield, Mass.

New York Jets

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

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

Football’s TV network sponsors for 1972

A.C. Sparkplug (Burnett): CBS-TV, NFC games, division playoff.
Aloca (NMAG): CBS-TV, NFC games.
Allied Chemical (Boeing): CBS-TV, NFC games.
American Casualty (Burnett): CBS-TV, AFC games.
American Insurance (D’Arcy, McNab): CBS-TV, NFC championship.
American Petroleum (Burnett): CBS-TV, NFC games.
American Tourist (BBDO): CBS-TV, NFC games.
AT&T (Ayer): NBC-TV, AFC games.
Aurora Toys (G&S): ABC-TV, Monday night NFL games.
Autohref (K&S): CBS-TV, NFC games, division playoff.
Avis (BB&N): NBC-TV, AFC games.
Baltimore Sun (D’Arcy-McManus): CBS-TV, NFC games.
Black & Decker (Van Sant, Dugdale): CBS-TV, NFC games.
Bolling (Cole & Webster): CBS-TV, NFC games, division playoff.
Chevrolet (Campbell-Fleetwood): ABC-TV, NFC games.
Celanese (Gray): NBC-TV, NFC games.
Channel (NCAS): CBS-TV, NFC games.
Chrysler (Memorial): CBS-TV, AFC games.
Colgate (Bates): CBS-TV, NFC games, NFC championship.
Corning (McBirney): ABC-TV, NFC games.
Combe Inc. (Media Insight): CBS-TV, NFC division playoff, pro Bowls.
Consolidated Cigar (Dix Inc.): NFC games.
Continental Insurance (DO&B): ABC-TV, NFC games.
Credit National Corporation (Garrison, Jasper, Young & Co.): NBC-TV, AFC games.
Dow Chemical (NCAS): CBST-V, NFC games.
Dunlop (BBDO): CBS-TV, NFC games.
Equitable (EFCB): CBS-TV, NFC games, division playoff, Conference Championship.
F.C. Fielding (BBDO): ABC-TV, NFC games.
Firestone (Sweeney & James): CBS-TV, NFC games.
Ford, Lincoln-Mercury Division (K&K): ABC-TV, NFC games.
Ford Motor Division (JWT): CBS-TV, NFC games, division playoff, Pro Bowl.
Frosty for Full Service Banks (D-F-G): CBS-TV, NFC games, division playoff, Conference Championship.
General Electric (W. B. Donnen): NBC-TV, NFC games.
General Motors Corp. (D’Arcy, McNab): ABC-TV, NFC games.
Gillette (BBDO): ABC-TV, NFL Monday night games.
B. F. Goodrich (Griswold Estey): CBS-TV, NFC games.
Goodyear (Y&R): ABC-TV, NFC games, division playoff, Conference Championship.
Hamm’s (Tracy Locke): NBC-TV, AFC games.
Heineken (Young & Rubicam): CBS-TV, NFC games.
Heublein (Marchek): CBS-TV, NFC games.
Hoelger (BBDO): DDB: NBC-TV, NFC games.
IBM (O’Doherty): CBS-TV, NFC games, division playoff, Conference Championship.
HomeLife (SFM media): CBS-TV, NFC games.
Kentucky Fried Chicken (Burnett): NBC-TV, AFC games.
Levi Strauss (Hong-Cooper & Harrington): CBS-TV, NFC games.
Lincoln Life (Bosci): NFC games.
3M (BBDO): NBC-TV, AFC games.
Magnavox (Magnavox): NBC-TV, AFC games.
Master Charge (Burnett): ABC-TV, AFC games.
Memorax (Burnett): ABC-TV, NFC games.
Menex (Goodrich): ABC-TV, NFC games.
Metropolitan Life (Y&R): ABC-TV, NFL Monday night games.
Mills (Wells, Rich, Greene): NBC-TV, AFC games.
Miles Laboratories (Newsway): ABC-TV, NFC games.
NCAA (K&K): ABC-TV, NFC games.
Miller Brewing (McCann-Erickson): ABC-TV, NFC games.
Mississippi (Hastings): NFC games, Conference Championship.
Mitchum Therapeutics (CBS): ABC-TV, NFC games.
Mobil Oil (DDB): NFC games.
Model Products (Burnett): ABC-TV, AFC games.
Motorola (Dean Wolf): ABC-TV, NFC games.
Motorola (E. Frank): ABC-TV, NFC games.
Mobil (CBS): NFC games.
NCAA (K&K): ABC-TV, NFC games, NFC championship.
Pennzoil (Eisman, Johns & Lew): NBC-TV, AFC games.
Phillip Morris (Burnett): CBS-TV, NFC games.
Polaroid (DDB): CBS-TV, NFC games.
Robbins (DO&B): ABC-TV, NFC games.
Royal Crown (Wells, Rich, Greene): NBC-TV, NFC games.
Ryder Systems (Michael Sloan Inc.): CBS-TV, NFC games, division playoff, Conference Championship.
Schlitz (Burnett): NBC-TV, NFC games, NFC championship.
Schick (D-F-G): CBS-TV, NFC games.
F.C. Fielding (BBDO): NFC games.
Sears Roebuck (various): ABC-TV, NFC games, division playoff, Conference Championship.
Stella Farm Insurance (NH&G): CBS-TV, NFC games.
Stockley Van Camp (Frank): NFC games.
STP (media buyers): CBS-TV, NFC games, division playoff, Conference Championship.
Sunsan (Ford): ABC-TV, NFC games.
Sunbeam (FCA): NFC games.
Sunoco (Eddy): ABC-TV, NFL Monday night games.
Tate & Baker (Browne): Pro Bowl, NBC-TV, AFC games.
Tenneco (ALOY): NFC games.
Worcester, Mass., under a one-year contract.
Williamson Dickey (SPM Media): CBS-TV, NFC games.

AFC-Central Division

Cincinnati Bengals

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

Renewing one-quarter sponsorships on WzWM are Burger Brewing (Midland Advertising) and Treadwell-Cool gas (Joe Friedman Advertising). Purchasing one-eighths are B.F. Goodrich (Bartlett Advertising), Ohio Appliances (Progressive Advertising) and Union Central Life Insurance (Adams, Gaffney & Associates).

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

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

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

Avco’s WzWM (Dayton, Ohio), and WzWM-DB (Lexington, Ky.), will carry two exhibition games, Aug. 5 and 28. Phil Samp will cover play-by-play, with Noral Williams on color. Sponsorship is incomplete. Once again, WzWM will be presenting Quarterback Club, a series of half-hour programs with Phil Samp and Bengals coach Paul Brown. Sponsors are to be announced.

Cleveland Browns

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

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

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

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

More cash, faster.

Media Payment delivers your money faster than you can collect it. The monthly payments release working capital tied up in national accounts receivables. Your first payment becomes a permanent increase in working capital. Every month you have more cash on hand to meet operating and capital expenses. You know when you'll be paid. You can bank on it.
There is a need.
It used to be that a broadcast station issued invoices to national accounts each month and within 30-40 days it could expect to have been paid about 90% of its receivables. Not any more.

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

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

A risky business.

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

There is a better way.

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

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

Charter subscriber discount.

If you contract with Media Payment prior to November 1, 1972, you will receive a discount of $5\%$ for as long as you remain a subscriber. Group and charter discounts are combinable.
What it costs:
You pay only $11.00 per invoice per month.

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

<table>
<thead>
<tr>
<th></th>
<th>Annual National Billing</th>
<th>Average Invoices Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio Stations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$ 50,000</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>400,000</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>1,000,000</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td><strong>TV Stations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$ 500,000</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>2,000,000</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>4,000,000</td>
<td>220</td>
<td></td>
</tr>
</tbody>
</table>
It costs you less when Media Payment bills and collects for your station.

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

Fewer expenses.
Your financial manager doesn’t have to spend his time or incur the expense of correspondence with, and phone calls to distant agencies. You don’t need collection agencies to cover all your sales bases, or an outside credit service to rate customers.

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

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

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

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

The downside.
Your bad debt losses can be reduced with better advance credit data and earlier danger signals. In cases of recent national account failures stations using better information experienced a fraction of the losses of stations working only with their own credit data.
It’s easier when you know how.

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

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

**Autonomy and security.**

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

**Performance.**

Media Payment’s staff includes billing, auditing and accounting teams, systems analysts, data processing professionals, credit and collection experts. They handle over 200,000 accounting impressions every month with less than 1% error. They have the systems and financial backing to handle your billing and collecting.
Media Payment Corporation is designed to be the broadcasting industry's paperwork clearinghouse. It is the industry's single most authoritative source of credit information. It standardizes accounting procedures making spot broadcasting less expensive for stations to sell and agencies to buy. Everyone benefits from a central billing, collecting and payment service.
For full detail on how we can work for you and your station, please call or write me—look forward to hearing from you.

Best,

Kenneth Donnellon

212-972-2480
regional network of about 40 stations in Ohio and Pennsylvania is expected to pick up the feeds.

Two pregame shows are: 

**Brown's Report**, 20 minutes, sponsored by East Ohio Gas (D'Arcy), Union Carbide (William Esty) and Northern Ohio Bank (Meldrum & Campbell), and 

**The Nick Skorich Show**, five minutes, Reality (Liege Advertising), sponsor. The games will be sponsored by Duke beer (Admark), Greater Cleveland Chrysler-Plymouth Dealers (Young & Rubicam), Blue Cross (Carr-Liggett Advertising) and Household Finance (direct). Coverage will be provided by Gib Shanley, play-by-play, and Jim Granger, color.

Following the game will be 

**Scoreboard Show**, 10 minutes, Tile House (Ray Cone) and Faflik Shows (Conefield Advertising) co-sponsors; and 

**Locker Room Report**, 20 minutes, also sponsored by East Ohio Gas, Union Carbide and Northern Ohio Bank.

**WEWS-TV** Cleveland will carry two exhibition games on Aug. 29 and Sept. 10. Play-by-play will be provided by Jay Randolph and Ray Scott for those respective pre-season games. Lever Brothers (J. Walter Thompson) and Genesee Brewing (William Esty) will sponsor half of the time, the remainder to be sold on a spot basis.

**Houston Oilers**

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

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

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

**Pittsburgh Steelers**

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

Jack Fleming will return for the play-by-play as will color commentator Myron Cope of Sports Illustrated, who also will do sports director. A half-time show by the station's Tom Bender will include radio replays of key action in the first two quarters as well as conference calls to other game broadcast booths to discuss action in other ball parks.

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

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

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

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

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

**AFC—Western Division**

**Denver Broncos**

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

Game broadcast sponsors, their fractions of sponsorship, and agencies of record include: Texaco, one-fourth, (through Benton & Bowles); Greater Denver Ford Dealers, one-eighth, (J. Walter Thompson); Majestic Savings & Loan, one-eighth (Frye-Sills); Olympia Beer, one-eighth, (Bostford, Ketchum); State Farm Insurance, one-eighth, (direct); Pepsi-Cola Bottling Co. of Denver, one-eighth, (direct); Public Service Co. of Colorado, one-eighth, (direct).

Other sponsors and agencies of pregame and postgame shows and adjacencies include: 

**NFL Today** adjacency—Swanson Custom Firearms (direct) and Josling (Neuwirth-Koller Advertising). 

**NFL Today**—Boyd Distributing (J&D Associates), Vernors ginger ale (direct), and Johnny Haas Lincoln-Mercury (Bocard Advertising). 

**Pregame Report**—Kaufman's Men's Wear (direct), 

**John Ralston Show**—Wendy Terry, (Wescott Advertising). 

**John Ralston Show**—O'Meara Ford (Eby & Everson Advertising). Adjacency preceding kickoff—London Tailors (Flesher Advertising).

Also: 

**NFL Scoreboard**—Orbach's (Neuwirth-Koller Advertising), and Homelittie, (Flesher Advertising). 

**NFL Scoreboard**—Holly Inns (Neuwirth-Koller Advertising). 

**Bronco Talk**—Kansas City Ford (Neuwirth-Koller Advertising). 

**Bronco Talk**—NAPA-Genuine Parts, (Neuwirth-Koller Advertising), and C. H. Christopher, (O'Hearn & Huppe), Locker Room Report—Mr. G's Restaurant, (Bernstein, Rein & Bousberg).

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

**Kansas City Chiefs**

KCMO(AM) and KFMY(FM) Kansas City both Meredith stations, will broadcast all pre-season and regular-season Chiefs games beginning with the July 29 Hall of Fame Success begets success. The Dallas Cowboys not only bulldozed their way into the national championship, but also won a healthy new radio contract with KRLD(AM) Dallas. In turn, the station this season will feed the games to an expanded regional network of 170 stations. Inspecting the Cowboys' new home, Texas Stadium, is the on-mike team of (l-r) Vern Lundquist, Frank Lieber and Al Winkle. Station Manager John Barger will coordinate the broadcast activities for the station and network.

Broadcasting Jul 24 1972

53
The supremacy of the Cowboys isn’t confined to the playing field: the world champions of pro football will have a radio network of at least 170 stations this year, up from 127 in 1971.

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

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

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

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

Texas State Network reports the following in-game advertisers: Texaco (Benton & Bowles), Lone Star (Knutson & Esty) and Devoe paints (Dee-Anderson).

In addition, KRLD has sold its Landry and locker-room shows to Pepsi-Cola (direct) and Wynewood Bank (direct) and the pre-game and postgame shows to Dallas County Chevrolet Dealers (O’Hearn-Bronco) and Neuhoff Brothers (Tracy-Locke).

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

New York Giants

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

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

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

For television, WCBS-TV New York continues with the Giants for the 13th year, with this year’s schedule made up of five pre-season games, two to be sent out live and three on delay. Ray Scott, Pat Summer-
On WJR Ron Jessie had to run 510 yards for that touchdown.

Call your KATZ rep. for more information.
Tank Younger.
Willie Davis. Buck Buchanan.
CRUNCH.

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

Sports Media Sales. Call us if you need a show sold or syndicated, a promotion developed, a product endorsement by an athlete, a contract negotiated or help in any phase of sports marketing. Clients we represent include:
Golden State Warriors (NBA) (4th Season)
Philadelphia 76ers (NBA)
The Jerry West TV and Radio Show (KTLA-TV, KFI Radio—L.A.)
The John Wooden Show (KTLA-TV)
TVS, Inc. (West Coast Sales Rep)
Hollywood Park Turf Club (TV Show and Daily Program, print)

George Wallach, President / Barry Mendelson, Vice President
(213) 278-1740 434 North Rodeo Drive, Suite 212 Beverly Hills, California 90210

Please send

SUBSCRIBER SERVICE
☐ 1 year $20
☐ 2 years $37.50
☐ 3 years $50
Canada Add $4 Per Year
Foreign Add $6 Per Year
1972-1973 CATV Sourcebook $8.50
(If payment with order: $7.50)
1972 Yearbook $14.50
(If payment with order: $13)
Payment enclosed
Bill me

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

WASHINGTON REDSKINS

WFLD AM-FM Washington, which has faithfully covered the action of the Redskins since their rinky-dink days of the early sixties, will return this year with the charisma of George Allen and his over-the-hill gang
likely to attract even greater audiences. It will be the ninth consecutive year for the WMAL stations and again six exhibitions and the 20 regular-season games are on the schedule. The Redskins' regional network so far includes 23 stations.

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

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

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

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

**NFC—Central Division**

**Chicago Bears**

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

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

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

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

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

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

WMAL-TV Chicago will televise six preseason games which are thus far 80% sold. Sponsors are to be announced shortly, WMAL-TV said.

Brent Musburger will do play-by-play

Ray Scott says: “We’ll give you these super football binoculars. FREE!”

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

Free with purchase of Computer Kickoff

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

Computer Kickoff projects football scores (both who will win and the score) with uncanny accuracy. Our computer's incredible record: 92% correct winners of nearly 3,000 games in four years. The computer input is from a secret mathematical formula.

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

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

<table>
<thead>
<tr>
<th>Weeks of</th>
<th>Length (mins.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 11-Jan. 8</td>
<td>Pro (all games) 04:30</td>
</tr>
<tr>
<td>Sept. 11-Jan. 8</td>
<td>Pro (top games) 02:15</td>
</tr>
<tr>
<td>Sept. 11-Nov. 27</td>
<td>College (regional) 04:30</td>
</tr>
<tr>
<td>Sept. 11-Nov. 27</td>
<td>College (national) 02:15</td>
</tr>
</tbody>
</table>

Last year nearly 200 stations carried Computer Kickoff.

ASK NOW FOR EXCLUSIVE LOCAL AVAILABILITY • COSTS • DEMO TAPE

**RWC Live Audio Network Shows:**


Broadcasting Jul 24 1972 57
and former Bears player George Connor will handle color.

**Detroit Lions**

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

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

Sponsors signed so far include Marathon Oil (Campbell-Ewald), Detroit Bank & Trust (Ross Roy), Ford Motor (Walter Thompson) and Stroh Brewery (Doyles Beer and Bruce). Planned are two 10-minute pregame shows, The Joe Schmidt Show and Pro Football Today, and two 10-minute postgame programs, The Bob Reynolds Show and Scores and Highlights. Sponsorship will be shared by Household Finance Corp. (Needham, Harper & Steers) and Union Carbide (William Esty). A halftime-scoreboard show will be sponsored by Michigan Mutual Liability (Gray & Kilgore).

Three of the Lions exhibitions will be televised by WJR-TV Detroit, two live and one on delay. Play-by-play men and participating sponsors are to be announced shortly.

**Green Bay Packers**

WTMJ(AM) Milwaukee, which has become synonymous with all major sports in the area, will be back with the Packers this season. Its association with the pro football club began with the Packers' first championship in 1929 and, except for two years, has continued since.

This year's six exhibitions and 14 regular-season games will be fed to a network of about 40 stations in Wisconsin and upper Michigan. Play-by-play will again be done by Jim Irwin of WTMJ and color by Gary Bender of WTSO(AM) Madison, Wis.

Sponsors up to mid-July were Pabst Brewing (through Kenyon & Eckhardt), M&M Candy (Bates) and John Deere (Gardner).

Pregame and postgame shows with Messrs. Irwin and Bender are planned with Packers coach Dan Devine on the pregame segments. These features are being made available for local sale by network stations.

WLUK Green Bay, in the first year of a two-year contract, will feed a two-station regional network with six preseason games, three live and three delayed. Sponsorship of games will be on a participating basis, as will an Aug. 27 half-hour pregame show.

Bob Schultz will handle play-by-play and the Packers' publicity director, Chuck Lane, will do color.

**Minnesota Vikings**

KSTP(AM) Minneapolis-St. Paul will once again feed all five preseason games and 14 regular-season games to a network of some 70 stations in six states. The play-by-play announcers will be Joe McConnell; the color man, former Green Bay star Paul Hornung.

Sponsors will be Twin City Federal Savings & Loan (through Colle & McVoy), Sears, Roebuck & Co. (Mark Zelonovich) and Chrysler-Plymouth Dealers (Y&R).

Sunday will again be Vikings Day, with three hours of pregame broadcasts and two hours of postgame shows. The programs are keyed to a Minnesota tradition, the "tailgate" parties of fans who drive long distances to attend the games and who lunch with friends in the stadium parking lot—sometimes in sub-zero weather.

The segments include The Pregame Tailgate Show (two and one-half hours), Grandstand Quarterback, The Bud Grant Show, The Point After Show and The Postgame Tailgate Show (90 minutes). The "tailgate" shows will be run by former Viking star Paul Flatley, and will include interviews, reports from around the league, traffic reports, sports results and the like.

WLUK-TV Minneapolis-St. Paul, will televise four preseason games. Tom Ryther will do play-by-play; the color man was still to be selected as of last week. Vikings Countdown, a pregame show, will be telecast.

Delta is an air line run by professionals. Like Ellen Waki, Stewardess.

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

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

Delta is ready when you are.
Atlanta Falcons

Since 1966 the Falcons have known no other radio home than WOXY(AM) Atlanta. It'll continue that way this season in the third year of the current three-year contract. The entire preseason and regular-season slate will be fed to at least 50 stations of a regional network in Georgia, Florida, North Carolina, South Carolina, Tennessee and Alabama.

For the seventh straight year, Jack Hurst will do the Falcons play-by-play. Jimmy Orr, former Baltimore Colt, will be on color for the second year.

Play-by-play sponsors will be First National Bank (through Cargill, Wilson & Acree), Standard Oil of Kentucky (BBDO), M&M Candy (Ted Bates) and The Atlanta Dodge Dealers (BBDO).

The Coach's Show, a 15-minute pregame interview of coach Norm Van Brocklin by Mr. Hurst will be sponsored by Bryant Industries (Mark Ad Inc.).

The Pregame Show, the 10 minutes prior to kickoff and featuring Messers. Hurst and Orr, has been bought by Union Carbide (William Esty) and Ellman's of Atlanta (McDonald & Little). Union Carbide and Ellman's will also sponsor the 10-minute Postgame Show.

A final 10-minute segment, The Locker Room Show with Mr. Orr interviewing Falcons after the game, has been taken by Capitol TV Service (direct).

All except The Coach's Show, will be fed to the Falcon network.

WOXY-TV Atlanta will telecast five of the Falcons preseason games. Play-by-play announcers will be Don Criqui (for three games) and Bud Campbell (two games).

Sponsors signed so far include Standard Oil, DeKalb County Federal Savings & Loan, Atlanta Gas Light Co. and Walnut Mountain Estates. No pregame or postgame TV shows are planned.

Los Angeles Rams

KMPH(AM) Los Angeles will cover the full Rams slate of preseason and regular-season contests and feed the play-by-play to a radio network of 20 other stations. Included in the network are four stations in Arizona, one in Nevada and one in Hawaii.

Rams football on KMPH and the special network will be sponsored by Household Finance (Needham, Harper & Steers); Continental Airlines (also NH&S); Southern CaliforniaDatasun (Parker Advertising); Standard Oil (BBDO); and Aheuser-Busch (D'Arcy, MacManus, Intermarco).

The pregame and postgame shows, Ram Warm-Up and Ram Report, will be presented by Colonel Sanders (Kauffman & Associates); and Sears (Star Advertising).

The Ram coach's Tommy Provisor Show, which will precede each Ram broadcast on KMPH and possibly other stations. It will be sponsored by Gillette Platinum Plus (Morganagey Agency). Harris & Frank (Bob Svenson Agency) is to present the Post Game News Summary. Dick Enberg, Dave Niehaus and Steve Bailey will again make up the KMPH broadcast team.

Four of the preseason games to be played by the Rams will be carried on a delayed tape basis by KNXT(TV) Los Angeles. Gil Stratton and Don Paul will return to report the action and color.

New Orleans Saints

All six exhibition and 14 regular-season games of the Saints will be covered again by WVL(AM) New Orleans under a new contract announced last February. A total of 35 stations have definitely signed for a regional network with the possibility that the number may reach 40.

Bill McCollgen will do play-by-play. Jim Taylor will be on color.

In-game sponsors for one-quarter each are: DeVo Paints (through道-Anderson); Mars candy (Ted Bates); Burger King (Gordon SoItau); Mirror of the Saints (Argonaut/Associated); Berner's Inc., local retailer (Bill Elliott Advertising) which bought the pregame show in 1971 and Union Carbide (William Esty) which sponsored the postgame show last season, will again pick up the tabs for those radio programs. Both will be fed to the regional network.

WWL-TV New Orleans will telecast the Saints' six preseason games, with John Ferguson handling the play-by-play and Steve Stonebreaker the color. Sponsors are Burger King, Shell Oil, Old Milwaukee beer, Eden Isles (real-estate developer) and McKinnon Chevrolet, with a one-eighth sponsorship still open as of last week.

San Francisco 49'ers

KSFO(AM) San Francisco will be back for 16th consecutive season originating play-by-play coverage for 13 stations on a so-called Golden West Radio Network. In all, six preseason and 14 regular-season games will be carried with Lon Simmons returning to call the game action and former 49er player Gordon Soltau handling the color report.

With the football schedule starting so early and with KSFO also committed to San Francisco Giants baseball games, several conflicts will take place. On Aug. 13 and 27 and on Oct. 1, 49er games will follow Giants baseball by tape delay.

Play-by-play sponsors, with each taking one-fifth sponsorships, are: Bank of America (through D'Arcy/MacManus/Intermarco); Standard Oil (BBDO); Roos/Atkins stores (Argonaut & Associates); Chevrolet (Campbell-Ewald) and Metropolitan Life (Young & Rubicam). Pregame and postgame programs will have American Bakers (A/Media) and Air California (Pereira Advertising) as alternating sponsors.

KTVU(TV) Oakland-San Francisco will televise the Aug. 5 preseason game between the New York Jets and the 49ers from New York at 5 p.m. The station's other televised game of the season is set for Aug. 19, a night game when the 49ers meet the Chargers at San Diego. No announcers have been set. All advertisers will be on a participating basis.

(This special report was principally written by Frederick M. Fitzgerald, senior editor, Washington, with assistance from the bureau.)

In Stockton/Sacramento

KOVR-13 FOR SPORTS

1972

München

NCAA

PRO

WITH 3 BIG WINNERS

- OLYMPICS ---
  66½ hours of prime, weekend and holiday coverage from Munich.
- NCAA FOOTBALL
  Saturdays
- NFL FOOTBALL
  Monday nights

See KATZ TV-WEST for availabilities.

MCCLELLACHTY

BROADCASTING

BASIC ABC AFFILATE

Broadcasting Jul 24 1972
Feeling its oats, ABC redesigns broadcasting operations

TV and radio are separated; radio man Schwartz will head TV; Neal will run radio; programing is taken out of network area with Starger at the helm and an eye toward future expansion

A basic restructuring of the ABC broadcast division, with Walter A. Schwartz named to head all TV operations and Harold L. Neal Jr. all radio operations—and with the TV program department and planning/development functions taken out of the TV network and set up as independent units—was announced last week by Elton H. Rule, president and chief operating officer of the parent, American Broadcasting Companies Inc.

Mr. Rule, speaking after the ABC board had approved the changes on Monday (July 17), said they were designed to enhance the performance of all ABC broadcast operations at a time when all those operations were "already doing well" and the company was in its strongest position ever, and thus to insure substantial future gains "in all areas from operations to earnings."

Mr. Schwartz, president of four-service ABC radio network since 1967, becomes president of ABC Television. Reporting to him are the ABC-TV network, headed by James E. Duffy; the program department of the TV network, reconstituted as ABC Entertainment with Martin Starger, who has been vice president in charge of ABC-TV programing, as its president; a new unit known as ABC Television Planning and Development with Frederick S. Pierce, who has been vice president for planning and assistant to the president of the ABC-TV network, as vice president in charge; ABC Owned TV Stations, which will continue to be headed by President Richard A. O'Leary, and ABC Sports continuing under the presidency of Roone Arledge.

Mr. Neal, president of ABC Owned Radio Stations since 1963, becomes president of ABC Radio. Reporting to him are the ABC radio network, with Edward F. McLaughlin, vice president and general manager of ABC's KGO(AM) San Francisco, brought in to succeed Mr. Schwartz as president; ABC-Owned AM Radio Stations with Charles A. DeBare, vice president for legal and business affairs for the ABC radio network and ABC-owned radio and TV stations, coming in as president; and ABC FM Spot Sales and ABC-Owned FM Stations continuing under vice presidents Martin Percival and Allen Shaw respectively.

In an unrelated announcement, Ellis O. Moore, public-relations vice president for the ABC broadcast division, was named public-relations vice president for ABC Inc., reporting to Mr. Rule, and Richard L. Freund, labor-relations vice president for ABC Inc., reporting to Everett H. Erlick, senior vice president and general counsel of ABC Inc.

Irving Novick, labor-relations director for the broadcast division since 1962, was subsequently named to succeed Mr. Freund as vice president and director of labor relations for the division. Mark Roth, an ABC general attorney for eight years, succeeds Mr. DeBare as vice president and general attorney for ABC owned stations and the radio network.

The restructuring came as a surprise, and it contained two especially surprising elements: (1) the choice of Mr.
praised Mr. Duffy unstintingly and functions, planning and development and ABC had far outgrown their original concepts.

Mr. Rule said that "there are no great secrets about television that are hidden from radio," and of Mr. Schwartz in particular he emphasized that "he is a top-flight executive," a "broadcaster as distinguished from a "radio" man, and a veteran with "great expertise" with stations and groups and in other areas where radio and TV lines often cross.

Mr. Rule, in an interview, may have indirectly given some of the rationale for the changes while recalling some of his own experiences as president of the ABC TV network from 1968 to March 1971. The pressures on the president, he remembered, are so heavy and from so many sources, seemingly all at once, that "sometimes you have trouble remembering your name."

It was also during his network presidency, he said, that he came to appreciate that network program departments had far outgrown their original concepts. "The program department is so big and so complex that it's not a program department any more, it's a film and tape-production company," he said. "We produce more programs than any major studio.

Thus in one swoop the restructuring took some of the pressures off the network presidency and at the same time established the programming department as an independent center on its own. In the process, Marty Starger, as president of the new ABC Entertainment, gets further recognition for his role as network program manager as well as added prestige and authority. The department also "becomes responsible for its own financial destiny."

In practice, however, Mr. Rule doesn't regard this change as representing "as dramatic a departure as it looks at first blush." Program scheduling will still be handled by the program board, made up of the TV network's major department heads, subject to final approval by Mr. Rule, who has been an ex officio member of the board, and by Leonard H. Goldberg, ABC Inc. chairman and chief executive officer.

The network president has been chairman of the program board in the past, but management and sales posts at Westinghouse and other stations extending back to 1955.

Mr. Neal, his radio counterpart in the new structure, also has a record of success spanning nearly 30 years, all of them with ABC. He, too, is a former general manager of WABC having preceded Mr. Schwartz in the post, and is credited with a key role in making the station one of the highest-rated in the U.S. As president of ABC Owned Radio Stations for the last nine years, he has led what is generally regarded as one of the most profitable radio groups in the country and also pushed FM by separating AM-FM station management and creating a separate FM stations division and FM spots sales unit.

Rallying around the WMAL decision

What was called precedent is used as precedent in replies to challenges to Philadelphia license renewals: A station's service area is not just the city of license

Communications attorneys are already emphasizing the legal ground laid by the U.S. Court of Appeals in Washington in its decision three weeks ago upholding the license renewal of WMAL-TV Washington. Such indications were available in several filings at the FCC last week in which challenged licensees responded to petitions to deny filed against their facilities earlier this month (Broadcasting, July 10).

In its WMAL-TV ruling, the court is seen to have upheld the existing FCC policy of affording licensees substantial discretion in the areas of programing, employment and community-needs assurance—the three issues that have consistently been under attack by challenging citizens groups in license-renewal proceedings.

And in so doing, it was contended in the broadcast filings last week, the court nullified several popular challenger arguments.

One such argument has been that a licensee is required to air an amount of his programing to the minority audience proportionate with the percentage of minorities in the city of license. The court's ruling on this issue, however, was that the licensee is equally obligated to serve all those living within his entire coverage area. This point was emphasized last week by WPHL(TV) in responding to a black group that contended since Philadelphia's total population is 33.6% black, that station should have dedicated 33.6% of its program time (rather than the alleged 13%) to its black viewers.

WPHL stated that, based on the WMAL opinion, it is obligated to serve all those in its Area of Dominant Influence, the population of which is only 14.5% black.

Therefore, the station claimed, its past performance "satisfies even petitioners' mechanised approach." Essentially the same argument was advanced by several licensees included in

Moneymaker. Broadcasters enriched the FCC's coffers by nearly $9.8 million during fiscal 1972, and cable interests by $1.6 million, the commission announced last week. Those figures were disclosed in a public notice announcing the total amount in fees collected by the commission's 688 bureaus during the fiscal year.

In total, the commission received $23,881,361 during the period, an increase of $8 million over fiscal 1971—the first year the FCC was under the commission's new fee schedules.

According to the commission's notice, each bureau took in the following amounts: Broadcast Bureau $9,688,547; Chief Engineer $335,947; Cable TV Bureau $1,616,099; Field Engineering Bureau $1,557,567; Safety and Special Bureau $6,803,065; Common Carrier Bureau $3,979,759; miscellaneous $417.
a petition by a group calling itself the Communications Coalition, which requested that the commission force 28 of the city's 36 broadcast stations to cease operating on a volunteer or self-regulation basis against the equal-employment requirements. The gist of that petition was that since the named stations do not look to the black community for 33.6% of their work forces, they are guilty of employment discrimination on the basis of race (the group arrived at this conclusion through the submission of statistical data compiled from the individual stations' equal employment affirmative-action plans on file at the FCC). The commission last week was that the court refuted this argument in WMAL. What's more, Metromedia Inc., in response to the Communications Coalition petition, claimed that the equal-employment provisions (section 403 of the Communications Act) "vests no right to third parties." This means, Metromedia claimed, that the coalition's petition must be denied since it fails to show that the petitioner will be directly harmed by renewal of the license of the stations named in the brief. Metromedia claimed that the petition did not include a single affidavit from an individual alleging discrimination against himself by any of the affected stations.

This opinion was shared by two other stations named in the petition, WPBS(FM) and WSHH(FM). Stating that documents it has previously filed with the commission demonstrate that it has complied with the equal-employment rules, WSHH suggested that the coalition apparently feels compliance is not sufficient proof that a station warrants renewal. WPBS emphasized another point: Taking into consideration the rapid turnover of employees inherent in the broadcast industry—particularly at small outlets such as WPBS—it would be "both unfair and unrealistic" to conclude that a station has discriminated against employees without considering the rapid turnover of employees. WPBS claimed that "merely to file a statistical report without assessing the individual acts of discrimination does not constitute any basis for commission action."

Also responding at the commission last week were five stations challenged by a black group named Concerned Communicators. All five argued that the petitions the group filed against them should be dismissed because they did not conform to FCC filing procedures. The stations, CBS'S WCAU-AM-FM-TV and what(AM)-WWDB(FM), claimed Concerned Communicators had violated the technical filing requirements on several grounds, including its alleged failure to include a certification of service with the petitions, untimely filing and failure to provide the stations with a copy of the petition at the same time it was filed at the FCC. Those points were made two weeks ago by WOAS-AM-FM, which were challenged by the same group (Broadcasting, July 17). In addition, what-WWDB that there is a "serious question" as to whether Concerned Communicators tamped with some of the affidavits it submitted with its petitions. It noted that virtually all of the affidavits accompanying the various petitions the group filed were identical worded. And although each of these documents was apparently signed by the individuals from which they originated, the stations said, blank spaces were left for call letters and other information, which were subsequently penned in—presumably by another person, since a different color ink was used and the handwriting styles were different.

**Schroeder is told to give something up**

The general manager of WOTV(TV) (formerly WOOD-TV) Grand Rapids, Mich., was given a choice by the FCC last week—to dispose of his 51% interest in Wood Broadcasting Inc., licensee of WOOD-AM-FM Grand Rapids, or terminate his employment at the TV station.

Last December the commission granted the purchase of WOOD-AM-FM from Time-Life Broadcasting Inc. (which retained WOOD) by Wood Broadcasting on the condition that the TV station's general manager, Willard Schroeder, within 120 days would either resign from his post or resolve the cross-interest situation.

Wood Broadcasting had advised the FCC that Mr. Schroeder wanted to continue as general manager of the TV station for two to four years to complete his TV career and to provide for management continuity during the early tenure of McGraw-Hill Inc., which had contracted to buy WOOD-TV from Time-Life. It said the voting rights of Mr. Schroeder's radio stock had been placed in a five-year trust that could be terminated any time prior to June 21, 1976, if Mr. Schroeder ceased to be general manager of the television station.

The commission last week said that the voting trust arrangement does not eliminate the violation of the cross-interest policy. And it pointed out there is no need to provide continuity of management if WOOD is sold by the sale of the station to McGraw-Hill will not be consummated. (To settle a protest by minorities, WOOD-TV was taken out of a transfer of all Time-Life television stations to McGraw-Hill.)

**Other side tries for Nixon's ear**

Citizen groups and their attorneys ask President to hear their views, as he heard broadcasting executives

Representatives of citizen groups and lawyers who have represented them have written President Nixon to request, in effect, equal time.

The President and several of his aides concerned with communications matters, the citizen groups noted in their letter last week, met last month with 30 executives of major broadcast companies who expressed their views on many issues of concern to them, including the rising number of challenges to license-renewal applications. (Broadcasting, June 26).

Now, said the citizen groups, all of whom have participated in license-renewal challenges, it would be appropriate for those whose views differ significantly from those of the industry to meet with the President. Besides license-renewal matters, the letter noted reports that the broadcasters had discussed counteradvertising and cable television with the President or his aides.

There was no immediate comment from the White House.

The letter's signatories include representatives of blacks (Black Efforts for Soul in Television and the Black Coalition on Fair Media), chicanos (The Colorado Committee on Mass Media and the Spanish Suramed and the Mexican American Legal Defense Fund), a women's group (National Organization for Women), a parent group (Action for Children's Television), and lawyers who have represented them, Janice Goodman, of the Center for Constitutional Rights; Earle K. Moore, counsel for the Office of Communication of The United Church of Christ; Tracy Westen, of the Stern Community Law Firm; Geoffrey Cowan, of the Center for Law and Social Policy; and Herbert H. Kramer and Robert Jay Stein of the Citizens Communications Center.

BEST's William Wright last week noted that there were no black, chicanos or female broadcasters at the President's
Grassroots persuasion. Whenever an FCC commissioner shows up at a broadcasters' meeting, the local radio station is under orders to grab him and whisk him on a tour of the facilities. That's a project instituted by Charles F. Jones, director of the Radio Information Office of the National Association of Broadcasters. Two weeks ago, at the Colorado Broadcasters Association meeting in Cooperstown, N.Y., last week.

"These are the two areas that the NAB is concentrating its fire power on," Mr. Chapin said. "We are not ignoring other areas, but these two are labeled 'must win' at NAB headquarters." And, he added, there are encouraging signs in Congress on license renewal legislation, as well as in newspaper editorial support against counteradvertising.

The role of the broadcaster in political action was discussed by Andrew M. Ockershausen (Evening Star Stations, Washington), who is chairman of the NAB's radio board, and by Robert E. King, Capital Cities Broadcasting Corp. Both termed the forthcoming broadcasters' political-fund committee as essential for the preservation of the free-enterprise system of broadcasting, and enlightened self-interest.

The threat of the loss of over-the-counter drug advertising to television (see page 16) was termed "a serious matter" by Norman E. (Pete) Cash, president of the Television Bureau of Advertising.

Broadcasters urge to political action

NAB leaders say it's needed to protect licenses, advertising

License renewal and counteradvertising are the broadcasters' two big battles in Washington—and it's beginning to look as if they might be won. That was the word of Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the National Association of Broadcasters, to the New York State Broadcasters Association meeting in the right-hand picture, FCC Commissioner Charlotte Reid (r) is being shown KSPN's music-library facilities by (l to r) Messrs. Busch and Heater and A. Donovan Faust, vice president-station operations for GE Stations; Mr. Faust makes his headquarters at GE's KOA-AM-FM-TV Denver.

New additions to Pastore subcommittee

Hollings goes abroad to push for passage of renewal bill; Beall also joins Senate unit

The Senate Commerce Committee has expanded the membership of its Communications Subcommittee with the addition of Senators George F. Hollings (D-S.C.) and J. Glenn Beall Jr. (R-Md.).

Senator Hollings, a member of the Commerce Committee since he began his Senate career in 1966, had requested membership on the subcommittee. He has expressed interest in broadcast legislation, particularly the National Association of Broadcasters' license-renewal bill.

Senator Beall had been seeking a slot on the subcommittee since he joined the Commerce Committee last fall.

The subcommittee, of which Senator John O. Pastore (D-R.I.) is chairman, now has seven Democrats and six Republicans.
Bull session on bureaucracy. An overview of the broadcast regulatory scene, with emphasis on license renewals, counteradvertising and the new political-spending law, was presented at the New York State Broadcasters Association meeting last week in Cooperstown by panel members (l-r) Robert K. King, executive vice president, Capital Cities Broadcasting; Andrew M. Ockershausen, vice president and assistant general manager, Evening Star Stations and radio board chairman of the National Association of Broadcasters, and NAB officials Grover C. Cobb, executive vice president, government relations; John B. Summers, general counsel, and Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., joint-board chairman.

WNYS-TV control goes to Outlet
Settlement with minority group precedes government approval

The Outlet Co., Providence, R.I.-based group broadcaster, last week received FCC approval to acquire control of W.R.G. Television Inc., licensee of WNYS-TV Syracuse, N.Y. The transaction is for Outlet stock valued at $4.8 million.

Outlet is acquiring the stock of four of five companies that operate the joint-venture licensee. The companies involved are W.R.G. Baker Inc., which owns 40%; Six Nations Broadcasting Co., 20%; Onondaga Broadcasting Co., 15%, and Salt City Broadcasting Co., 2%. Outlet already owns half of Salt City and is acquiring the other half. When the sale is consummated Outlet will own 80%. A fifth company, Syracuse TV Inc., is retaining its 20% interest.

Outlet, a publicly held company, owns WJAR-AM-FM-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla., and KSBAT-TV San Antonio, Tex. It also owns a chain of department stores and has 75% interest.

WNYS-TV, in channel 9, is an ABC-TV affiliate.

The renewal application had been opposed by the Syracuse Coalition for the Free Flow of Information in the Broadcast Media, which contended that WNYS-TV's programming failed to meet the needs of local minority and women's groups and that the station's hiring policy was discriminatory. But the petition to deny was withdrawn in June 1971, when Outlet agreed to provide a new 30-minute weekly program in cooperation with local minority and women's groups.

Changing Hands

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

* KFI(AM) Los Angeles: Sold by the estate of the late Earle C. Anthony to Cox Broadcasting Corp. for $15.1 million (see page 14).

* WYHS(FM) Indianapolis: Sold by Martin Williams Sr. to Susquehanna Broadcasting Co. for an estimated $500,000. Mr. Williams established WFMS as that city's first FM facility in 1957. Susquehanna, a York, Pa.-based group broadcaster, operates WSBA-AM-FM-TV York; WARM(AM) Scranton/Wilkes Barre, Pa.; WHLO(AM) Akron and WHLO(FM) Canton, both Ohio; WJCE(AM) Providence, R.I.; WOBB(AM) Freeport, N.Y.; WQBA(AM) Miami; WKIS(AM) Orlando, Fla., and WLQR(FM) Toledo and WLQO(FM) Cincinnati, both Ohio. WFMS operates on 95.5 mhz with 25 kw and an antenna 275 feet above average terrain. Broker: R. C. Crisler & Co.

* WMOH(AM)-WHOH(FM) Hamilton, Ohio: Sold by Hamilton Broadcasting Co. to Raymar Communications Inc. for $250,000. Bill McRae, formerly vice president and national sales manager for HR Representatives Inc. and vice president, sales, WDRV(FM) Philadelphia, is president of Raymar. Richard Delaney, WDRV national sales manager, is vice president of firm. WMOH operates on 1450 khz with 1 kw day and 250 kw night. WHOH is on 103.5 mhz with 3.36 kw and an antenna 255 feet above average terrain. Broker: R. C. Crisler & Co.

* WWAB(AM) Lakeland, Fla.: Sold by WWAB Inc. to David C. Blossman and Hugh Hughes for $230,000. Truman A. Morris is president of the selling firm. Mr. Blossman has interests in WRKN(AM) Brandon, Miss.; WACL(AM) Oak Grove, and WARB(AM) Covington, both Louisiana. Mr. Hughes is general manager of WMAG(AM)-WQST(FM) Forest, Miss. WWAB operates on 1330 khz with 1 kw day. Broker: Chapman Associates.

Approved
The following transfers of station ownership were approved by the FCC last week.

---

**FEATURING BY AMERICA'S OUTSTANDING MEDIA BROKER**

**MID-ATLANTIC $250,000**

Top 100 market daytimer located close to New York City. Area ranks high in personal income. Station has good past record, but has suffered recently from absentee ownership problems. Price is less than twice last year's gross revenue. All cash preferred.

BLACKBURN & COMPANY, INC.

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

WASHINGTON, D.C. 20008
1725 K Street, N.W.
(202) 333-9272

CHICAGO 60601
335 N. Michigan Ave.
(312) 368-6400

ATLANTA 30309
1655 Peachtree Road, N.E.
(404) 973-5526

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

72-33
(for other FCC activities see “For the Record,” page 77).

* **KCRH(FM)** St. Louis: Sold by Foreground Music Inc. to Bartell Media Inc. for $650,000. Bartell, which is controlled by Downe Communications Inc., operates WOKY(AM) Milwaukee, WCBQ(AM) San Diego, WADO(AM) New York, WMZY-FM Miami and WDRQ(FM) Detroit. KCRH is on 98.1 mhz with 100 kw and an antenna 225 feet above average terrain. Broker was R. C. Critier & Co.

* **KBQQ(AM)** Burbank, Calif.: Sold by estate of George E. Cameron Jr. to Burbank Broadcasting Co. for $2.2 million. Burbank Broadcasting is a partnership of 14 southern California businessmen and civic leaders. E. H. Bookasta, realtor/developer; Dr. Manuel De J. Castillo, surgeon; Joe A. Gonsalves, state assemblyman; Jack P. Gonsalves, founding director of United Dairyman’s Association; Neil and Sam Visser, partners in Visser Bros. Dairies; Anthony and Kathleen Coldeway, operators of a chain of auto speedways; Robert L. Goe Sr., president of Economic and Environmental Development Corp.; Michael A. Coligno, legislative advocate; Chet Dowling, TV writer-producer; Peter Prestininzi, lumber and insurance executive; Edith S. C. Mitchell, vice president, Honduras Inc. KBQQ operates 1500 kHz with 10 kw day and 1 kw night.

* **KAXX(AM)** Glendale and KTXX(AM) Tucson, both Arizona: Sold by Leland Bibeau Jr. and others to Arizona Lotus Corp. for $1.36 million. Mr. Bibeau has less than a 2% interest in Triad Stations Inc., licensee of WFLR(AM)-WELL(FM) Freeport, Ill., and WALM(AM) Albion and WALM-FM Marshall, both Michigan. A petition filed by Phil Richardson, who claimed he had an option to purchase a 5% interest in licensee and requested that the sale be held up pending resolution of the ownership question, was denied by the FCC, which claimed the issue was a matter to be decided by the local courts, not itself. Lotus was instructed to complete a modification of KTXX’s daytime directional pattern within 60 days of the sale’s consummation. Buyer is owned by Lotus Theater Corp., licensee of KKWW(AM) Pasadena, Calif. Lotus theatres are wholly owned by Howard A. Kalmenson. KAXX is on 1360 kHz with 5 kw day and 300 w-directional at night. KTXX operates on 990 kHz with 10 kw day and 1 kw night.

* **WARD-AM-TV** Johnstown, Pa.: 50.2% sold by Benjamin C. Werk, Norman W. Sponseller and Dustin C. Lewis to John E. Gelormino for $886,593. The FCC waived its one-to-one market rules barring single-interest acquisitions of TV-radio combinations in the same market in approving the sale, noting that the WARD stations are economically and technically interdependent. (WARD-TV is on channel 19). Mr. Gelormino previously owned 49.8% of the stations and has no other broadcast interests. The commission’s grant fee was set at $17,732. WARD-TV, a CBS-ABC affiliate, operates with 215 kw visual and 21 kw aural and an antenna 652 feet above average terrain. WARD-(AM) is on 1490 kHz with 1 kw day and 250 w night.

* **WNYS-TV** Syracuse, N.Y.: 79% sold by W.R.G. Baker Television Corp. to The Outlet Co. for stock valued at $4.8 million (see page 64).

### No break for break-ups of AM-FM combinations

RKO gets FCC rejection slip for tax certificate for proposed ‘voluntary’ divestiture

The FCC has ruled that licensees who voluntarily divest themselves of radio stations in order to break up an AM-FM combination in the same market will not be issued certificates allowing them to avoid paying capital-gains taxes on the transaction.

The commission’s action last Wednesday (July 19) came in response to a request for a declaratory ruling by group-broadcaster RKO General Inc. RKO has resolved to undertake a “corporate one-to-a-market plan” aimed at splitting up its AM-FM combinations (“Closed Circuit,” June 19). It has AM-FM-TV combinations in Boston, Los Angeles, New York and Memphis and AM-FM operations in San Francisco and Washington. The firm asserted that its plan would be “more prudently” achieved if it were allowed a tax break on the various sales on which the plan would be contingent.

Under the commission’s one-to-a-market rules, the sale of a radio-VHF combination to a single interest is prohibited. A current rulemaking proposal would also require divestiture of such combinations. No prohibitions of AM-FM pairs, or like proposals, presently exist.

RKO had asked the commission to rule “that tax certificates will be issued, not only upon separation of aural and television facilities, but also upon disposing of any of the commonly held radio stations.”

The commission ruled, however, that although it will authorize a tax break for the voluntary divestiture of co-located VHF-radio stations—and where necessary to comply with new policies on radio ownership—“the basic authorizing language of Section 1071 [of the Internal Revenue Code] never comes into play” in the case of AM-FM combinations.

### TV is for broadcasting

Special interest, point-to-point programs are not “broadcasting” and therefore should not be offered over broadcast frequencies, the FCC ruled last week.

The decision came in response to a request by Spanish International Broadcasting Corp., a group UHF broadcaster, which had proposed to provide instructional and informational material on request to business interests. The programs would have been point-to-point communication for specific business purposes.

SIBC contended that the commission has previously authorized such special

---

**America’s most dynamic and experienced media brokers.**

**MIDWEST:**

Major market suburban day-timer with tremendous coverage. Station priced at $475,000 with extremely liberal terms. Well below two times gross volume.

Contact Richard A. Shaheen in our Chicago office.

**Hamilton-Landis & Associates**

WASHINGTON, D.C.: 1100 Connecticut Ave. N.W., 20036 (202) 393-3456

CHICAGO: 1429 Tribune Tower, 80611 (312) 337-2794

DALLAS: 1511 Bryan Street, 75201 (214) 748-0345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

---

Broadcasting Jul 24 1972 65
The First has provided term loans and revolving credits to both production companies and film distributors.

We've helped the television industry with term loans, revolving credits and lease financing.

We've helped radio broadcasters arrange term financing for expansion of facilities, and mergers and acquisitions.
THE FIRST LENDERS FROM CHICAGO.

James Douglass and Charles Calderini. They come up with the money that keeps people entertained.

The entertainment industry is a lot of things and a lot of people. Sound stages. Cable TV. Cameras. Locations. Broadcasters. Film producers. Sports complexes. And they all require a lot of money.

That's where we come in. Our specialists can offer full financing for everything from equipment to production to distribution. They can help you with term loans for facility expansion, revolving lines of credit for production financing. They can arrange lease financing. They can help you decide when a merger or an acquisition is a good idea. And when it isn't.

It's our business to keep up to date with your industry's problems and credit needs. When you need financial help, talk to the First Lenders from Chicago.

The First National Bank of Chicago

Benjamin Lenhardt and Louis Kuppenheimer are deeply involved in CATV. Currently The First provides financing to several MSOs, plus a number of unit systems.
Better times for RCA

Sarnoff reports record sales, earnings, despite leftover losses from computers

RCA Corp. achieved record revenues and income in the second quarter of 1972, and sales in the first half also reached a new high.

Robert W. Sarnoff, RCA chairman, announced last week that the net income for the second quarter was $40.1 million, a 14% rise over 1971 second-quarter earnings from continuing operations and a 106% over reported net income for the same period. The reported net income for the 1971 period included a $15.7 million loss from computer-related operations that were discontinued last September.

Revenues for the second quarter were $925 million, a jump of 9% over sales of $850 million from continuing operations in 1971's comparable period and slightly above the quarter's previously reported sales of $903 million, including discontinued operations.

Mr. Sarnoff pointed out that revenues and income in the first half were substantially ahead of the 1971 period.

Revenues and income were reported to have increased comfortably for both the second quarter and the first half for all of RCA activities except for the Hertz Corp., whose profits dropped slightly from last year.

NBC revenues and income according to Mr. Sarnoff, are running ahead of last year and "the strong improvement in NBC's daytime profit structure produced a vigorous advertising response."

Additionally, Mr. Sarnoff said, "the economy's over-all performance is having a positive impact on RCA's diversified operations, particularly in consumer-related areas." Mr. Sarnoff concluded, "A continuation of this trend will contribute favorably to RCA's long-term goal of sustained sales and profit growth. We feel we are moving ahead at a good pace."

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.12</td>
<td>$8,895,507</td>
<td>$1,988,792</td>
</tr>
<tr>
<td>1971</td>
<td>$0.19</td>
<td>$7,778,981</td>
<td>$1,998,999</td>
</tr>
</tbody>
</table>

Financial Briefs

Loan accord. Ampex Corp., Redwood City, Calif., which previously announced that it had completed interim working agreement to extend company credit position to June 30, now says new long-term loan accord has been reached with creditors. New agreement extends company's credit until July 31, 1974. It replaces interim agreement that has been in effect since April. Sarnoff had put of $89.7 million in fiscal 1972, which ended April 29 (Broadcasting, July 17).

Cablecom-General Inc. Denver, reported decline in net income for current six-month period over same period last year because of "increased charges for interest, depreciation and other costs associated with the development of new CATV systems, together with a less than anticipated rate of growth in subscriber revenues in such systems." Cablecom is eighth largest CATV operator.

"For six-month period ended May 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.28</td>
<td>$12,066,000</td>
<td>$2,444,000</td>
</tr>
<tr>
<td>1971</td>
<td>$0.18</td>
<td>$11,444,000</td>
<td>$2,220,000</td>
</tr>
</tbody>
</table>

The Grass Valley Group Inc., Grass Valley, California, manufacturers of TV equipment, reported 39% increase in sales, 69% increase in net income for six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.62</td>
<td>$12,731,801</td>
<td>$2,380,273</td>
</tr>
<tr>
<td>1971</td>
<td>$0.79</td>
<td>$11,507,657</td>
<td>$2,037,500</td>
</tr>
</tbody>
</table>

Scripps-Howard Broadcasting reported increases in revenues and income for six months ended June 30, 1972, compared with same period last year. For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.52</td>
<td>$15,731,801</td>
<td>$2,860,273</td>
</tr>
<tr>
<td>1971</td>
<td>$0.79</td>
<td>$14,037,657</td>
<td>$2,037,500</td>
</tr>
</tbody>
</table>

Transamerica Corp., San Francisco-based diversified parent of United Artist Corp., reported record earnings for first half of 1972, including improved earnings from entertainment holdings.

For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.67</td>
<td>$966,089,000</td>
<td>$45,410,000</td>
</tr>
<tr>
<td>1971</td>
<td>$0.68</td>
<td>$770,725,000</td>
<td>$32,285,000</td>
</tr>
</tbody>
</table>

Notes: Earned per share based on shares adjusted to reflect 4% stock dividend payable to stockholders of record July 6.
**Broadcasting Stock Index**

**Weekly market summary of 120 stocks allied with broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**With other major interests**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Cable**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Programming**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting Jul 24 1972**
This reaffirmation of the news role in broadcasting came last week from three network news executives, panelists in a session held at the 11th annual conference of the National Association of Broadcasters held in N.Y. The news panel shared the spotlight with other panels in a far-ranging view of regulatory and advertising problems in broadcasting (see page 63).

Panelist Richard C. Wald, NBC News executive vice president, drew a round of applause when he referred to network news organizations calling their shots as they see them, and added that he expected stations to support the network news operations when mistakes are made (and "we make whoppers") in the same manner as "when we do the right things."

In a give-and-take session between broadcasters and the panel—which also included Emerson Stone, vice president, CBS News, radio, and William Sheehan, ABC News vice president—one broadcaster suggested that the network news arm was not aware of the pressures to which management may be subjected, pressures that could impact on a sensitive relationship between broadcasters and federal, state, or local regulators. Mr. Wald said this was a "romantic idea but not realistic," noting that network management was as aware of such pressures as are the broadcasters themselves. But, he said, "this is not a game we are playing. It is real. We try to be as pure as Caesar's wife."

He said that he has met local broadcasters who say network news organizations, in effect, "You are killing me. I have to live here, in this community."

Calling the shots as they see them, still credo of network newsmen

So three executives advise New York broadcasters, while asking for local support to meet critical onslaught

Despite intensifying pressures on the performance of broadcast journalism, "we will call shots as we see them." And irrespective of criticisms and attempts at intimidation, the network news organizations expect to make news decisions, or judgments, based on what appears to be fact.
I find few among broadcasters who say they are the equal of the local newspaper and that we have rights, too, in living here."

The broadcast industry problem, Mr. Wald said, is that "your general backing may be needed in an area that may hurt you."

Mr. Sheehan suggested that broadcast journalism would be subjected to closer scrutiny for "errors" during this year's political campaigns than at any time in history, and that "while we have a responsibility to management that we be right and not subject to pressures, we will look to you broadcasters for support when we are right."

In response to a suggestion by Leslie G. Arries, vice president and general manager, WBN-TV Buffalo (a CBS affiliate), that local operations must "bear the brunt of explanation to audiences" of what the "networks do nationally in the area of "balance," CBS News's Mr. Stone said that "balance in news in 1972 has been adhered to in the same way as it was in 1962 and in 1952, with a trained, experienced news staff who are permitted to work in an objective manner." He said he was aware that there are younger journalists who believe in advocacy journalism but that they are not persuasive at CBS News. He said that because news basically reports change, the news "disturbs" some people and leads to their beliefs that news is either unfair or unbalanced.

NBC's Mr. Wald agreed—"I second the motion. There is not much different daily in what we do." But, he said, there are subtle changes in mood: At one time, he said, broadcast journalists believed "everybody loved them—now they know there are a lot of people out there who don't like them." Moreover, he said, network news "managers" would appear to have a greater sensitivity that "there are some things which get us in trouble. We are more aware of certain troubles and problems."

Mr. Wald said that "nationally we get the same dislike you get locally" and that "we are attempting not to make mistakes and not let mistakes intimidate us."

In another area—that of government regulation in broadcasting—Mr. Wald said that broadcasters have generally accepted the role of FCC as a traffic cop whose job has evolved from the initial function of directing traffic flow to heed-

ing the "do-gooders" and congressmen who believe the FCC should also "say who should be in the cars."

Mr. Wald said in his opinion this was a "liberal fallacy" of "we'll tell you what's good for you; Nick Johnsonism; cultural fascism of the FCC."

Mr. Sheehan defended instant analyses delivered by network correspondents after an important political address and, at the same time, sounded a warning that some of the pressures now applied to news media spring from an apparent "calculated effort to discredit media." He said "an antagonism" was not only expected between government and the news media but "good and healthy" because the natural interest of each "collide along the way."

But when government's sensitivity, he said, goes beyond this scope and becomes a move to discredit the credibility of news media, the conflict there could well undermine the foundations of either.

Mr. Wald in his formal presentation also suggested that noncommercial broadcasting, which he said was "facing its crucial year," be the medium of record and cover major political and public government proceedings in full, and leave what he called the "perspective" to the role of the commercial broadcaster.

Mr. Wald said that as an example he would suggest that the full proceedings of a political convention be covered as they appear in the hall, that "people ought to be able to just watch the platform and listen to the speeches, if that's what you wish to do. You will gain an insight as to what a convention is really like and convince you that even what your wife has to say would, by comparison, "make more sense."

Mr. Stone, who with his colleagues from ABC and NBC went to Cooperstown last week in cooperation with the Democratic national convention at Miami Beach, said CBS News executives had witnessed proceedings of the last night of the convention (which ran into the early hours of Friday morning) with disbelief. It would appear a must for the future, he said, that reports on rules procedures would be submitted in memorandum and not in speeches. Mr. Stone said it was obvious from the broadcasters' point of view that the Democrats must learn to shorten their speeches "by hours" and, for that matter, that "a lot of the speakers could use good editors."

**On the rocks: press and Milwaukee mayor**

**RTNDA enters into dispute between owner of newspaper and radio-TV and local official**

The Radio-Television News Directors Association has been unsuccessful in its attempt to help bring about an end to a dispute between Milwaukee Mayor Henry Maier and the Journal Co., publishers of the Milwaukee Journal and Sentinel and owners of WTMJ-AM-FM-TV-E in that city.

Tom Frawley, chairman of RTNDA's Freedom of Information Committee, in a letter to the mayor expressed concern about Mr. Maier's alleged refusal to answer questions from Journal and WTMJ reporters at news conferences.

Mr. Frawley wrote that "For better or worse, there has always been some kind of benefit to human relations between government and the press.

Robert J. Welch, the mayor's communications director, wrote back that such an adversarial relationship was "exasperated by the fact that there is an undue concentration of communications power in our community, vested in the hands of the Journal Company. This, too, is worrisome and it produces the kind of clout that comes with ownership of two newspapers, an AM radio station, an FM radio station, a television station, a CATV network, a microwave relay system and assorted printing operations of a diverse and varied nature."

He said that WTMJ newsmen "are not forbidden to ask questions of the mayor and may participate in the regularly scheduled conferences and the impromptu sessions called from time to time."

But Mr. Welch pointed out that the mayor may decline to answer questions from Journal Co. representatives on the advice of counsel because the mayor and the Journal Co. "remain potential litigants in a libel suit."

Mr. Welch referred to an incident last December in which the Milwaukee Journal excised a paragraph from a column the mayor had been writing for the newspaper and informed the mayor that particular paragraph was "libelous." The mayor then canceled the column and allegedly said he would no longer entertain questions at news conferences from Journal Co. representatives.

Another part of the dispute involves allegations by the mayor that the Journal newspapers and stations were biased in favor of his opponent in coverage of the last mayoralty campaign. Although he was expected in April, the mayor announced he would file a complaint against the WTMJ stations with the FCC. Last month while he was in Washington, the mayor discussed the situation with FCC Chairman Dean Burch (Broadcasting, May 29), but the complaint has not yet been filed.
Giant step for pay cable

Cablecom, Getty-backed HTN agrees in principle to start nationwide, nightly programing

Cablecom-General Inc. is jumping into pay television in a big way. The Denver-based multiple system owner has entered into an agreement in principle with Home Theater Network Inc., Los Angeles, to provide pay programs on an unidentified system by November, and on all Cablecom systems within two years.

Under the agreement, Cablecom will lease two channels on its systems for 10 years to HTN, which in turn will provide films, sporting events and other programs at prices of $2 to $3 each.

The service will utilize set-top converters, which the subscriber can activate by dialing a local telephone number. The number will be connected to a distant computer by a WATS line. The subscriber will send a request to the computer, which in turn will log the order and send out a response. The response will open a circuit and enable the subscriber to view his requested program.

When the program ends, the subscriber’s set will be turned off automatically unless new instructions are given to the computer.

A spokesman said last week that HTN’s programing will consist of first-run features, blacked-out sporting events (“if we can get them”), rock concerts, symphonies, and special-event programs that HTN will originate—such as The Music Store, a musical variety program.

HTN intends to offer six programs a night, beginning in November. There will be two hours of programming per evening on each channel or three programs per channel on two different channels. Some will be packaged by HTN; others will come from deals with various motion-picture companies and sports promoters, if possible.

The operation would be nationwide. HTN plans to file applications pending for channels from Telecommunications, Western Union, Penn Microwave and other companies. If the FCC approves, programs could be transmitted from either New York or Los Angeles.

HTN agreed to pay Cablecom $10,000 as an advance for channel rental, against 12% of its net receipts for programs. The Los Angeles company has a 10-year lease and an option to renew for up to 40, but it also can extract itself from the agreement if it is losing money.

Two other firms, Optical Services Inc. of Los Angeles and Theatreview Inc., a New York firm, announced during NCTA convention week their plans to experiment with pay cable on systems in San Diego, Sarasota, Fla., and Vancouver, B.C. But the HTN-Cablecom venture shapes up as the most ambitious yet.

Home Theater Network was launched this year during the week of the National Cable Television Association convention (Broadcasting, May 22), with a capitalization of $1 million and the announced intention of using WATS lines for nationwide program offering and billing. Its president is Richard Lubic, former cable executive with Time-Life and Trans World Communications. Its backers include oil billionaire J. Paul Getty and his son Ronald, a film producer.

Cablecom General has over 50 cable systems and serves more than 170,000 subscribers.

Teleprompter settles on its president

Shafer assistant Bresnan will fill top post succeeding pro-tem Schlafly, who moves to executive vice president

William J. Bresnan, vice president and assistant to the chairman of the Teleprompter Corp., was designated president of the company last week, succeeding Hubert J. Schlafly, who becomes executive vice president for technological development.

Raymond P. Shafer, chairman and chief executive officer, said Mr. Schlafly had been serving as president on an interim basis, but the request, was moved from the presidency into the area of broadband communications technology, in which he is considered an authority. Mr. Schlafly, one of the founders of Teleprompter in 1930, was named president in April 1971 when Irving B. Kahn, board chairman-president, resigned both posts after he and the company were indicted on charges of bribery and conspiracy in the award of a CATV franchise to the corporation in Johnstown, Pa.

Mr. Bresnan, 38; has been in the cable field since 1958, starting as an engineer-designer. In 1965, he was named vice president in charge of engineering for Jack Kent Cooke’s systems, and became executive vice president of H & B American Corp. in 1969. In 1970 H & B was merged into Teleprompter and he was appointed vice president in charge of Western operations. Last February Mr. Bresnan was named vice president and assistant to the chairman.

Mr. Bresnan, who also was elected to Teleprompter’s board of directors, is chairman of the National Cable Television Association and chairman of the Broadband Communications Section of the Electronics Industries Association.

Commercial tests set for cable

Five Teleprompter systems will be sites for study of ad effectiveness

A TV-commercial pretesting service employing feature motion pictures on cable TV systems was announced last week by Television Testing Co., New York, a joint venture of the Audits & Surveys Inc. research organization and Teleprompter Corp., the country’s largest CATV operator.

Officials said finished or rough commercials may be tested by inserting them in breaks in top-rated movies on Teleprompter systems in five designated markets. Beforehand, TTC interviewers will question 3,000 men and women in the test markets to determine their attitudes toward the brands to be advertised. After the cablecasts, this group will be re-con- tacted and those who saw the program will be tabulated as a “pre-exposure sample.” Another group of viewers will also be sampled on the day following the cablecasts, and their attitudes will be matched by computer against those of the pre-exposure sample. Differences between the responses of the two samples, according to TTC, will reflect the effects of the test commercials.

Paul Murphy, TTC president, said his company, formed in 1967, maintains permanent interviewing and cablecasting operations in 12 key markets. In the new service, he said, no more than 10 commercials will be tested in any one study and these must be for noncompeting brands or companies. Five different movies will be used in each test, and the pre-exposure and post-exposure samples will consist of about 400 viewers each, according to Hal Daune, TTC vice president.

FCC sticks with rules on pay cable television

It rejects petitions of those that wanted more stringent policy, but leaves room for more comments

Petitions for reconsideration of FCC rules on pay cablecasting and CATV sports programming were denied by the commission last week. But the commission invited additional comments on the rules because of the importance of the issues.

In June 1970 the FCC adopted rules for pay cable, that is, to over-the-air subscription television (STV). They are designed to prohibit the removal of programs from over-the-air television for presentation on a payment basis. Last March the commission changed the STV rules to extend from two to five years the length of time a sports event would have to be off free TV before it can be broadcast on STV.

The commission had proposed comparable changes in the cable-television rules, but did not adopt them, indicating that it would consider comments on sports rules for cablecasting at a later date.

Petitions with the commission last June, the three networks and the National Association of Broadcasters supported a petition by the Association for Maximum Service Telecasters that called for reconsideration of the antiphonson rule and called on the FCC to apply it to cable operators as well (Broadcasting, June 12). But the National Cable Television Association supported the FCC decision to deal later with the application of the rules to cable.

In denying the petitions, the FCC said that additional comments would provide useful new material.

It pointed out that the issue involved is
how best to regulate pay-cablecasting without undermining over-the-air television service. But it said that comments may be submitted on any aspect of the matter, including the differences between STV and pay-cablecasting, protecting the public interest. The F.C.C.'s view implies that to the present rules, administration of rules on access and leased-channel cablecasting not only under the control of the CATV operator and whether there have been changes in the motion picture industry that should be reflected in the rules.

Comments are due Sept. 15 and reply comments by Sept. 29.

Storer grows in cable

Two cable subsidiaries of Storer Broadcasting Co. last week announced the purchase of five Southern CATV systems. The companies, Storer Cable Television of Florida Inc., and Storer Cable Communication Inc., acquired systems serving the cities of Williston, Fla.; Prattville, Ala.; and Tifton, Nashville, Sparks and Adel, all Georgia.

The systems were purchased from a Jacksonville group headed by Michael J. Donziger, A. H. Edwards and Isaac L. Len, No financial details were disclosed.

The five operations serve about 4,500 homes and bring Storer's subscriber total to over 80,000.

Future talk

The impact of cable television "will rival that of any existing medium of communications—including even the telephone," Cypress Communications President Burt I. Harris predicted last week.

Speaking in Los Angeles, Mr. Harris told Town Hall of California, a men's educational forum, that the CATV industry's capabilities indicate "truly revolutionary effects" in the nation's communications. Cable television's ultimate promise, Mr. Harris said, is "to restore a sense of community to the Americana" and he suggested that this promise would be fulfilled through cable TV's potential for bringing people together and enabling them to communicate more directly.

According to Mr. Harris, many new cable TV services—and he listed many of them—"will have a profound effect on the future of the American public." He acknowledged that wiring the nation will require "an expenditure in the billions," but expressed confidence that "once the transmission networks are laid down in the big cities our dependence upon mass-appeal programs will wither away, because we will have a bridge to the future in which cable services are delivered on a demand-by-demand basis rather than to their social utility, not by advertisers." Mr. Harris further predicted that within five or six years cable TV will be in some 25 million U.S. homes.

Tele-Communications buys Calif. systems

Tele-Communications Inc., Denver-based multiple-CATV owner, has announced its agreement to purchase several California cable systems owned by the Evening Telegram Co., Superior, Wis.

The systems serve over 12,500 subscribers in the communities of Pacifica, Half Moon Bay, Daly City and Fremont, all located in the San Francisco area.

Bob Magness is president of TCI, which has in 22 states serving 249,000 subscribers. It also operates a major common-carrier microwave communications network.

Mrs. Morgan Murphy, widow of Morgan Murphy who died early last year, is president of the Evening Telegram Co., which publishes the Superior Evening Telegram and several other newspapers. Its broadcast interests are WISC-TV Madison, Wis.; KTHI-TV Fargo-Grand Forks, N.D.; KVEW-TV Kennewick, EKLY-AM-FM-TV Spokane and KAPF (TV) Yakima, all Washington.

Another step toward two-way

Patent in hand, Video Information plans installation in New Jersey

Video Information Systems Inc. has been granted a patent for a two-way communication system that it tested last year in New York. The patent covers both the system and the bidirectional terminal.

The two-way operation will be permanently installed late in 1973 on a cable system in South Orange, N.J. About 3,000 viewers in that city would be able to shop, vote, be polled, receive pay-TV programs and report fires or burglaries over the cable.

Video Information, a subsidiary of multiple-system-owner Cable Information Systems Inc., New York, says its two-way operation may also be used as an educational tool in the school system, and—in a simplified version—for hotel and motel pay TV.

The operation permits a viewer to make selections by pressing buttons on his converter. The impulses are fed into a computer, which sends messages, be it a vote, a shopping order or whatever. Joseph Beck, vice president of Video Information, said the terminal unit is compatible with any two-way transmission system.

The hardware was tested for seven months last year on the Sterling Manhattan cable system in New York City.

ATC acquisition

American Television & Communications Corp., Denver, has agreed in principle to acquire stock of Coaxial Cable Co., operating cable TV systems in 22 states serving some 5,000 subscribers in Franklin, Pa. Terms of acquisition were not disclosed. ATC, one of nation's major publicly owned cable-TV, already operates in Pennsylvania, currently serving more than 27,000 subscribers. Reading and new transmission is expected to be completed by end of this month. ATC has agreed to a merger with Cox Cable Communications (see page 15).

How tight a rein on cable imports of distant sports?

That's subject of argument that FCC hears before lapsing into extended summer doldrums

The FCC broke camp for about six weeks last week after hearing two days of oral argument on an issue that could be as controversial as any that the commission has dealt with in connection with CATV—cable carriage of sports.

For what is involved, as a number of the spokesmen reminded the commission, is the American public's demonstrated devotion to watching sports events on television, whether received by cable or over the air.

At issue is a proposed rule that would prohibit a CATV system within the grade B contour of a station in a professional sports team's city from carrying a broadcast of a game in that sport without the consent of the home team when it is playing at home.

But representatives of professional football, baseball, basketball and hockey, and of broadcasting said the rule did not go far enough. And they warned of the dire consequences to their respective leagues and ultimately the fans if it were not expanded.

Cable interests said the proposal went too far. And William Dimmerling, president of the Pennsylvania Cable Television, who said there should be no protection for televised coverage of sports events, said the "outcry" against the proposed rule on the part of subscribers has been "terrible." The cable position was supported by two members of Congress—Representatives Fred Rooney (D-Pa.) and Robert Mollohan (D-W.Va.).

The professional sports representatives—Pete Rozelle, commissioner of the National Football League; Don V. Ruck, vice president of the National Hockey League; and Walter Kennedy, commissioner of the National Basketball Association, and Bowie Kuhn, commissioner of baseball—all expressed concern about the impact on the gate of imported sports attractions.

But although the "unrestricted" importation of sports events that some mentioned is impossible under the existing cable rules, with their limitations on the number of signals that systems may import, the representatives of professional sports made it clear they want more than a simple home-game blackout rule. John Vanderstar, counsel for the NFL, said the league wants the same kind of regional control over cablecasting that the league permits it to carry over over-the-air television—the right to veto the showing of a game in a league city even when the home team is away.

As he explained it, the ratings in Denver's Denver-Western game played in Boston would suffer if CATV were transmitting some other game in Denver.

NBA's Mr. Kennedy put basketball's position this way: "The NBA . . . sub-
Fates & Fortunes.

Broadcast Advertising

Alan B. Fendrick, senior VP, secretary and treasurer, Grey Advertising, New York, named executive VP and member of agency's policy council.


Charles N. Blakemore, creative director; John B. Kellett, creative director; Joseph T. Plummer Jr., manager, special task force, and William F. Youngclaus III, account supervisor, Leo Burnett, Chicago, named VP's. Dennis Skigen, with Burnett, appointed copy supervisor.

Harry Kinsie, VP and general manager, Researchers elect. James M. Rupp, marketing VP of Cox Broadcasting Corp. and manager of Cox's New York office has been elected president of the Radio and Television Research Council for 1972-73. William S. Hammell, A. C. Nielsen Co. VP and eastern regional sales manager for its Nielsen Station Index (NSI) service, was named president-elect. Helen Johnston, VP and director of media research for Grey Advertising, New York, was elected secretary-treasurer.

strike-force division, Knox Reeves Advertising, Minneapolis, named senior VP. Herb Engle, associate director, named VP. Richard F. Creighton, VP-director of research, named senior VP and director.

William H. Lucas, director of creative services, RCA Records, New York, joins Grey Advertising there as VP and account supervisor.

Maxim, VP, Tinker, Dodge & Delano, New York, elected VP's of Marshallk & Tinker and Marshalk are members of Interpublic Group.

Wallace Butterworth, L.E. Gallagher Jr., W. E. Sprague and Alexander C. Thompson, VP's and management supervisors, Ketchum, MacLeod & Grove, Pittsburgh, named senior VP's.


Ray Sutton, manager, Western sales, NBC-TV, appointed director, Western sales, NBC-TV, with headquarters in Burbank, Calif.

Paul A. Wischmeyer, sales manager, KRON-TV San Francisco, appointed general sales manager. George D. Davidson, assistant sales manager, succeeds Mr. Wischmeyer as sales manager.

William Katsafanas, with WTA-E-TV Pittsburgh, appointed national sales manager.


J. Bryson Cooke, sales manager, WTAG (AM) Flint, Mich., named VP, sales.

Melvin Waskey, staff supervisor, automotive advertising, Baltimore Sun, joins WIPR (AM) Baltimore as general sales manager.

Bill Bechet, local sales manager, WSPD (AM) Toledo, Ohio, appointed general sales manager.

David L. Graham, supervisor of regional network services, CBS-TV sales, New York, appointed to newly created position of manager, regional network services.

John Silvestri, national sales manager, WWJ (AM) Detroit, named manager, Detroit sales office, NBC Radio.

Madeleine H. Schreiber, research manager, CBS-FM sales, New York, joins Blair Radio there as assistant research director.

John Hokin, account executive, KKO Radio Representatives, Chicago office, appointed sales manager there.


Lawrence A. Rodkin, director of broadcasting, Sander Rodkin Advertising Ltd., Chicago, named VP.

James A. Baar, communications executive, General Electric, Schenectady, N.Y., named VP and director of public relations, Lewis & Gilman, Philadelphia-based advertising and public-relations agency.

Melvin S. Wolff, media buyer and planner, Benton & Bowles, New York, joins Helitzer Advertising there as associate media director.

James E. Gorman, public-relations and advertising manager, Getty Oil, New York, joins Humbert & Jones, advertising agency there, as account management supervisor. Mr. Gorman continues as president of East Wind Communications, Glen Cove, N.Y., specializing in public-relations firm.


Jonah Ben Morse, VP, production and change management, Lichten and Newell, New York; joins Allerton Berman & Dean, advertising and public-relations firm there, as production coordinator.

Morton Needelman, assistant to director, Bureau of Consumer Protection, Federal Trade Commission, named assistant director for evaluation; Joan Z. Bernstein and John M. Cunningham, FTC attorneys, appointed assistants to director of bureau.


Media

John P. Cowden, VP, information services, CBS-TV, named VP and assistant to President Robert D. Wood.


George B. Hagar, VP and general manager, WQXI-TV Atlanta, Pacific & Southern Broadcasting station, joins Arthur R. McCoy, former P&S president, as founding partner in new broadcast company. Mr. Hagar will be executive VP. Sales of P&S stations KHON-TV Honolulu and KYTV (AM) Oregon City, Ore., to Mr. McCoy are pending FCC approval.

John J. Nugent, with KSTP-TV Minneapolis-St. Paul, named general manager, KSTP-AM-FM.

George C. Castrucci, business manager, financial controls and planning, broadcast operations, Taft Broadcasting, Cincinnati, appointed business manager, broadcast division. Carlyle J. Wagner, general manager, Taft-owned WTVN (AM) Columbus, Ohio, named VP.

F. Berry Smith, executive VP and general manager, WTVW (TV) Evansville, Ind., named president, Evansville TeleVision Inc., licensee of WTVW.

Harold Sundberg, director of acquisitions, Shepard Broadcasting Co., group owner, joins WUHO-TV Battle Creek, Mich., as general manager.

William F. Blake, general manager, WJLS (AM)-WBKW (FM) Beckley, W. Va., named VP and general manager of license, Personality Stations.

Dave Overton, announcer and program director, WSM (AM) Nashville, appointed station manager, WSM-FM there.

James F. Collier, promotion manager, KNXT (TV) Los Angeles, appointed manager, promotion and information services.

Charles Porter, news reporter, KTRK-TV Houston, appointed community-relations director. Kitty Borah, with promotion department and children's show hostess, appointed public-service director.


In a name, Lord, Geller & Federico and Partners, New York, became Lord, Geller, Federico, Peterson Inc. last week to reflect the addition of Nadeen Peterson to the agency as partner, member of the board and senior VP-director of creative services. Miss Peterson served most recently as senior VP and creative director for New York of D'Arcy-MacManus International. Earlier, she was VP and senior associate creative director of Norman, Craig & Kimmel, New York, and VP-associate creative director, Foote, Cone & Belding, New York.
Programing

Lennart Ringquist, director of syndicated sales, MGM Television, New York, appointed program manager of WNEW-TV there, effective today (July 24).

Al Newman, VP, programming, Golden West Broadcasters (radio division), assumes responsibility for programming on GWB-owned KSFO (AM) San Francisco, while continuing as consultant to group's other stations—KMPC (AM) Los Angeles; KEX (AM) Portland, Ore.; and KVI (AM) Seattle. Pete Scott, program director of KSFO, continues with station as on-air personality.

Vincent H. Jefferson, VP-sales promotion, Walt Disney Productions, Burbank, Calif., elected to newly created position of VP, merchandising and promotion.

Jon Eichstaedt, marketing director, Bill Burrud Productions Inc., Hollywood, named to VP, marketing and business affairs.

David W. Field, business manager, technical operations, NBC-TV, Hollywood, appointed manager, operating budgets, program business office.

Marlene DeMarco, with promotion department, KEKA-TV Pittsburgh, appointed associate producer.

Ruth Williams, continuity director, WOW-AM-TV Omaha, appointed creative director. Michael Baylor, television director, appointed production manager.

Don Ridel, post-production supervisor,

New orders. In realignment of key executives in NBC public relations last week, Robert D. Kasmire, VP, corporate information, NBC, New York Inc., was named VP, public relations, a new post, with continuing executive responsibility for NBC's corporate information, publicity, advertising, promotion and broadcast-standards activities. He will continue to report to Chairman David C. Adams. Sydney H. Elges, VP, public information, will concentrate on NBC special-information projects and assignments for President Julian Goodman, to whom he will report (in the past he has reported to Mr. Kasmire). M. S. (Bud) Rukeyser Jr., VP, press and publicity, was named VP, corporate information, with responsibility not only for press and publicity but also for NBC staff corporate information function (Harold Queens, director) and special projects function (Michael Lawrence, director), and will report to Mr. Kasmire rather than to Mr. Elges as in past. Betty K. Hoffman, manager, corporate information, was appointed director, audience services, reporting to Mr. Kasmire rather than to Mr. Queen. John Scouppa, VP, promotion, and Paul Mosher, director, program merchandise, who have been reporting to Mr. Elges, will report to Mr. Kasmire. Gerald E. Rowe, VP, advertising, and Herminio Traviessas, VP, broadcast standards, continue to report to Mr. Kasmire.

Pollutes. Bill Daniels, president of Daniels Properties Inc., Denver, CATV broker and owner of several cable systems, has been elected Republican national committeeman at the Colorado state convention. Mr. Daniels, who is also president of American Basketball Association and president of Utah Stars basketball team, defeated Bob Flanigan, brother of White House aide Peter Flanigan, in the election held July 15.


Donald E. Kates, radio-television coordinator, College of Continuing Education, University of Wisconsin-Oshkosh, joins noncommercial WPNE-TV Green Bay, Wis., as program director.

Gary Mercer, with CKWS-AM-FM-TV Kingston, Ont., appointed program director and music director, CKWS (AM).

Steed Richards, with Apple Records, London, joins Dick Starr's Professional Programming studios, Miami, as associate producer-director.

Broadcast Journalism

Mike Parker, on-air newsman, for KPI (AM) Los Angeles, appointed news director.

Vic Wheatman, public-affairs coordinator, WBZ-FM Boston, joins WBUR-FM Boston as news and public-affairs director.

Jack Hicks, news anchorman, KAKE-TV Wichita, Kan., appointed television news director.

Laura Lawrence, former head of research for Make a Wish children's series on ABC-TV, joins WNBC (AM) New York news department as assignment editor.

Michele Clark, CBS News reporter, Chicago bureau, appointed CBS News correspondent there.

Frank Scott, formerly reporter, KOMA (AM) Oklahoma City, joins KOKO-TV there as on-air reporter. Ron Hudson, correspondent, KOKO-TV, appointed to newly created position of chief correspondent. Bob Duff, correspondent, appointed anchorman, morning report. Ray Gaskin, correspondent, appointed sports reporter and anchorman, weekend sports reports.

Clarence Jones, investigative reporter, WHAS-TV Louisville, Ky., joins WPLG-TV Miami in same capacity.


James Keelor, weekly news moderator, WKYC-TV Cleveland, and W. Leigh Wilson, associate producer, NBC News, New York, appointed coordinating producers, NBC News bureau, Cleveland. WKYC-TV is NBC-owned.

Bob Starr, sports broadcaster, KMXO (AM) St. Louis, appointed play-by-play announcer, all Cardinal professional and University of Missouri football games.

Don Scott, anchorman, WIND (AM) Chicago joins KMXO as news anchor and program host.

Randal T. Barr, with news department, WSMW-TV Worcester, Mass., joins KIRO (AM) Seattle, as staff meteorologist.

Music

Louis Weber, sales and licensing executive, American Society of Composers, Authors and Publishers, New York, appointed to new position of director of broadcast licensing. He succeeds Jules Collins, who performed same function under title of sales manager until his retirement June 1 (Broadcasting, June 5).

Karl F. Lowenstein, with Crane School of Music, State University of New York, Potsdam, joins WSLU-FM Canton, N.Y., as coordinator of concert-music programming.

Ed Couzens with WVOJ (AM) Jackson- ville, Fla., appointed music librarian.

Cable


Stanley Gerenday, telecommunications consultant to Ford Foundation, joins Cable Television Information Center, Washington, as director of applications; he will study and advise on uses of cable to meet social and economic needs. Victor Nicholson, chief applications engineer, Jerrold Corp., joins Cable Tele-
Equipment & Engineering

As compiled by Broadcasting, July 11 through July 18, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—altitude; ann.—announced; ant.—antenna; au.—aerial; ax.—auxiliary; CATV—community antenna television; CH—channel; CP—construction permit; D—day; DA—direction antenna; HAA—height above antenna; M—night; P—permit; PLS—private line service; R—rural service authority; SCA—subsidy carrier; SSAA—special service antenna; SSA—special service authorization; STA—special temporary authority; TV—television; VHF—visual; watts—watts.

New TV stations

Applications

- Waterloo, Iowa—State Educational Radio and Television Facility Board. Seeks UHF ch. 32 (578-584 Mhz); ERP 916 kw, vs. 183.2 kw aur. Ant. height above average terrain 1820 ft.; ant. height above ground 1923 ft. P.O. address: c/o John A. Montgomery, Box 1758, Des Moines, Iowa 50306. Estimated construction cost $829,250; first-year operating cost $135,102; revenue none. Geographic coordinates 42° 18’ 29” north lat.; 91° 51’ 31” west long. Type trans., Gates BT-1B5U. Type ant. RCA TFP-42J-DLAS. Legal council Person, Ralston, Washington, consulting engineer Don D. Saverd, director of engineering, Principals: Dr. Robert F. Ray, Lester Menke, et al. Dr. Ray is dean and professor at University of Iowa. He is director of engineering, Principals: Mr. Menke is chairman of Board of Facility. Ant. Menke is engineer. He is also vice chairman of Facility Board. Ann. July 6.

- Philadelphia—First Valley City Television Inc. Seeks VHF ch. 6 (192-194 MHz); ERP 182 kw, vs. 27.4 kw aur. Ant. height above average terrain 1214 ft.; ant. height above ground 1136 ft. P.O. address: c/o Harold E. Kolm, 1214 TVB Building, 1700 Market Street, Philadelphia 19103. Estimated construction cost $3,599,400; first-year operating cost $5,200,000; revenue $12,800,000. Geographic coordinates 40° 22’ 31” north lat.; 75° 14’ 11” west long. Type trans., RCA TT-35 FH-PC. Type ant. RCA TWA-9A10L. Legal counsel Welch and Morgan, Washington. Consulting engineer Walter L. Davis, Dippel, Washington. Principals: Solomon Katz (34%), Harold E. Kolm (35%), et al. Mr. Katz is chairman of board and 20% owner of Strick Corp., truck trailer manufacturer in Fairless Hills, Pa. Mr. Kolm is attorney. Ann. July 6.

Actions on motions


- Hearing Examiner David I. Krausbaur in Norfolk, Va. (VTAR Radio-TV Corp. and Hampton Roads Television Corp.) TV proceeding, granted motion by Hampton Roads for leave to amend its application in order to specify change in station's traffic director (Docs. 18791-2). Action July 7.

Rulemaking action


Existing TV stations

Final actions

- FCC denied request by Storer Broadcasting Co. for waiver of "off-network" retransmission of prime-time stations. FCC granted request, however, to Storer's CATV, joining Ameco Corp., Redwood City, Calif., in newly created position of director of production and inventory management.

Deaths

John C. Davidson, 41, VP/executive art director, Dancer-Fitzgerald-Sample, New York, died July 1 in Buffalo, N.Y., after lengthy illness. He is survived by his wife, Sally, and four children.

Thomas P. Coleman, 50, retired broadcast executive of AP, New York, died Wednesday (July 19) after long illness. He had been in charge of Western division of AP broadcast department, coordinating membership activities in Western and Midwest states and also responsible for photographic services offered TV stations throughout North America, for 16 years before taking disability retirement in April. He is survived by his wife, Clare, and five children.

For the Record

As compiled by Broadcasting, July 11 through July 18, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—altitude; ann.—announced; ant.—antenna; au.—aerial; ax.—auxiliary; CATV—community antenna television; CH—channel; CP—construction permit; D—day; DA—direction antenna; HAA—height above antenna; M—night; P—permit; PLS—private line service; R—rural service authority; SCA—subsidy carrier; SSAA—special service antenna; SSA—special service authorization; STA—special temporary authority; TV—television; VHF—visual; watts—watts.

New TV stations

Applications

- Waterloo, Iowa—State Educational Radio and Television Facility Board. Seeks UHF ch. 32 (578-584 Mhz); ERP 916 kw vs. 183.2 kw aur. Ant. height above average terrain 1820 ft.; ant. height above ground 1923 ft. P.O. address: c/o John A. Montgomery, Box 1758, Des Moines, Iowa 50306. Estimated construction cost $829,250; first-year operating cost $135,102; revenue none. Geographic coordinates 42° 18’ 29” north lat.; 91° 51’ 31” west long. Type trans., Gates BT-1B5U. Type ant. RCA TFP-42J-DLAS. Legal council Person, Ralston, Washington, consulting engineer Don D. Saverd, director of engineering, Principals: Dr. Robert F. Ray, Lester Menke, et al. Dr. Ray is dean and professor at University of Iowa. He is director of engineering, Principals: Mr. Menke is chairman of Board of Facility. Ant. Menke is engineer. He is also vice chairman of Facility Board. Ann. July 6.

- Philadelphia—First Valley City Television Inc. Seeks VHF ch. 6 (192-194 MHz); ERP 182 kw, vs. 27.4 kw aur. Ant. height above average terrain 1214 ft.; ant. height above ground 1136 ft. P.O. address: c/o Harold E. Kolm, 1214 TVB Building, 1700 Market Street, Philadelphia 19103. Estimated construction cost $3,599,400; first-year operating cost $5,200,000; revenue $12,800,000. Geographic coordinates 40° 22’ 31” north lat.; 75° 14’ 11” west long. Type trans., RCA TT-35 FH-PC. Type ant. RCA TWA-9A10L. Legal counsel Welch and Morgan, Washington. Consulting engineer Walter L. Davis, Dippel, Washington. Principals: Solomon Katz (34%), Harold E. Kolm (35%), et al. Mr. Katz is chairman of board and 20% owner of Strick Corp., truck trailer manufacturer in Fairless Hills, Pa. Mr. Kolm is attorney. Ann. July 6.

Actions on motions


- Hearing Examiner David I. Krausbaur in Norfolk, Va. (VTAR Radio-TV Corp. and Hampton Roads Television Corp.) TV proceeding, granted motion by Hampton Roads for leave to amend its application in order to specify change in station's traffic director (Docs. 18791-2). Action July 7.

Rulemaking action


Existing TV stations

Final actions

- FCC denied request by Storer Broadcasting Co. for waiver of "off-network" retransmission of prime-time stations. FCC granted request, however, to Storer's CATV, joining Ameco Corp., Redwood City, Calif., in newly created position of director of production and inventory management.

Deaths

John C. Davidson, 41, VP/executive art director, Dancer-Fitzgerald-Sample, New York, died July 1 in Buffalo, N.Y., after lengthy illness. He is survived by his wife, Sally, and four children.

Thomas P. Coleman, 50, retired broadcast executive of AP, New York, died Wednesday (July 19) after long illness. He had been in charge of Western division of AP broadcast department, coordinating membership activities in Western and Midwest states and also responsible for photographic services offered TV stations throughout North America, for 16 years before taking disability retirement in April. He is survived by his wife, Clare, and five children.
Summary of broadcasting
Complied by FCC June 1, 1972

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STAs*</th>
<th>CP's</th>
<th>Not on air</th>
<th>Total on air</th>
<th>CP's authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,351</td>
<td>4</td>
<td>17</td>
<td>4,367</td>
<td>55</td>
<td>4,422</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,302</td>
<td>1</td>
<td>51</td>
<td>2,352</td>
<td>116</td>
<td>2,468</td>
</tr>
<tr>
<td>Non-commercial FM</td>
<td>504</td>
<td>1</td>
<td>51</td>
<td>524</td>
<td>13</td>
<td>537</td>
</tr>
<tr>
<td>Commercial TV-UFH</td>
<td>184</td>
<td>6</td>
<td>190</td>
<td>250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>687</td>
<td>2</td>
<td>70</td>
<td>713</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td>Educational FM</td>
<td>504</td>
<td>1</td>
<td>51</td>
<td>524</td>
<td>13</td>
<td>537</td>
</tr>
<tr>
<td>Educational TV-UFH</td>
<td>86</td>
<td>3</td>
<td>91</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total educational TV</td>
<td>119</td>
<td>0</td>
<td>6</td>
<td>125</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Commercial AM</td>
<td>203</td>
<td>3</td>
<td>10</td>
<td>213</td>
<td>22</td>
<td></td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
+ Includes 25 educational AM's on nonreserved channels.
- Includes 15 educational stations.
\[ \text{cost} = \text{cost} \times \text{duration} \times \text{license fees} \]

proceeding, corrected memorandum opinion and order issue July 7 and released July 11 (Doct. 19049, 19158-9). Action July 12.
- Hearing Examiner Millard F. French in Sanford, Pine Castle-Sky Lake, all Florida (Blue Ridge Broadcasting Co. and Hyman Lake), AM proceeding, for dismissal of application by Blue Ridge and dismissed application with prejudice; dismissed as most petition of dismissal of applications with prejudice filed by Hyman Lake (Doct. 19431-2). Action July 13.

Call letter action
- Community Broadcasting Co. of Hartsville, Hartsville, N.C.—Granted WSDC.

Existing AM stations

Final actions
- KGMB Honolulu—Broadcast Bureau granted CP to change trans.-site to 331K Daman Street, Honolulu, to existing lower facilities with KIXI, KORI, KJH and KZOO, all Honolulu. Action July 12.
- KCIA Humble City, N.M.—Broadcast Bureau granted license covering new AM. Action July 12.
- WBT Charlotte, N.C.—Broadcast Bureau granted CP to change nighttime maximum expected operating power level of CQ and WAC in direction of KFAB Omaha. Action July 13.

Actions on motions
- Hearing Examiner Forest L. McClennan in White Castle, La. (Shields-Agar Broadcasting Inc. [KLSU]), for revocation of license, granted petition to amend Big Leagues Broadcasting Co. to extend that Big Leagues is made party to proceeding and denied in all other respects (Doc. 19514). Action July 12.
- Hearing Examiner Ernest NATH in Puyallup, Wash. (Kaye Broadcasting Inc.), for renewal of license of KAYE, denied motion to compel production of documents filed by KAYE except to extent indicated (Doc. 11029). Action July 12.
- Hearing Examiner Chester F. Naunowicz in matter of Star Stations of Indiana Inc., for renewal of licenses of WIFE-AM-FM Indianapolis, ordered that opposition to petition to enjoin issues filed by WIFE-AM-FM Indianapolis, and granted to public docket and place under seal pending further action on petition, which certified matter to review board for determination as to whether subject planning should be considered confidential (Docs. 19122-25). Action July 7.

Fine
- KAWA Waco-Marlin, Tex.—FCC ordered Mor- ho Inc. (KAWA Waco-Marlin), to pay forfeiture of $2,000 in connection with failure to observe terms of its station authorization by failing to make available for receipt of monthly field intensity measurements from Oct. 4, 1970, to March 2, 1971. Action July 12.

New FM stations

Applications
- Auburn, Me.—Andy Valley Broadcasting System Inc., to install new FM station KLHL at E. 4.5 MHz. Action July 13.

Broadcasting Jul 24 1972 78
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy., at Edzell Rd.
Alexandria, Va., 22314
(703) 354-3400
Member AFCCE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1224 Q St., N.W., Suite 500
Washington, D. C. 20005
Member AFCCE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Music Bldg.
(202) 783-0117
Washington, D. C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
Washington, D. C. 20006
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teletor Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1242 Monsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCCE

ROBERT E. L. KENNEDY
1302 18th St., N.W.
Washington, D. C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
Box 7004
DALLAS, TEXAS
214-631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6466
Washington, D. C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 233-4664
(301) 827-8175
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland Park 4-7101
KANSAS CITY, MISSOURI
64114

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W.
Washington, D. C. 20035
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowdale Road
Cleveland, Ohio 44141
Phone: (216) 526-4386
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
545 Colorado Blvd., #20066
(303) 333-5262
DENVER, COLORADO
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733

ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903
Member AFCCE

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-2737
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
130 S. Market St.
Lee's Summit, Mo. 64063
Phone: (816) 324-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone: (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To be seen by 120,0000+ readers among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM-TV facilities.
*1970 Readership Survey showing 3.2 readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St., N.W.
Washington, D. C. 20036
Phone: (202) 638-1022

1970 Readership Survey showing 3.2 readers per copy.
Modification of CP's, all stations

- KPA-Y(FM) Cicero, Calif.—Broadcast Bureau granted mod of CP to change trans., location; change ant.; ER 6 kw; ant. height 1,170 ft.; remote control permitted. Action July 6.
- WMBL Mattice, Ill.—Broadcast Bureau granted mod of CP to change ant.-trans. to U.S. Route 44. Action July 6.
- WCCO-FM Minneapolis—Broadcast Bureau grant mod of CP to change trans. location to 625 2d Ave, South, Minneapolis; ER 100 kw; ant. height 1,250 ft; Action July 7.
- WQRM(FM) Eflon, Ill.—Granted WJFLM(FM).
- WPEX-FM Pensacola, Fla.—Granted WMEZ(FM).
- WPKM(FM) Tampa, Fla.—Granted WEZX(FM).
- KMED-FM Medford, Ore.—Granted KTMM(FM).
- KCP-S(FM) Tacoma, Wash.—Granted *KPCM-FE*

Renewal of licenses, all stations

- Broadcast Bureau granted rehearing of license for following stations and their co-owning and co-operating assignee:

Other actions, all services

- FCC denied request by Democratic presidential nomination candidate Terry Sanford asking that commission order NBC to allow him to appear on July 9 edition of Meet the Press or give him equal time. Commission agreed with NBC that program, as broadly defined by program, was not exempt from equal opportunities requirement of Section 315, Action July 5.
- U.S. Court of Appeals for District of Columbia Circuit on July 8 denied motion by Mr. Sanford for court order requiring FCC to direct NBC to include him on program.

Transmitter actions

- Likely, Calif.— FCC-authorized likely TV Club, Licenses, to build non-commercial VHF transistor, operating on ch. 5, to rebroadcast signals of KOTT(FV) ch. 2 Klamath Falls, Ore. Grant is subject to condition that club correct any obnoxious interference to reception of Klamath & Little Valley, both California, transmitters by Nor-Cal Cablevision, Alturas, Calif., CATV system. Action July 6.
- KE0BE Lambi, Baker and Lambi Valley, all Idaho—Broadcast Bureau granted license covering change in operation of KE0BE transistor, Action July 5.
- Bowerave, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Bowerave, operating on ch. 59 by rebroadcasting programs of KOLO-TV ch. 8 Reno. Action July 5.
- Elko, Nev.—Broadcast Bureau granted CP for new UHF translator to serve Elko operating on ch. 75 by rebroadcasting programs of KOLO-TV ch. 8 Reno; condition. Action July 5.
- K1CD Trout Lake, Wash.—Broadcast Bureau granted CP for new UHF translator operating at 6.3 miles west of Trout Lake, change type of trans. and make changes in ant.; change licensee of VHF translator; change call letters to K9KWW. Action July 3.
- W228AB Upper Bear River and Evanston, both Wyoming—Broadcast Bureau granted visual covering permit for new FM translator. Action July 6.

Ownership changes

Applications

- K244AF (AP) Columbus, Ohio.—Seeks assignment of license from Norland-Willowbank Radio Inc. to Same Station, Inc. for $445,000. Buyers: Eugene T. McMahon, buyer; Joe Gratz (100%). Action July 6.
- WBNL-AM-FM Boonville, Indiana.—Seeks transfer of control of Boonville CATV system from Bertha Ellen Sanders, executrix of estate of Henry S. Sanders. Action to extend completion date to Jan. 1, 1973. Principal: Mr. Hall is 25% owner of WBNL. He is also 15% owner of WFCO(AM) Mt. Vernon, Ind. Action July 5.
- WDSU-TV New Orleans, La.—Seeks assignment of license from WDSU-TV System of Louisiana Inc. for $16,000,000. Sellers: A. Louis Reid, president, et al. Sellers own WDSU-TV New Orleans. Action to extend completion date to Jan. 1, 1973. Principal: Mr. Hall is 25% owner of WBNL. He is also 15% owner of WFCO(AM) Mt. Vernon, Ind. Action July 5.
- WTIG TV Hartford, Conn.—Seeks extension of time to Sept. 30, 1972, to aid Reno and Sparks CATV systems in operation of CATV stations to WSFR TV, Poplarville, Miss., and WYOU TV, Elyria, Ohio. Action July 5.

Cable

- Lorenzo & Sparks, Nevada—FCC granted Teleprompter of Reno, Nevada CATV Corp., New York, subsidiary of Teleprompter Corp., special temporary authority to continue to use its N-V cable system as a remote pickup station to aid Reno and Sparks CATV systems, pending review of commission order. Action July 5. Principal: Mr. Murphy is owner and president of U.S. Films Inc. Action July 5.


Help Wanted Management

Looking for experienced manager with capital to purchase part interest in full-time regional Florida AM. Box G-139, BROADCASTING.

General manager needed for leading Top 40 station in rapidly growing Mid-Atlantic market. Must be self-starter with ability to address large groups of women; ability to sell station management and motivate station staff. Apply in writing, including recent photograph. Personal interview successful applicants. Opening immediate. CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Credentialed in sales, programming, promotion, to build sales and audience of powerful FM in Orlando, Space Age. Excellent opportunities for talented salesmen with various experience. Send resume, photograph, and character references. Richard Kealey, 11046 Aladdin, Dallas, Texas 75229.

Sales

Are you the 22 salesman where you are now? Small market FM near Washington, D.C. is looking for top performer to become our #1 salesman. Long hours, much work. If you want to grow, this is the one. Refer to Classified. BOX G-122.


Salesman - Grow with us. Future unlimited. Start by selling our FM in Central New York. Box G-197, BROADCASTING.

Eastern prestige rock station has $40,000 \- in \- commissions on running billboards to sell between 2 new stations. Manager is retiring, money available, and other salesmen are in good shape. Send resume to documentary references to Box G-221, BROADCASTING.

Learn a new, powerful sales concept. Continuous sales training. Midwest background only. Written resume only. Dale Low, KLSY/SMN, Madison City, Iowa 50641.

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., WLW, 222 Hazel St., Orlando, Florida. 320-452-6601.


Outstanding opportunity for aggressive sales pro at solid West Coast group. Winning combination of exclusive-in-the-market formats: contemporary AM, beautiful music station FM. Unusually attractive opening for a creative, mature, dedicated radio sales person who believes in service. Excellent growth potential. Tape with photo. Send resume to Dave Blackmon, WBIM, Box 1450, Jackson, Mississippi 42302.

If you're a good salesman and would like to work for New Jersey's most exciting station, with a possibility of becoming sales manager, write Bob Locke, Nassau Broadcasting Co., Box 1350, Princeton, N.J. 08540, or call 609-243-3000.

Announcers

Experienced morning personality for leading progressive group. Opportunity in beautiful southern city. Great place for insecure talent to find himself. All details to Box G-128, BROADCASTING.

Help Wanted Announcers

Continued

Experienced music director \- air personality \- production man. Great opportunity for growth for real talent. Beautiful medium market contemporary. All details to Box G-56, BROADCASTING.

Warm, modern country lock for a medium market, southern coast for afternoon drive. Must be stable, mature, and sober. Starting salary $600. Excellent opportunity for advancement. Send tape and completed resume first time. Box G-148, BROADCASTING.

Eastern 5000 watt daytime urgency needs morning wake-up personality. An able communicator will work hard for five-figure salary plus fringe benefits. Rush tape and resume to Box G-518, BROADCASTING. Equal Opportunity Employer.

Experienced staff announcer, not a personality, strong on news and commercials. Southwestern Ohio AM & FM. Good face, salary, resume to Box G-189, BROADCASTING.

New York upstate small station needs experienced announcer with ambition. Box G-215, BROADCASTING.

Modern country powerhouse needs exp. jock. Must have stable record and third, endorsed. No beginner. Send resume atch and resume to Box G-229, BROADCASTING.

Arizona MOR station seeks an experienced mature sounding announcer. Good commercial delivery important. If you're looking for a change, your future can be sunny in the Southwest. Send resume, picture, tape to Box G-533, BROADCASTING.

Major S.W. market needs warm, rich, professional voices. Successful AM/FM good music station. Great living, beautiful city environment. Please send resume and tape. Replies held confidential. Box G-270, BROADCASTING.

Talk show host. Combination of light chatter with pleasant contemporary music (no rock) to do a family interest program, hours flexible, New England facility. Send everything you can to convince us you're worth interviewing with nonrenewable tape, salary desired, etc., to Box G-259, BROADCASTING.

Progressive jock with creative credentials and experience needed in 2nd largest Calif. radio markets (San Diego). Must maintain, air personality. Station is growing (tape and resume). Box G-270, BROADCASTING.


Immediate opening experienced announcer with first phone for contemporary Florida station. Box G-267, BROADCASTING.

Head jock from mid-state area who is wizard in production room. Capable of putting some color on the air. Excellent money. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penna.

WAME, Charlotte needs all-around personality. First helpful, but not necessary. Call Eld Robinson, 704-377-9516.

Announcer: MOR type who understands 1 to 1 concept to work in framework of beautiful music format. Superior production ability a must. High base with extras. Needed September 4th. Send tape, picture, resume to PD, WATL, Indianapolis 46217.

Central Indiana contemporary seeks announcer with strong voice, personality and enthusiasm for afternoon drive shift. Send tape, resume and photo to Craig Weston, WGM, Radio, Marion, Indiana, 46952.

August opening for morning announcer. 1000 watt AM, 5000 watt FM Stereo. Send tape, photo and resume to WMFC, Box 645, Monroeville, Alabama.

Leading radio-TV operation has opening for top-flight field announcer. Some experience if qualified. Send photo. WSAV Savannah, Ga.

Florida's Capital - WONS - progressive MOR seeks talented individual for aircraft and superior creative production. Stable situation with growing corporation. Rush tape, resume to Bob Dennis, Box 1217, Tallahassee 32303.


Group needs stable, first Ticket man to toe for top-level job with radio chain. Send resume, references, picture to Box F-163, BROADCASTING.

Chief engineer. Directional. To $18,000 for right person. Send resume, references and recent photograph to Box G-65, BROADCASTING.

A fine AM/FM operation in Missouri has an immediate opening for chief engineer. Requirements include: Excellent opportunity and pay. Box G-67, BROADCASTING.

Chief Engineer of non-directional radio station in Omaha, Nebraska. Salary commensurate with ability. Box G-74, BROADCASTING.

First phone-experienced for AM directional and FM Stereo shift plus maintenance schedule - permanent position for the right person. Equal Employment opportunity. Box G-109, BROADCASTING.

KIMB Radio in Kimberlly, Nebraska needs a combo engineer-announcer. Copy and production helpful but not necessary. Send resume and tape to station manager, KIMB Radio, Box 760, Kimberlly, Nebraska 69145, or phone (308) 235-3634 during business hours.

Chief engineer, Studio and transmitter maintenance, non-directional AM and FM. Growing small market station seeking young person with ambition and responsibility to operate. KOFO, Ottawa, Kansas.

Chief engineer for 5000 watt AM and 50kw FM automated. Must be well established, insurance, paid vacation. Write, statig salary required. Box G-118, WGBE, P.O. Box 180, Williamsburg, Virginia 23185. An E/O.


Chief engineer - good first-telephone contact . . . Experiences in directional and non-directional in 50,000 watt FM remote control . . . FM automation . . . heavy maintenance all types electronic equipment . . . five-figure salary plus fringe benefits . . . equal opportunity employer . . . Contact Sam Youse, WGSU/WHV, Ephrata, Pa.

Immediate Opening - For chief engineer at WDVA radio in beautiful Virginia; we're 24 hours, 5,000 watt directional control AM with excellent equipment, fully carpeted and panelized transmiiter room, shop and chief's office. Send resume and salary requirement to WDVA Radio, One Radio Lane, Danville, Virginia.

News

News Director . . . Good opportunity in pleasant Northern University community. Must be able to run top-notch production department, have voice and style to cover "inside and outside". Pay equals ability. All resumes to include pay and resume in the first reply. Box G-147, BROADCASTING.

Young News Director needed with action-oriented journalistic capability. No straight-laced stenographic type. We need a risk-taker with the skill that news reporting must suit station format in complete compatibility, formal and informal style and news philosophy to Box G-204, BROADCASTING.

Full-time AM radio station in medium-size Midwest market seeks young man for second man on local news team. Should have 1-3 years radio experience in gathering, writing and reading local news. Some DJ board work included. Send resume, short audition tape and salary requirements. Box G-224, BROADCASTING.

Unexcelled Florida news team expands. Qualified experience necessary. Benefits, atmosphere excellent. Talented person to join our staff. Box G-126, BROADCASTING.


Needed immediately: newsmen with some announcing duties. Minimum 6 months experience. Resume, salary, tape, references to Norm star, WWFB, 4505 Central, Middlebport, Ohio 43042.

Programing, Production, Others

Beautiful music program. We want the best. Send taped sample, resume, etc. to Box G-146, BROADCASTING.

Aggressive program director capable of disciplined supervision of staff or entire market. To manage modern MOR "golden" formatted 5kw daytime in top 10 market. Must be young, ambitious with solid experience, including engineering, promotion, sales and censorship. Send tape, resume and credentials to Box G-203, BROADCASTING.

Classified Advertising
Programing, Production, Others

Announcers Continued

First phone. Quoos—"Voice excellent, network quality. Now working in mid-sized market. Overall experience 8 months, Engineer, aggressive, personable, New Jersey, Delaware. Box G-131, BROADCASTING.

Experienced announcer-salesman wants to settle in Michigan. Box G-132, BROADCASTING.

One of America's most unique personalities available right now. One of the last of the disc jockeys of the R&B era who is still with us. In the fall of 1954 he did the top ten market. Box G-144, BROADCASTING.

DJ, third phone, looking for first break into broadcast. Eight years experience with all kinds of commercials, ready now. Box G-171, BROADCASTING.

Experienced announcer-newsman. Prefer news, B.A. in History, Government, English. Draft exempt, married, solid, first phone experience including two clear channels, FM, TV, booth, and several network news shows. Any department, please state salary range. Box G-176, BROADCASTING.

Top 40 jock. Experienced, First phone. Super-good. In present slot, 2 years. Ready for move up. Box G-180, BROADCASTING.

First phone, authoritative news, top salt man, 17 years broadcasting school including TV news, college, happy seeking tight rock or MOR. Box G-186, BROADCASTING.

Enthusiastic, dedicated and cooperative. 2 years experience in recording, sales, and production. Current employment includes sales. Minimum $1300—Married—Box G-189, BROADCASTING.

Fetal tape, one resume. Both yours for the asking. Seeking immediate, experience, currently working in NYC. Box G-193, BROADCASTING.

Have larynx, will travel. I also have my passport ready. Black Vietnam Vet. Will go anywhere in United States. Please refer to your phone. On the line for you, now give me a chance to prove to you that I belong in broadcasting. 2½ years experience, very small market station. Henry Kastell, 1634 Maplewood, Piscataway, N.J. Telephone 256-2379.

As the morning goes, so goes the station. If you agree with the above, please let me know. I've worked successfully in two major markets, am a proven and respected ratings Originator of "Rep Line," and other bits. Outstanding references, Ad. 3 children, boarded, been around the circuit, am ready to settle with a good organization in top 50 market. Contemporary only. Want a morning man, listen to my tape. Box G-205, BROADCASTING.

Three years first phone announcer-salesman-P.D., with background and desire for truck all-mike. Nationally, Family. Relocate. Box G-208, BROADCASTING.

Experienced young professional, family, rock, modern day. Good ratings in our area. Medium market. Box G-211, BROADCASTING.

First phone for program director, sales. Excellent production. 4 years, N.E. or West Coast. Steve, 634-5041.

First phone, ready. Box G-207, BROADCASTING.

Looking up. Box G-235, BROADCASTING.

Excellent opportunity to travel with a first love-news—Box G-227, BROADCASTING.

Announcer, 3 years experience. Excellent phone. northeast preferred. Box G-226, BROADCASTING.

First phone, 9 years experience, only have soul tape but have years of experience in small markets. Good sales record, familiar with MOR and CW market. Box G-230, BROADCASTING.

Mature family man with first ticket, interested in announcer sales position. Lives in city, good community standing, can keep clients once secured, I'd like to work in your area. Experience in small markets. Good sales record, familiar with MOR and CW market. Box G-230, BROADCASTING.

Technically qualified. Prefer small market with opportunity ownership. Excellent background. Box G-126, BROADCASTING.

Broadcast School Director/Instructor—6 years experience, wants out of the school business and back into his first love—radio. Prefers top 40 or up-tempo. Contemporay MOR. Married, vet., 1st phone, super tight board, need a solid news department. Searching for station or group to grow with. Will relocate anywhere for right job. Box G-227, BROADCASTING.

Announcer, 3 years experience, 4 phones, northeast preferred. Box G-226, BROADCASTING.

First phone, 9 years experience, only have soul tape but have years of experience in small markets. Good sales record, familiar with MOR and CW market. Box G-230, BROADCASTING.

Mature family man with first ticket, interested in announcer sales position. Lives in city, good community standing, can keep clients once secured, I'd like to work in your area. Experience in small markets. Good sales record, familiar with MOR and CW market. Box G-230, BROADCASTING.

Technical

First phone operator desires maintenance experience, Southeast. Box G-151, BROADCASTING.

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directionals, proofs, construction, Age 27, married, BS, Currently employed NE at 12k salary. Box G-183, BROADCASTING.

Directional experience all powers AM-FM combo. Mature, degree, reasonable. Box G-216, BROADCASTING.

Southern California chief wants out of high smog area. Over quarter century experience AM, stereo and directional construction brings mature, conserva- tive approach with 100% competence. Box G-220, BROADCASTING.

Engineer—announcer—experience, proofs, etc. Country—AM-FM production. Consider any location. Box G-222, BROADCASTING.

Chief engineer broadcasting AM and FM. Desires change, forty years experience. Directional arrays and equipment. Can do construction. References furnished. Box G-245, BROADCASTING.

News

Young newswoman, currently working part-time on major market FM, looking for full-time position in small or medium market. College graduate with Journalism and Advertising background. Has limited sales experience. Box G-118, BROADCASTING.

Three years experience in major university sports including color commentaries, interviews, and play-by-play post-game shows and sports director. If you have the opening, I have the ability to make your sports program top-notch. Box G-165, BROADCASTING.

Sports-sales, experienced, employed, 26, excellent voice and style, seeking major college or network play-by-play position. Excellent opportunity in any industry. Tapes available on request. Box G-173, BROADCASTING.

Sportscaster—desire job with leading radio and/or television Major market, big league experience. Anyone interested in offering an opening. Box G-206, BROADCASTING.


Resonant voice, polished pro... Inside/outside capabilities, writer, BA, PBP, 1st phone. I’m funny; are you? Box G-228, BROADCASTING.

Blachman—4½ years experience, Indiana University broadcasting major, experienced as news director, newsmen, writer, and production. Radio or TV. Married, presently employed. Box G-243, BROADCASTING.


Current news director—desires permanent home in medium market. Either reporter or director for your news department or bureau. Excellent experience and activities available for top notch position. Have filed several reports with major network, including reports for statewide newspaper. Have done some play-by-play and talk shows. Interested? I’m interested and have tape—resume—suits walking. Box G-255, BROADCASTING.

News director, state capital correspondent, city bureau chief wants reporter-editor slot in all news or news-talk station. Last job in big Michigan market. Box G-269, BROADCASTING.

Journalist-photographer, writer, announcer, BA from top university experience. For resume, picture, and tape, write: Box G-264, BROADCASTING.

Spending the summer in newcasting. Want to get started in either field. Attended Don Martin School, 6 years journalism experience, 3rd phone, for tape contact Steve Andrews, 509 N. Paulina #3, Anaheim, Calif. 92801.

Michigan—former resident returning home. 3 years in radio and television news and production. Resume with audio tape on request. Thomas Stephens, 217-789-2979, after 6 p.m. Currently employed.

J-Grad; 3 years radio experience; stable worker wants responsibility soon. Paul West, 2550 College Avenue 2081, Salt Lake City, Utah 84112.

Time to move. Experienced full-time newswoman, in top medium market of 500,000. Excellent play-by-play background and remote sports production. Box G-288, BROADCASTING.

Programing, Production, Others

San Francisco P.D.—creative, practical programer—cautions researcher—excellent administrator—extensive experience in all phases of programing and operation—seeks new, challenging opportunity. Box G-161, BROADCASTING.

PD, medium market, prefer Midwest. Presently PD for major market rock station doing formats. References. Box G-182, BROADCASTING.

Just in case you missed it. Do you need a country (most wanted years experience) to enjoy people. Don’t believe in scare tactics. Versed w/med sound, local news-FBPs, sports, production, copy and remotes/w/ market analization. I want my luck taken out of the equation. A full time news man and that’s a digger, and fresh jingles. Send Air checks of your best and worst, and a list of your references complete within your last P.D.’s telephone number. Box G-209, BROADCASTING.

Solid geldf! I would love to program it fulltime. Previously programed top in a small market for love of gold. File your claim easy. Box G-231, BROADCASTING.

Black P. D. Looking. 919-483-6350.

Would like first shot at programming, but first I want to learn from someone who is doing it well now. Look; full-time, director job. Three years in announcing and production. Will work long and hard. Excellent work conditions. Box G-317, East Stroud, 617-472-3527, or write 208 Fenna St., East St., Mass. 02170.

TELEVISION

Help Wanted Announcers


Technical

The Grass Valley Group, Inc., is seeking a television systems design engineer. Applicant must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the finest facilities to support and audition tape to Box G-139, BROADCASTING.

Midwest station in top 20 market is looking for news talent to co-anchor prime time newscasts. Previous experience must confirm a team man with personality and a total commitment to excellence. Send resume to Box G-160, BROADCASTING.

News director production manager for exciting top 20 network stations. Going for number 1. Box G-179, BROADCASTING.

Buyer, special effects newswoman (or woman) for new one-time Mid-Eastern top fifty market. NBC affiliated station. Ability in gathering and writing news plus strong on air work for anchoring daily woman’s oriented public affairs program a must. An equal opportunity employer. Box G-201, BROADCASTING.

Experienced hard news documentary producer for S.E. Fla. TV station. Experienced only apply. Box G-226, BROADCASTING.

Immediate opening for dedicated newswoman with network affiliated UHF television station in Ohio. Beat reporting... anchor... feature work. Only dedicated newswomen need apply. Resume, picture, and references to Box G-255, BROADCASTING.

Programing, Prooduction, Others

Operations-Traffic. If you are a traffic manager or #2 person and you think you can step up, this is the ad you answer. Top-10 independent needs a sales-oriented traffic person who can handle enough—traffic—to carry them to the top. Money, security, opportunities no problem to the right person. EOE. All replies kept in confidence. Resume, and contact information. Reply to Box G-129, BROADCASTING.

Promotion manager wanted for dominant station in booming Southern market. Expertise in all phases of heavy on-air promotion. Box G-269, BROADCASTING.

Television director—Experience required—board shift spot production, and remotes in fast-moving, hard-working operation. Write WLUX-TV, Box 7711, Green Bay, Wisconsin 54302, or call Ron Erickson or Dave Cameron at 447-498/711.

Producer-Director. Commercial tape production house needs creative director with heavy experience directing commercials and programs. We offer an excellent plant, facilities, working conditions, and salary. You provide experience, hard work and ability. Send letter and resume to: Ron St. Charles, Production Manager, WTVK, 4425 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Situations Wanted Announcers

Network announcer/air personality desires position with promotion minded major market radio or television station. Excellent references education and experience. Box G-130, BROADCASTING.

College grad, with FM and closed circuit experience. Good sports background. Married, no children, will relocate. Box G-130, BROADCASTING.

Technical

Chief engineer. Twenty years electronics experience including three years major television network. Thoroughly familiar with operation and installation of all phases of electronic devices. Has home-studio wiring, will relocate, married, references. Box F-219, BROADCASTING.

Experienced reliable first phone operator, Southeast. Box G-91, BROADCASTING.

TV, switcher, director, first, BA, editing, announcer. 315-497-8861. Box G-74, BROADCA
ting.

Director of engineering of a successful operation is seeking a chief engineer for a new medium market station corporation or state network system. Box G-253, BROADCASTING.

Extra care in engineering would alone qualify me for T.D., but there is much more! Smaller stations please do not hesitate. Box G-255, BROADCASTING.

Engineer; first phone. Five years TV and two years radio experience. Transmitter and projection. Strong on maintenance. Prefer assistant chief or transmitter supervisor. Consider all locations. Resume and photo on request. Box G-241, BROADCASTING.

News


Reporter with major market experience wants to relocate. Radio, television, newspaper experience. Box G-226, BROADCASTING.

Radio-television news-sportscaster seeking television assignment. Experienced, authoritative, on cable references. Currently employed. Box G-253, BROADCASTING.

Television sportscaster, experienced and currently employed in medium market seeks sports director position. PBP of basketball, football, golf, baseball. Box G-243, BROADCASTING.

Journalist-engineer, photographer, writer, announcer, BA from top university experience. For resume, picture, and tape, write: Box G-264, BROADCASTING.

Experienced documentary and newscaster available for local conventions, specials, or other assignments. Eclair, Napar, CP-16 equipped. Smith & Fields #2753-C. Tullahoma, Tenn. 38088.

TV Newsmen, 12 years experience. Worked up from reporter to news director. Four years at major market level as news director. Strong on personality. Good administrator. Art Johnson, 5664 62nd Way North, St. Petersburg, Fla. 813-544-8157.

Programing, Production, Others

Serious, career-minded 25-year-old with BA BTV wants to break into any phase of television production. 39 years in advertising, TV. Extra-Linguist, easily learned. Simple, will relocate. Box G-195, BROADCASTING.

Art director. Total creative visual requirements. Graduate of fine arts school thoroughly experienced. Box G-225, BROADCASTING.

Production manager/producer director seeks new challenge. Experience in all broad experience qualifies me to assume immediate responsibilities as program director and/or production manager. Degree. Family man. Box G-234, BROADCASTING.

Journalist, Army veteran, trained, recently discharged, seeks good position, good pay and future, willing to work more than his share for a good future in television or radio. References, DD 214, resume, and voice tape available. Will travel. Box G-244, BROADCASTING.

Director/swtcher, now at small market, seeking medium market similar position. Has upward move. Young, professional, enthusiastic, versatile. Excellent references. Box G-245, BROADCASTING.

Producer/director/writer desires position in small or medium television market. Experienced in all phases of television production. Excellent references. Box G-256, BROADCASTING.

Black producer/director, B.A. degree in Mass Media. Experienced in all phases of production. Wants to relocate. Awaiting salary offer, presently production director. Box G-257, BROADCASTING.

Producer-Director, young, imaginative, stylish, eager, experienced. Specially trained in computer control, but flexible. Cinematographer plus all phases production including extensive background in television. Need: East Wooster, Bowling Green, Ohio 44020.

Art director for ETV station in Nashville, Tenn. Experience in graphic art including layout, design and finished art for offset printing, set design and staging. Has remote access. Box G-258, BROADCASTING.

Producer/director/writer desires position in small or medium television market. Experienced in all phases of television production. Excellent references. Box G-260, BROADCASTING.
For Sale—Equipment

Continued

Available about August 1st, two TSTA and 1752AL transmitters, combined with both in excellent condition, converted to 6075 finals and B1C-10C aural exciters. One TSTA completely converted to solid state rectifiers. Both TSTA's solid state rectifiers. Numerous spare parts, inside RF pluming and some auxiliary equipment also available. Hugh Bongy, WAGA-TV, Atlanta, Ga.

Mike Beam, Molton-Richardson type 10B-3 with param-

Cams—are two RCA TX-40, complete, includes I.O., mounting equipment, cable. Both for $5,695. Also three RCA CXKAG, with field use, with I.O., mounting equipment, cable. All for $2,045. Drysyn VS1215-8 x 2 switcher, excellent condition, three old $1,495. Contact H. G. Wagner, WTVY, 1015 N. Sixth St., Milwaukee, Wis. 53202. 414-271-1036.

PRICED TO SELL—practically new from defunct WIXT-
TV, Channel 60, Aurora, Illinois. MICROVAVE ASSOC-
IATES—complete package, 8578115VF (V) all solid state 3MW transmitter, 150Kw audio program channel-
net on 7.5 MHz subcarrier. Solid state 20KW crystal controlled, prograde audio program channel on 7.5 MHz subcarrier. Two six foot antennas and pipe; two 45RA antennas; holing electric, stainless steel, weldless. NEWKATT PACK MONITOR-355E, MARCONI SIDE BAND Analyzers-3550. GENERAL RADIO COMPANY Transmitter-Series 167; Type 116A-2, GEN-
ERAL ELECTRIC ELECTRONICS Transmitter, Satellite; PRO ANTRON, Tower Type-83P, 400 J, Guide, A.3 Lighting, Iraparan-Pearlbright, Illinois. Contact: Mij-


Amzer 2" VTR: 1100—Full editing; 2 heads—$9,500.
Phone 408-227-0867.

MISCELLANEOUS


Deealyst 11,000 classified gag lines. $10.00, Un-
conditionally guaranteed. Comedy catalog free. Edmond Orrin, Mariposa, Calif. 93638.

Prize(s) Prize(s) Prizes National breadcrumbs for promos-
and accessories (or trade . . . better for fantastic deal; write or phone Tele-

"Fresb" Catalog . . . everything for thedeejay! Comedy books, ads, wild cards, old radio shows, you name it! Send $1 and write: Command, Box 20348, San Francisco 49216.

How much is a job worth? . . . For a complete, up-
 dated listing of all known radio openings in the U.S. 87, Ray Hanlon, 916-6061.
Pennsylvanian jewelry with station call letters on miniature milke or TV camera, stamps begins . . .
Robinson Co., Box 1344, Bangor, Me. 04401.


INSTRUCTION

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . for the masters in the nation’s largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited members of the Trade and Technical Schools."** Write or phone the location most convenient to you:

**3603 Inwood Rd. 357-4001

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston** . . . 3518 Travis.

Elkins in San Antonio** . . . 620 S. Main.

Elkins in Hartford . . . 900 Silver Lane.

Elkins in Denver** . . . 420 S. Broadway.

INSTRUCTION Continued

Elkins in Miami** . . . 1920 Purdy Ave.

Elkins in Atlanta** . . . St. Teneth St. at Spring, N.W.

Elkins in Chicago** . . . 3443 N. Central.

Elkins in New Orleans** . . . 2940 Canal.

Elkins in Minneapolis** . . . 410 East S. Lake.

Elkins in St. Louis . . . 665 Hampton Avenue.

Elkins in Cincinnati, 11720 Chardonale.

Elkins in Oklahoma City, 501 N. 27th.

Elkins in Memphis** . . . 1362 Union Ave.

Elkins in Nashville** . . . 210A 8 St. Ave. S.

Elkins in El Paso** . . . 6801 Viscount.

Elkins in Seattle** . . . 401 Aurora Ave., N.

Elkins in Colorado Springs** . . . 232 South Nebraska Ave.

Since 1946. Original six week course for FCC 1st Class License and Licensee training. R.E.I.’s engineering features intensive training for the FCC First Phone Complete all courses in five free for study only. Price: Write: R.E.I., 1336 Main Street, Saratoga, Florida 33577.


Licensed by New York State, veteran approved for FCC 1st Class license and announce-disc-jockey training. Contact A. T. & S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory train-

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd or 4th (with broadcast endorsement) 2nd, (812), and 1st: (16), phone exams; complete study kit. $325. Research, 325, Dept. 8 st. 2, or Box 448, Calera, Alabama 35040.

Pennsylvania and New York, F.C.C. first course in 5 weeks. Results guaranteed. R.E.I. course are approved by the Pennsylvania School of Broadcastng, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-6643.


Think about it. We cost less but take more time to prepare you for your first phone. 10 weeks $535, it's the best way, we stand behind service. 333 East Ontario, Chicago, Illinois 60611, 649-0927.


Need 1st phone fast, then the Don Martin School intensive Theory Course (five weeks) is the one you need approved for veterans (with financing avail-

FCC first phone test answers. $10. C. Graves, Box 8004, Savannah, Georgia 31402.
Broadcast Project, Product and Sales Specialists

The continuing growth of RCA's Commercial Communications Systems has created additional openings for Project, Product and Sales Specialists.

Your background should include an engineering degree with a minimum of 3 years experience (or technical diploma and seven years experience), and sound knowledge of broadcast systems including color cameras, video tape machines or UHF/VHF transmitters, etc.

Sales Engineer's background should include a proven record in capital goods selling as well as preferred experience in broadcast equipment.

Project Specialist positions are based in Camden, N.J. and require approximately 50% travel throughout the United States and overseas. A bilingual ability is desirable.

In addition to an excellent salary, RCA offers an extensive benefits program including relocation allowance.

Send a detailed resume, including salary requirements to:
Mr. M. H. Kessler, RCA, Bldg. 3-2, Camden, N.J. 08102.
We are an equal opportunity employer.

SEATTLE

RADIO Help Wanted

WANTED: Professional Talent
For Nationwide Employment
PLEASE SUBMIT: Aircheck or Video tape • Resume & References •
Current Photo • Desired Salary • Desired Format • Location Preferred

BROADCAST SERVICES DIVISION
Media Management Corporation
710 Tower Bldg., Seattle, Wash. 98101
Employer inquiries welcome

Help Wanted Announcers

BEAUTIFUL
We want the best Beautiful
Music Programmer in the
U.S.A. Please submit taped
music sample, resume, etc.

Box G-146, Broadcasting

KLZ-DENVER
A Group One Station—Needs Strong Afternoon
Traffic Personality

Contact—Russ Knight
KLZ Radio Station
123 Spear Blvd.
Denver, Colorado 80217
An Equal Opportunity Employer

WFMJ-FM Youngstown
A Group One Station

Contact—Mike Von Drarch
WFMJ-FM
123 Main St.
Youngstown, Ohio 44501
An Equal Opportunity Employer

HELP WANTED

Major metro group station in West.
$20,000 minimum for morning personality who can take the market.

Box G-198, Broadcasting
Equal Opportunity Employer

WE WANT TO HIRE THE
BEST MORNING ANNOUNCER
IN THE COUNTRY!

Box G-232, Broadcasting
An Equal Opportunity Employer

Help Wanted Engineers

Broadcast Project, Product and Sales Specialists

Programing, Production, Others

Production Director

Major market 50KW radio. Great oppor-
tunity to grow in major station group for the right creative pro-
ducer. Send sample tapes and re-
sume.

Box G-157, Broadcasting
Equal Opportunity Employer (M/F)

Situations Wanted Announcers

ATTENTION CONTEMPORARY MOR'S.
Ten year creative pro available end of
August. Former morning drive on top ten
rocker, now at MOR in top ten. Station
being sold. College, married, 30, solid.
Tapes and references upon request.

Box G-194, Broadcasting

MAJOR MARKET MOR
Experienced up-tempo MOR announcer.
Great voice and plenty of personality.
Excellent knowledge of music. Available
immediately. Travel anywhere. Prefer right
station, but prefer east. Former P.D. and
advertising agency A.E. Looking for spot
to be creative and use phones. Will be
#1 in time slot.

Box G-239, BROADCASTING

Situations Wanted News

SPORTSCASTER
Employed, 26, seeks new challenge in
PBP. Major college or network sports.
I'll not only announce a game, I'll
tell it as well. Best references in indus-
try—they're worth a look alone. Tapes
on request.

Box G-174, BROADCASTING

NEWS/SPORTS
Somebody needs a sober, 36 year old,
family man in perfect health for news
and/or sports position. I will bring 50KW
experience which includes SDX Award
for reporting, talk show host, and sports
play-by-play. College degree. Good refer-
ence from present employer. Prefer
adult format in Southeast.

Box 6242, BROADCASTING

Situations Wanted Programing, Production, Others

500 MILE RACE DOUBLE HEADER
SCHAEFER S900—PENNSY 500
Saturday/Sunday—July 29/30

Join Coast to Coast Radio Network:
Associated Sports Ext./Empire Radio Prod.
509 E. 24th St., Brooklyn, N.Y. 11210
212-859-9370 201-629-5884

TELEVISION
Help Wanted

TV Station Contact

Major network is seeking person to handle pro-
gram clearances with its affiliates. Requires
college graduate with minimum of 18 months
experience in agency, station rep., or network
performing related tasks.

American Broadcasting Co.
1330 Ave. of the Americas
Bet. 53rd & 54th St., 30th Fl.
New York City, New York

Broadcasting Jul 24 1972

85
TELEVISION
Help Wanted News

Sports Broadcaster
Major West Coast television station searching for outstanding sports broadcaster. Great opportunity for energetic, knowledgeable sports caster who can also deliver commentary with impact and has solid pro sports play-by-play background. Rush video tape and resume. Experienced professionals only.

KTVU—Channel 2
#1 Jack London Square
Oakland, Calif. 94607
KTVU is committed to OPPORTUNITY EMPLOYER

Special coverage Nebraska, Colorado, Texas, etc.

Help Wanted News

Situation Wanted Programming, Production, Others
A NETWORK VOICE FOR YOUR CLIENTS
A new, believable face and voice for your market . . . experienced from grass roots to all major networks. Limited time, voice over . . . NETWORK QUALITY AT LOCAL RATES. A call to 214-526-4548 can bring you what you’re looking for, wherever you may be . . . or you may write for details.

Tom Paxton
8011 Melody Lane, Suite 223
Dallas, Texas 75221

Miscellaneous

TV/Radio Broadcaster
Want to improve your rating points? We provide animated television commercials for your station on a barter basis.

BASTACH SYNDICATIONS, INC.
Box 98810 Seattle, Wash. 98108
Call collect (206) 678-8900

THE MOST IMPORTANT ATHLETE IN THE OLYMPICS IS . . . THE BOY FROM HOME
Special coverage—exclusive stories and interviews tailored to your home audience. Professional Radio Sports Reporter will feed special material from Munich straight to your market. EVEN IN THE OLYMPICS, ALL NEWS IS LOCAL

Business Opportunity

CATV EXPANSION
Three station major market system expendable to 250,000 homes. Certificate of compliance will double number of stations offered on cable. Seeking expansion via joint venture, merger or capital infusion on any reasonable basis. Reply to President.

Box G-238, BROADCASTING

SUCCESSFUL OPERATOR SEEKING AM/FM, Prefer 250 Mile Radius NYC or Fla. But Would Consider Any REALISTIC Proposal.

Box G-175, BROADCASTING

WANTED TO BUY Stations

CORPORATION INTERESTED IN ACQUIRING AM OR FM PROPERTIES IN SOUTHEAST OR SOUTHWEST. ALL OFFERS CONSIDERED.

Box G-199, BROADCASTING

GOLDEN DAYS OF RADIO
30-minute, weekly program of nostalgia at its best, featuring hundreds of great stars from radio’s golden past. Comedic and music recorded between 1909 & 1949. Rate $5 per program—no term contract. For audition tape write Hayden Hodgkins Productions, 305 Shenandoah Ave., Roanoke, Va. 24011 or phone 703-342-2170.

OKLAHOMA FOOTBALL
Now available in your market, high-scoring, exciting Oklahoma vs. Nebraska, Colorado, Texas, etc. Complete schedule or special package of 5 top games.

Contact: Kenny Belford, Mgr.
Oklahoma News Network
1800 West Main St.
Oklahoma City, Okla. 73101
405-235-1671

SUPER/STAT
1972 new . . . football spotted charts and stats sheets. All the detail a sportscaster needs, yet easy to use and read. Created by veteran play-by-play pro. Free brochure:

BOX 7, ENDEWLL, N.Y. 13760

YOUR ANNOUNCERS ARE PROBABLY GREAT. But, variety using the voice of sponsors, you might like a change of voice occasionally. Network quality, warm, professional voice will voice your spots to provide that quality. Any spot $15.00. Any format $25.00. 10% cash discount. First spot introductory price $5.00. Satisfaction guaranteed or money refunded. Send copy and instructions to RICK O’SHICA PRODUCTIONS, BOX 296, LAS VEGAS, NEVADA, 89101. Ask for free Las Vegas show info and reservations.

WANTED TO BUY—Stations

All we seek is a full-time AM and/or FM frequency in Metro market. Ohio, Pa., or Eastern states preferred. Confidence expected.

WBK Company
800 South 4th St.
Philadelphia, Pa. 19147

FOR SALE Stations

Station For Sale
Southwest Metropolitan Radio Station. Growth market. Anticipated cash flow for 1972, $250,000. Full details furnished by owners to qualified buyers.

Box G-198, Broadcasting

STATIONS FOR SALE

1. ARIZONA. Priced at one and one-quarter gross. Profitable. $100,000, $25,000 down.


3. SOUTHEAST. Exclusive AM-FM. Illness forces sale. $135,000. Terms.

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
(212) 265-3430

Sovran INCORPORATED BROKERS & CONSULTANTS
2110 MERCANTILE BANK BLDG.
DALLAS, TEXAS 75201
(214) 651-8688

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
Wash., D.C. 20006
1001 Ave. of the Stars
1725 Eeye St., N.W.
Century City, Suite 501
Suita 714
213/977-1567
202/223-1833

CHAPMAN ASSOCIATES
business brokerage services

* ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK*
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Broadcasting Jul 24 1972 86
All in the family: Stan and Sis Kaplan

“It was at the NAB convention in 19...” Stan Kaplan’s voice trailed off as he tried to remember the exact date. “We met in April of ’63 at the NAB in Chicago,” Sis Kaplan said quickly, and I’ll tell the story, Stan. Your version is all wrong. Mine’s right.”

There were really few discrepancies between the two accounts of how Stan and Sis Kaplan met and created one of the most noteworthy alliances in broadcasting. It began as a business deal, plain and simple. She was working for sports entrepreneur Bill Veeck, handling his TV deals. A station operator was interested in having a Bill Veeck show for his station.

“It’s just not economically feasible to do it for just one station,” the then-Sis Atliss told him.

“Well, if I could get it syndicated, would you be interested then?” the station operator replied.

“Sure.”

“Well, I know a guy who could do it. Let’s see if we can get together with him at the [National Association of Broadcasters] convention and make the deal.” It all seemed business-like. Meet the syndicator from Mars Broadcasting and make the deal. But the syndicator from Mars, Stan Kaplan, was not as interested in the show as he was in Sis Atliss.

“Let’s have dinner tonight,” he offered.

“Oh, I can’t,” she said. “I’ve got to do some TV production tonight until 10 o’clock.”

“I always eat dinner at 10,” Stan Kaplan replied.

A year later, and proposals every day after that 10 o’clock dinner date, Mr. Kaplan said, they were married. They spent a year in Boston, while he ran WJWD and she did some work for ad agencies. Unhappy in Boston, they planned to move to New York. “And then the phone rang,” Mr. Kaplan said.

Hal Ross, who would become financial director of Sis Radio Inc. five years later but who was working for Pacific and Southern Broadcasting at the time, was on the other end. He said that there was a radio station in Charlotte for sale. “It’s too small for us, but it could be a helluva opportunity for you,” he said.

The Kaplans flew to Charlotte that next day in 1965, looked over the facility and made the deal in 48 hours. The station was WAVS(AM) and it was an automated, coast-to-coast operation. “Early automation and late contemporary,” Mrs. Kaplan laughed.

“And dead last in the ratings,” Mr. Kaplan added. “It had been grossing $150,000 a year like clockwork for 20 years.” In the first year the Kaplans owned “Big WAVS” (pronounced “ways” like the word), the station grossed $650,000. Last year it grossed $1.4 million and accounted for 45% of the radio business in the Charlotte market, they said.

Then they were off to find another station, the image of building a radio group looming larger in their minds. WAVE(AM) Jacksonville, Fla., was the next addition to Sis Radio Inc. (“I named the company,” Stan Kaplan said proudly) in 1970. WAVE grossed half a million dollars in the year before the Kaplans took the reins. Last year, it took in $950,000. They predict $1.1 million this year.

And at the end of last year, they agreed to buy an FM outlet in Charlotte, WRNA(FM). The sale is subject to FCC approval, but they expect confirmation by September. It’s going to be programmed separately, sold separately; it’ll be its own radio station. And, if I have my way, it’ll compete with WAVS,” says Mr. Kaplan.

“Our management philosophy is a lot different than that of some of the people for whom I worked,” Mr. Kaplan said. “There is nothing absentee about the ownership of these stations. We are involved intimately in every detail, one or both of us. We think that in this current contemporary radio there is an absolutely driving need for constant change, as opposed to being tied to some particular concept or format even though that format may have been successful 10, five, or even a year ago. It’s a very volatile situation.”

“I honestly believe that ownership that doesn’t manage is not on the front line of communication,” he emphasized. “That’s where the battle is won or lost in our business. Owners who don’t manage are in the finance business, not the communications business.”

Mrs. Kaplan broke in. “Now, you can’t decide that you’re the beginning and the end of the radio business in the western world,” she said. “You have to realize that you are fun and alive, and that’s of major necessity.”

“From the very beginning,” Mr. Kaplan said, picking up the ball again, “we did not deport ourselves to Camp Wayside, Camp for underprivileged children, Camp Wayside. We began WBBM(AM) with her uncle in 1923 in Lincoln, Neb., just for fun. He sold a part interest in his ‘hobby’ to CBS six years later and moved to Chicago with the station. From then on he was Mr. CBS in the Midwest until his death in the early sixties.

“I was taught that you had to contribute something,” she said. “Staying with what’s happening was another thing—competition—that goes way, way back. The idea of competition was inbred in me, I guess, and if you compete you’re going to win or you’re not a competitor. I can remember when my dad was working for CBS and they took over the TV station in Chicago. They threw out everything. It was a whole new concept with a whole new ballpark. He taught me to always try new things.”

“And that’s probably our greatest single point of commonality,” Mr. Kaplan continued. “Our backgrounds couldn’t be more different. I can’t abide being anything less than number one.”

That concept of involvement and competition has clearly made an impression on the community-involvement projects their stations have done (“public-service announcements are all right,” Sis Kaplan said, “but they really don’t cut it.”) On the grounds of WAVS they have set up a camp for underprivileged children, Camp Wayside.

“Those people don’t just see us as a spot on the dial,” he says. “Everybody who has the FCC duty dump talks about community involvement. It’s either something you do or its something you talk about for purposes of license renewal.” Sis Kaplan sits on the Human Relations Board in Charlotte. Stan Kaplan sits on the University of Harvard Business School, Stamford, Conn., 1980-85; VP and general manager, WMEX(AM) Boston, 1963-65; present post 1965; married Sis Atliss of Charlotte, March 15, 1964; children—Leslie, 4; Susan 16 (by previous marriage).


**Editorials**

**Hallucination**

The National Commission on Marijuana and Drug Abuse looked to television last week for an easy answer to the intricate problem of narcotics addiction. The search was on for a connection between television advertising of proprietary medicines and the consumption of illegal drugs.

In a saner time so unlikely an association would have been dismissed out of hand. No more—not since the United States Congress decided that the prevention of lung cancer could be achieved by the prohibition of cigarette advertising on the air. It was in the mindless tradition of the cigarette case that the drug commission proceeded last week.

Nowhere in any testimony taken at the drug hearings was there any evidence that television has anything whatever to do with the drug problem—or indeed that the use of legally marketed remedies, advertised on television or not, leads to the use of illegal drugs. Never mind the absence of evidence, however. Senator Jacob K. Javits (R-N.Y.) promised senatorial guidelines for the control of television advertising. Representative Paul Rogers (D-Fla.) berated the FCC for inaction in a field where FCC Chairman Dean Burch had explained it had no authority to operate.

While television was getting all that attention, nobody mentioned that the number-one drug problem in the United States is alcoholism, which is believed to afflict some nine million persons. But then that one is harder to get at. Liquor is unadvertised on the air.

**Feet to the fire**

Now that the Democrats have fielded their team, the presidential campaign is on before the formality of the Republican nominating convention. That is how it must be viewed by broadcasters—who must be deeply concerned about every facet of the quadrennial run for control of the federal government.

Technically the rules, as postulated by Section 315 of the Communications Act, do not become operative until each side has selected its presidential battery. But because of the realities of what is likely to become an uncommonly acrimonious campaign, broadcasters must exercise utmost caution. There will be the inevitable claims of free time and equal time, allegations of purported violations of that portion of Section 315 exempting bona fide news events, and efforts to invoke the new political-spending law which has come into play for the first time in this year's elections. Then there are the imponderables of the new youth vote that could turn a predicted re-election cake-walk into GOP nightmare.

Little of substance is likely from Congress in the few weeks between now and the GOP convention Aug. 21 in Miami Beach. Broadcasters, after a decade of dismal failures, have made a strong case for relief from regulatory abuses, which will be unfinished business in the next Congress.

There will be promises from both the incumbent Republicans (no matter whom President Nixon selects as his running mate) and the opposition McGovern-Eagleton ticket, tailored to assure just about every segment of the electorate.

There is no valid reason why, at political rallies or news conferences, questions should not be asked of all candidates as to how they stand on the life-and-death issues confronting broadcasters. This is the stuff of which legislative records are built.

Senator Gordon Allott (R-Colo.), in a speech before his native-state broadcasters, admonished them to assert their rights to retrieve a sensible regulatory policy. Government, he proposed, should lengthen the license term from the present three-year limit, should "drop its policy of treating challenged licensees as guilty until proven innocent" and "should not be so confoundedly sensitive to the political agitations of the various minorities."

And the senator had still more to say. He said mandatory counteradvertising, as proposed by the Federal Trade Commission, would be "counterproductive." Access to the media, he said, was a limited privilege, not a right, and "this principle is not to be toyed with by a government bent on promoting this or that passing goal."

This is not parliamentary language, but it certainly delivers the message. Any right-thinking candidate for the Presidency and Vice Presidency would agree with this rough-hewn Allott platform. Then why not get them to go on the record for all to see that, no matter who wins, there will be a mandate to the new Congress to end the siege of broadcasting and restore its free-enterprise and First Amendment rights?

**Others’ business**

The FCC's hired expert on the economics of television programming for children has submitted his first report—69 pages of detail on revenues, costs and profits. As reported elsewhere in this issue, Alan Pearce has discovered that the networks make a profit on children's shows and has projected that their profit would be smaller if commercials in such shows were reduced and would disappear if commercials were forbidden, as Action for Children's Television has urged.

It really didn't need 69 pages of figures to arrive at the findings Mr. Pearce has made. Making a profit on programming is essential to survival in commercial broadcasting, and it is therefore hardly a surprise that the existing networks earn a return on their children's shows. Neither does it require extensive analysis to conclude that profits would decrease with a decrease in advertising positions or disappear with an exclusion of advertising.

The reflection here is not on Mr. Pearce's work; it is on the assignment he was given. The FCC has no business getting into profit and loss on children's programming—unless it is preparing also to get into the setting of limits on broadcaster earnings. If the latter is its aim, it needs a new law.
How television stacks up in Minneapolis/St. Paul
(when you’re hot you’re hot)

The average TV adult audience in Minneapolis/St. Paul, Monday-Friday, 7 a.m.-7 p.m., stacks up as shown.

Of the 24 total half-hour segments, KSTP-TV is No. 1 in total adults 18+ in 15 of them (compared to our nearest competitor with 8 and another competitor with 1) . . . with shows like Today (with a cool 82% share 8-8:30 a.m.), Dinah's Place, Concentration, Sale of the Century, Hollywood Squares, "The World Today" noon news, Dial 5, Virginia Graham, Hogan's Heroes, Circus, National Geographic and many others.

Then we swing through prime time with such top-rated shows as Disney, Flip, Jimmy Stewart, Ironside, Dino, The Bold Ones, etc.

Then "The World Today" delivers a huge audience — a growing audience — of discerning viewers (especially strong in 18-34) . . .

. . . followed at 10:30 by The Tonight Show, where Johnny reaches twice as many adults as any other late-night show (M-F avg.)

"Take 5" and you'll have things stacked in your favor.

A question of sanity.

Because of a quirk in the Nebraska law, a person can be committed to a mental institution on flimsy and sometimes non-existent evidence. This problem came to the attention of the Fetzer television station in Lincoln through the plight of a young working girl. The station developed a short prime-time program around her problem which revealed that she had been committed for insanity by a jilted boyfriend. Only fast action by her employer and a psychiatrist proved her sanity beyond a doubt. Her experience received strong response from sympathetic viewers.

As a result, the Governor’s office has prepared corrective legislation for the Nebraska legislature. The Fetzer station was glad to have focused attention on this situation, so that the legislature can make "a question of sanity" a more responsible procedure throughout the state.