

Looking ahead: program prospects for the '73-'74 season
Going up: performer-union prices for commercials

Broadcasting Dec 18

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972

A J L T R A P Y
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SPAPER

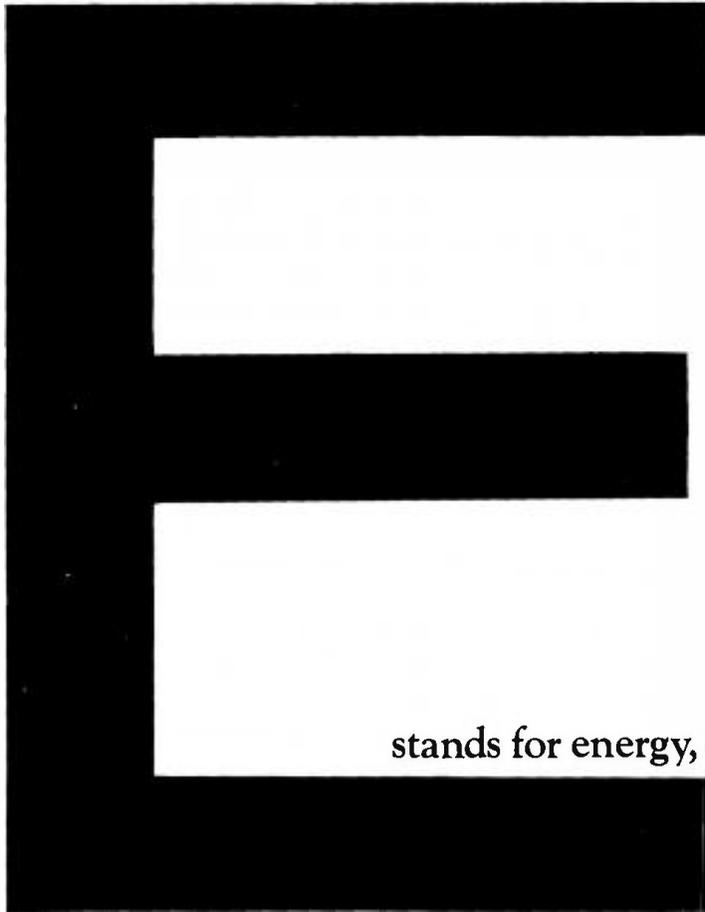
Bargain!

**“The New Price Is Right”
wins the highest average
share of audience
of all prime-time access series
starting in
syndication in Fall 1972.**

Buy now!

Viacom

Source: Oct. 1972 ARB 33-market survey. Audience estimates are subject to qualifications available on request.



stands for energy, excitement,
excellence,
entertainment
and other
good things.

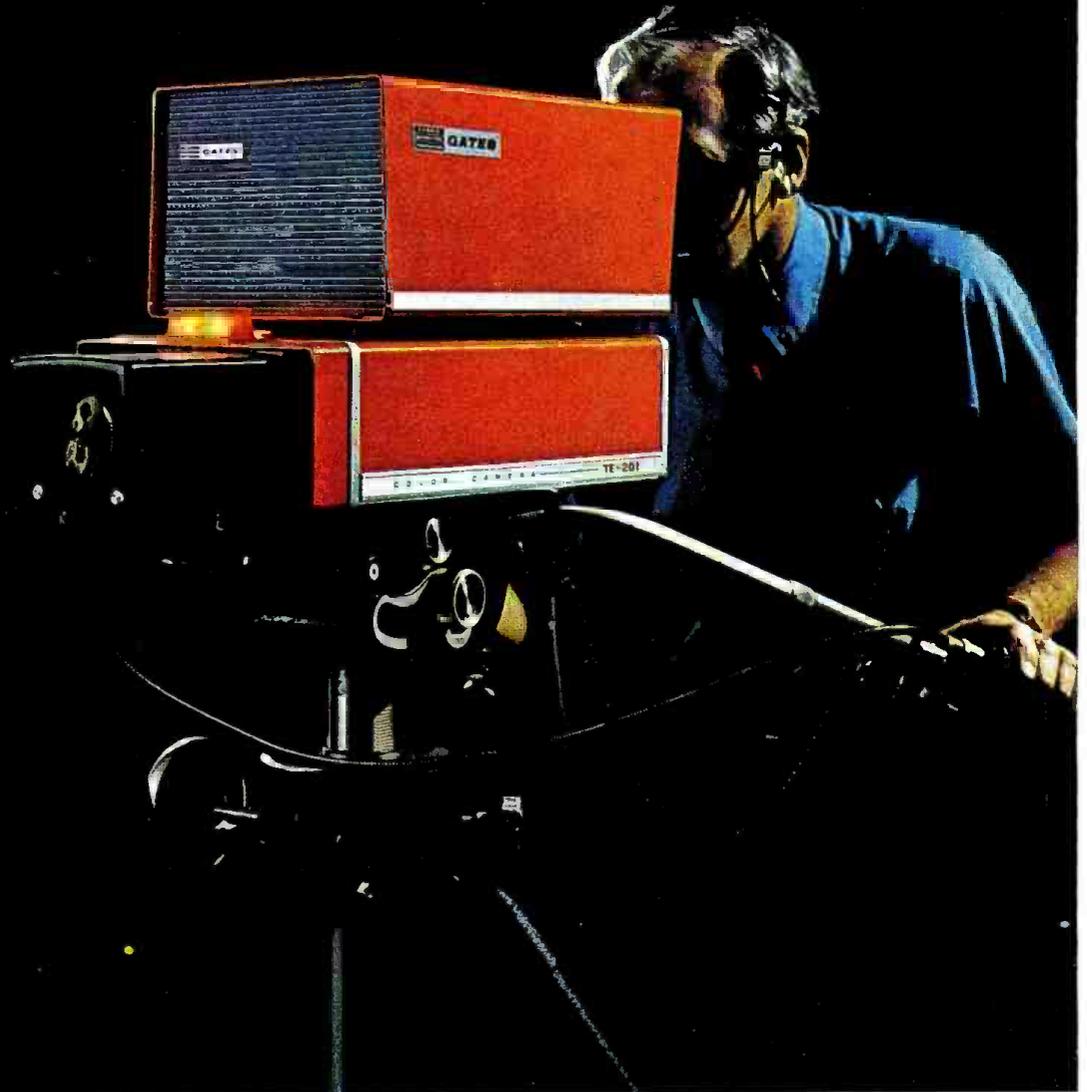
E stands for the new big E in Cleveland, WWWE Radio. And E stands for eleven hundred on the dial, with 50,000 watts, clear channel. It's the former WKYC, and in addition to the new call letters, WWWE has a new station representative: CBS Radio Spot Sales. We're glad to be associated with Cleveland's only locally-owned radio station serving Northeastern Ohio, and the Sports Voice of Cleveland. So E now stands for a new emphasis on radio in one of the nation's major markets.

CBS Radio Spot Sales.

Representing America's Most Influential Radio Stations

The Gates TE-201 ...

A 40 lb. color camera that's
uncomplicated and economical.



The Gates TE-201 is a unique combination of long-term operational stability, superior low light level lag performance, and complete broadcast quality in a small, lightweight color camera that can be used in a wide variety of broadcast applications.

The TE-201 features unsurpassed signal-to-noise ratio. A unique AGC system between preamplifiers and processor that maintains highly stable color balance. A single knob, three position sensitivity switch that provides low-light operation *without* loss of color balance.

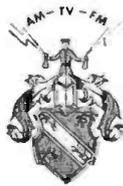
Easy set-up. 10 to 1 zoom. Virtually all controls are remotely located from the camera head. And the combined weight of the camera head and detachable viewfinder is only 40 lbs.!

HARRIS
 **GATES DIVISION**
Quincy, Illinois 62301, U.S.A.



Fire engines chase kids.

It's normal enough to have kids follow the fire engines, but it was the other way around during Fire Prevention week in Sioux City. Following a suggestion from 2 Fetzter television station newsmen, officials took fire equipment right into the school yards. Hundreds of children got a close look at equipment and lessons in using breathing devices. Then the station followed through with news film reports of the visits, spreading the word on fire prevention to adults. It's an example on how a television station can contribute through ideas as well as air time.

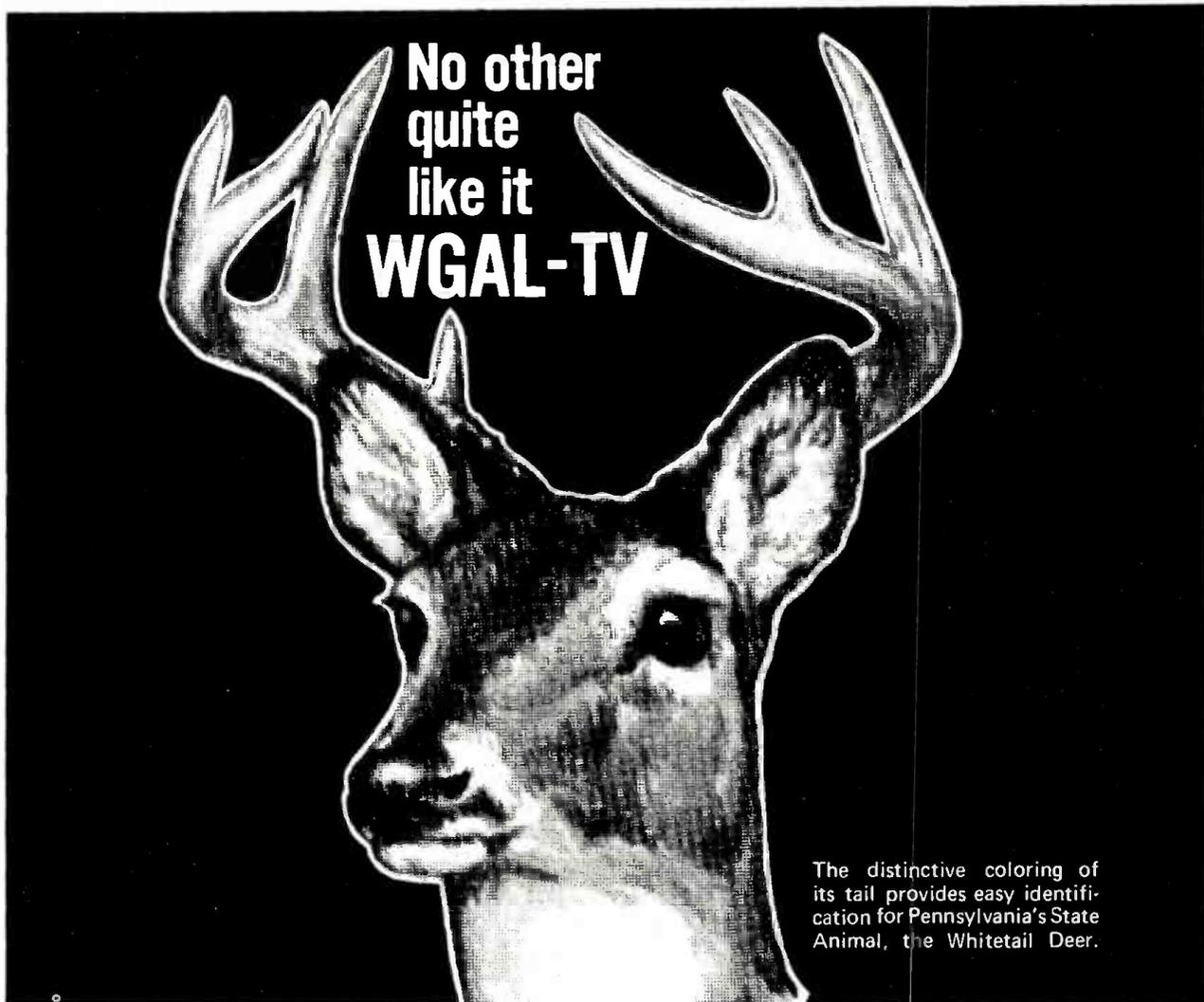


The Fetzter Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

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No other
quite
like it
WGAL-TV

The distinctive coloring of its tail provides easy identification for Pennsylvania's State Animal, the Whitetail Deer.

No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative:

THE MEEKER COMPANY

New York • Chicago • Los Angeles • San Francisco

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

Closed Circuit®

Mutual assistance

International Brotherhood of Electrical Workers, on strike at CBS for past six weeks, has found unusual ally in rival National Association of Broadcast Employees and Technicians. New York Local 11 of NABET, which represents technicians at NBC, has contributed \$2,000 from its treasury to New York Local 1212 of IBEW: each member of Local 11 has also donated \$10 to IBEW local and has approved assessment of 1% of weekly salary to be given to striking IBEW union. Each member of Local 16 of NABET, which represents technicians at ABC in New York, thus far has contributed \$10 for "Christmas turkeys" for Local 1212 strikers and later may emulate generosity of NBC counterparts. Members of both NABET locals have begun to walk IBEW picket lines—on their own time—at CBS installations in New York.

In past, IBEW and NABET have been bitter rivals, enmeshed in numerous jurisdictional disputes. But common strife is likely to make strange bedfellows: In early March NABET begins negotiations with ABC and NBC on new contract to replace one that expires on March 31.

Brownie points

TV and radio stations may expect soon to be asked to carry 30- and 60-second spots from inaugural committee in Washington stressing national unity and bipartisan nature of inaugural ceremonies that run Jan. 18-20 when President Nixon is sworn in for second term. Some spots will feature Senator Hubert H. Humphrey (D-Minn.) and probably other leading Democrats. Spots will also sell commemorative objects of occasion, such as special license plates and medallions. Campaign is brainchild of Mark Evans, Metromedia vice president and vice chairman of inaugural committee, who said spots, being produced by Metromedia's WTTG(TV) Washington, have been cleared by FCC as public-service announcements.

The in thing

First Amendment is suddenly becoming fashionable in academic circles, which have paid it little mind in recent years. Center for Study of Democratic Institutions, Santa Barbara, Calif., has scheduled conference on First Amendment's application to broadcasting Jan. 30-31. Participants will include Richard Salant, CBS News president, who is said to have encouraged Harry S. Ashmore, center president, to set conference up; Reuven Frank, NBC News president; Paul A. Porter and Newton Minow, former FCC chairmen; Eric Sevareid, CBS News, and Professor Harry Kalven of University of Chicago Law School. Robert Hutchins,

originator of center and now fellow in residence, will also participate. He headed post-World War II Hutchins Committee on Freedom of the Press—which advocated less freedom for broadcasting.

Three months later, Washington Journalism Center will hold conference on First Amendment, including session on its application to broadcasting, in connection with dedication of Henry R. Luce Hall of Reporting at Washington's Smithsonian Institution. Participants are yet to be selected. Dates are April 30-May 1.

Morning line

Present intention of Peter B. Storer (Storer Broadcasting, Miami), chairman of television board of National Association of Broadcasters, is to run for chairmanship of NAB's joint board next spring. He expects to announce intention at board meeting Jan. 8-12 at Palm Springs, Calif. Joint-board chairmanship usually alternates, by custom, between radio and TV board chairmen, and, since incumbent is former radio board chairman, Richard Chapin, Stuart Stations, Lincoln, Neb., Mr. Storer would be in line of succession.

There has been speculation that Mr. Storer, for undisclosed reasons, would not seek top elective post after four years on TV board. This, however, is now attributed to politicking, with Storer cable and pay-TV activities as factors. Andrew M. Ockershausen (Evening Star Broadcasting Co., Washington), enterprising chairman of NAB radio board, is active candidate too.

Tier below

Chairmen and vice chairmen of NAB radio and television boards will also be selected at same June meeting that picks joint-board chairman (see above). Robert F. Wright, WTKR-TV Meridian, Miss., now vice-chairman of TV board, is expected to seek top job. Wilson Wearn, Multimedia Broadcasting, Greenville, S.C., is considering running for TV vice chairmanship. Contending for radio chairmanship are Dan Kops, Kops-Monahan stations, New Haven, Conn., and Clint Formby, KPAN(AM) Hereford, Tex. Philip Spencer, WCSS-AM-FM Amsterdam, N.Y., has eye on radio-board vice chairmanship.

A woman scorned

Equal-employment-opportunity question with new twist is confronting FCC. Pennsylvania's Human Relations Commission has asked commission to defer renewals of 15 stations, all but one in Pittsburgh, and two of them noncommercial, pending result of investigation of complaint filed against them. Complainant is woman who says stations discriminated against her in connection with employment because she is woman, past 40 and

black. Request of Pennsylvania is first of its kind commission has received.

FCC staff is recommending that commission renew licenses, but without prejudice to any action it feels necessary when Pennsylvania completes its inquiry. Stations involved are WAMO-AM-FM, KQV(AM), WJAS-AM-FM, WTAE-AM-FM-TV, WIIC-TV and KDKA-AM-FM-TV, and non-commercial WQED(TV) and WQEX(TV), all Pittsburgh, and WEDO(AM) McKeesport.

Out, maybe . . .

Will Clay T. Whitehead, director of White House Office of Telecommunications Policy, stay on in executive-branch reorganization? Though no word has been forthcoming, report is that he will return to academia or enter telecommunications industry. It's no secret that Mr. Whitehead, 34, and FCC Chairman Dean Burch have not always hit it off on areas of responsibility. Moreover, Mr. Whitehead isn't popular with key members of Democratically controlled Congress because of his policy pronouncements during his two years at key White House post.

. . . And in

Alvin A. Snyder, White House TV-radio specialist, will continue on staff in same or upgraded capacity. Mr. Snyder, 36, has been deputy to Communications Director Herbert G. Klein for past three years. He joined staff after 11 years at CBS, lastly as executive news producer at WCBS-TV New York. Precise structure of Mr. Klein's communications office won't be decided until after his return to private sector within next few weeks (BROADCASTING, Dec. 11).

Still talking

FCC hashed over two elements in license-renewal package at some length last week, but reached no conclusions. Under discussion were percentage guidelines for determining when television station's service has earned licensee advantage over competitor at license-renewal time, and proposed revisions of renewal procedures. Discussion was reportedly spirited, but there was no indication when commission will return to project.

The hard part

MCA Inc., in demonstrating Disco-Vision video playback system (see story, page 49), downplayed problem of who's to make hardware. Company insiders confide that MCA, which traditionally has sought to maintain in-house control of each of its operations, currently is considering two alternatives: acquisition of manufacturing organization or working agreement with outsider. Among possibilities is association of some kind with Sharp Electronics Corp., Japanese manufacturer.

At Deadline

In Brief

On and off the team. John A. Scali, former ABC newsman and, since 1970, special assistant to President, will be appointed U.S. ambassador to United Nations. White House also said Friday (Dec. 15) that Irving Kristol, co-editor of quarterly *The Public Interest* and professor at New York University, will be named to board of Corporation for Public Broadcasting, succeeding Saul Haas, who died Oct. 15 (*Broadcasting*, Oct. 23). On the "out" side: resignation of Dr. Jesse L. Steinfeld, U.S. surgeon general, has been accepted. He had supervised preparation of study into TV violence. ■ **And Jamaica makes 54.** Signatories to international telecommunications satellite agreement (*Intelsat*) reached required minimum Thursday (Dec. 14) with ratification by Jamaica. New organization will take over ownership of worldwide system, which up to now has been operated by U.S.'s Communications Satellite Corp. Comsat, however, may continue in role for up to five years. ■ **Bye-bye beep.** FCC last week waived requirement, in effect since 1947, that assured measured beep tone in background during recording of two-way telephone conversations for broadcast. Idea was to give person on other end of line notice he was being recorded, and option of hanging up. Commission went along with broadcasters' contention that need no longer existed. ■ **Won't take no for answer.** Petitioners who hauled five California TV stations before FCC in fairness-doctrine case involving spots for Chevron F-310 gasoline—and were rebuffed—are back in U.S. Court of Appeals asking overturn of FCC decision. They claim parallel to "Friends of the Earth" environmental case, in which court said fairness applied. ■ **Christmas cheer.** Renfield Importers Ltd., New York, has moved \$2-million Martini & Rossi vermouth account to SSC&B, New York. "Well over 50%" of budget is in broadcast. Bozell & Jacobs, New York, remains Renfield's major agency. On another vintage front, Taylor Wine Co. has removed its account from D'Arcy, MacManus, Masius, New York, due to product conflict. It bills \$1.3 million. ■ **An FCC no-no.** Commission has ruled that cable systems may not carry distant TV signal of network sports program that is blacked out on local network station normally carried on system. ■ **Off its own.** Group owner Pacific and Southern Broadcasting said Friday it has appointed RKO Radio Representatives and Metro Radio Sales as its first reps for radio stations being returned to outside-company representation. It's phasing out own rep division, Radio 1 Representatives, New York, on Jan. 31, 1973.

Nixon makes his move for longer license term

Broad outlines of administration license-renewal legislation—probably specifying a five year term—will be outlined by OTP's Clay Whitehead in speech today. At same time, he'll tell broadcasters, in strong language, that it's time to get their news objectivity in order

Nixon administration will offer bill in new Congress that would give broadcasters what they have long sought—longer licenses, probably five years, and stronger protection against challenges at license-renewal time. But at same time, move is linked to administration effort to force affiliates to assert more independence of networks than they have to date, particularly in areas of news and public affairs, where administration is said to feel networks have not been fair.

Clay T. Whitehead, director of Office of Telecommunications Policy, will announce today (Monday) that he has sent proposed license-renewal bill to Office of Management and Budget for clearance to Congress.

Bill was still in drafting stage Friday (Dec. 15). But Mr. Whitehead will say it reflects views he expressed in speech to International Radio & Television Society, in New York, in October 1971.

He said then that television license period should be longer, "with license revocable for cause" and FCC authorized to "invite or entertain competing applications only when a license is not renewed or is revoked."

Speech did not specify how much longer than three years license period should be. But it is understood bill would extend it to five years, for both television and radio.

Mr. Whitehead today is addressing Indianapolis Chapter of Sigma Delta Chi, in what OTP is billing as administration's "keynote" speech on broadcast matters as President Nixon enters his second term.

Bill also is said to reflect portions of IRTS speech stressing licensee responsibility for making "the totality of programming under his control responsive to interests and concerns of the community."

He added that criterion for renewal should be whether broadcaster has over term of his license made good faith effort to ascertain and meet, in programming, needs and interests of his community. There would be "no place for government-conceived program categories, percentages and formats, or any value judgment on specific program content," he had said, in obvious reference to FCC proposals for determining whether licensee merits renewal.

Mr. Whitehead today is expected to hammer away at theme of individual li-

cence responsibility, to urge broadcasters to assume larger share of burden of dealing with problems confronting industry—questions involving reruns and news objectivity, for instance.

And news objectivity is sore point, apparently. Mr. Whitehead, it is understood, will say that broadcaster too often abdicates responsibility to networks in that area, even though there has been what Mr. Whitehead believes is strong indication of imbalance in network news. (One administration source put it more bluntly last week. "We feel network news is biased," he said.)

At points in speech, Mr. Whitehead reportedly indicates that degree of enthusiasm with which White House backs license-renewal legislation may depend on how seriously affiliates heed his call to greater independence from networks.

He is reported ready to say that, although administration will support license-renewal legislation, it feels stations should assume more responsibility for what they broadcast than they have in past. This includes, he makes clear, network-originated material, which accounts for 61% of all program provided by affiliates.

Mr. Whitehead is also expected to say that licensee responsibility and insulation of station and network news operations are not compatible. It is not sufficient, he feels, for station managers to say news-room is autonomous—or for network executives to say same about their operations. Licensees must assert responsibility, he feels; he is expected to say that station managers cannot duck responsibility for network news their stations air.

Democrats big spenders on CBS for campaign

CBS-TV studies show Republican party spent one-third of million dollars less than Democrats on CBS-TV in 1972 Presidential campaign. Republicans spent nearly same sum on CBS-TV in 1972 as they did in 1964, whereas Democrats have steadily increased their expenditures in 1968 and 1972. CBS-TV figures were as follows:

1964: Republicans (figures for 60-second spots were not available)—20 five-minute and five 30-minute spots, total cost \$635,000; Democrats—19 five-minute spots, five 30-minute and one 25-minute spot, total cost \$765,000.

1968: Republicans—57 one-minute, 34 five-minute and nine 30-minute spots, total cost \$1,354,000; Democrats—three 60-minute, 25 five-minute and eight 30-minute spots, total cost \$818,000.

1972: Republicans—eight one-minute, 26 five-minute and two 30-minute spots, total cost \$715,000; Democrats—13 one-



We're Pre-emmynent.

The votes are in, and WNBC-TV
has been awarded more EMMY nominations
than any other television station in
New York



Programs:

Speaking Freely—Joseph Michaels,
Executive Producer

**What Man Shall Live and Not See
Death**—Joan Konner, Producer

How, What and Witch—Don Luftig,
Producer

The Melting Pot Grows Older—Tom
Schachtman, Producer

People:

Art Goldman—Cameraman,
The Melting Pot Grows Older

Joan Konner—Writer, What Man Shall
Live and Not See Death

Edwin Newman—Host/Interviewer,
Speaking Freely

Vincent Sarubbi—Film Editor, The
Melting Pot Grows Older

Milt Wyatt, Vincent Sarubbi—Film
Editors, What Man Shall Live and
Not See Death

WNBC TV  **4**
OWNED

Your Community Minded Station

minute, 30 five-minute and three 30-minute spots, total cost \$1,080,000.

CBS-TV figures were published in *Columbine*, paper for CBS employes, distributed Friday (Dec. 15). ABC-TV spokesmen said they did not have corresponding data available. NBC was compiling figures.

Year's extension granted for cable systems to make annual performance tests

Cable TV operators have been given year's extension—to Dec. 31, 1973—of deadline for initially complying with new FCC rule requiring cable systems to conduct complete performance tests at least once each year.

Action came in response to petitions from National Cable Television Association, which had argued that equipment and expertise needed to conduct tests were not available in sufficient supply.

In another CATV matter, commission instituted inquiry and rulemaking proceeding to determine to what extent special problems that smaller cable-television systems face might be alleviated. Such inquiry is needed in view of its decision to postpone deadline for compliance with performance tests, commission said. It added that even modest charge for conducting tests presents problem for some systems.

Commission asked for comment on what would constitute definition of smaller system and what modifications in existing technical requirements might be eased without lowering level of quality of service. Commission said that it receives hundreds of subscriber complaints each year and that it would not be in public interest to ignore obvious service problems.

CPB, PBS tug-of-war comes to head in January; 26 series to continue

Bullet may be bitten early next month when boards of Public Broadcasting Service and Corporation for Public Broadcasting meet to face up to jurisdictional conflict between them on who has primary responsibility for national TV schedule. PBS maintains it was established for that purpose; CPB has assumed function, with announcement last week of schedule for 1973-74 season. PBS board meets Jan. 5; CPB board, Jan. 10.

PBS board will elect new chairman to succeed James L. Loper, president and general manager of noncommercial KCEB-TV Los Angeles, which, incidentally, has resigned from National Association of Educational Broadcasters, along with such other noncommercial stations as KTEH-TV San Jose, Calif., and KTCA-TV and KTCI-TV, both Minneapolis-St. Paul.

Earlier in week public broadcast stations were told of 26 programs that CPB has approved for schedule beginning next fall. Only two current public affairs segments are in approved list:

Thirty Minutes With . . ., and *The Advocates*.

Henry Loomis, new president of CPB, told station managers that other programs, principally in public affairs and cultural areas, are still being considered. These include, presumably, such current offerings as *A Public Affair*, *Firing Line*, *Washington Week in Review*, *Black Journal* and *Soul!*

Programs approved for new public broadcast season:

Sesame Street, *Electric Company*, *Mr. Rogers' Neighborhood*, *Zoomb*, *Masterpiece Theatre*, *Wall Street Week*, *The Boarding House*, *Private Lives of Americans*, *The Federalist Papers*, *Book Beat*, *Who Built This Place?*, *Nobel*, *Boston Pops*, *Heritage Theatre*, *We are Not Alone*, *Death and Life*, *Religious America*, *Science*, *WNET Opera*, *The Men Who Made Hollywood*, *The Killers*, a national drama project contributed to by varying producers, *The Reel Thing*, *Thirty Minutes With . . .*, *The Advocates* and *Crime Gazette*.

Three networks find no flaw in AT&T tariff reductions

ABC, CBS and NBC last week came out firmly in support of AT&T's request that FCC permit it to file new tariff proposals calling for reduction in transmission charges to networks but sharp increase for occasional users. Other parties, meanwhile, continued to oppose request as had earlier submissions (BROADCASTING, Nov. 6).

Networks, which filed jointly, noted that FCC has established requirement that AT&T receive commission permission to file revised tariffs was imple-

mented only as procedure to determine whether proposed revisions would interfere with commission's general inquiry into AT&T rates, now in its third year. But parties opposing proposal, they claimed, have disregarded this fact and have argued on entirely different premise—that increased cost of occasional service would force independent TV stations to reduce or abandon remote broadcasts such as sporting events.

They claimed present AT&T fees for network connections are "highly excessive," while occasional service is red-ink operation for AT&T. Thus, they said, networks are actually subsidizing occasional users now.

Association of Independent Television Stations (formerly INTV) told commission, however, that grant to AT&T would "substantially prejudice" agency's ability to conduct rate inquiry in fair manner. Basic issue in that inquiry, namely that of cross-subsidization, it said, would be complicated by forced revisions in AT&T monthly transmission revenues. Revenues from networks, it said, would decrease from \$59.5 million to \$41 million per month, while occasional-service revenues would increase from \$12 to \$22 million monthly—resulting in over-all reduction in monthly revenues to AT&T of \$8 million.

Hang in on ASCAP pact, TV broadcasters advised

Television stations should not exercise their option to cancel blanket music-license agreements with American Society of Composers, Authors and Publishers. That's message going out to stations from All-Industry Television Music License Committee in mailings through National Association of Broadcasters and Institute of Broadcasting Financial Management. Committee, which negotiates such contracts, said it had reviewed operations under agreement and, "taking into account all factors," recommended it be kept in effect.

Contract, retroactive to 1968, provided that stations might cancel at end of 1973 by giving notice before end of 1972. Unless cancelled, it continues through 1977. Leslie G. Arries of WBEN-TV Buffalo, N.Y., is current chairman of all-industry group.

FCC gives breather on prime-time comments

FCC announced Friday (Dec. 15) it has extended time for filing comments and reply comments in its inquiry and rule-making proceeding on prime-time access rule. Date for comments was extended from Dec. 22 to Jan. 15; for replies from Jan. 29 to Feb. 12.

Extension was made at request of WVEC-TV Hampton, Va. FCC said it also considered fact that American Research Bureau audience survey data for November rating period—which may be relied upon by parties to proceeding—will not be completely available until end of December.

Headliners

Sidney J. Sheinberg, VP of MCA Inc. and president of its Universal Television operating division, both North Hollywood, Calif., promoted to newly created position of executive VP of MCA Inc.

Mr. Sheinberg will continue to supervise production of UT product. **James M. Hall**, executive in management and financial affairs; **Henry H. Martin**, who becomes president of MCA's Universal Pictures division on Jan. 1, 1973, and **George Smith**, company's corporate tax counsel, all appointed MCA VP's.



Mr. Migden

Chester L. Migden, associate national executive secretary, Screen Actors Guild, appointed national executive secretary, effective Jan. 1. He succeeds **John L. Dales**, who retires after 35 years with guild and 28 years as national executive secretary. Mr. Migden, former National Labor Relations Board attorney, joined guild in 1952, was appointed associate national executive secretary in 1967.

James Keogh, ex-journalist who has served as speechwriter and aide to President Nixon, named director of U.S. Information Agency, succeeding **Frank Shakespeare**, ex-CBS, who will return to private sector (see page 32).

Remote broadcasts, simplified.



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

Take that high school game everyone's interested in:

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

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

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

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



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EDITOR: If it is true, as your "Closed Circuit" item in the Dec. 11 issue reports, that [communications attorney] Leonard Marks is to have a voice in the selection of the FCC commissioner to replace Nicholas Johnson, it once again illustrates the complete contempt President Nixon has for any views other than his own and his flagrant violation of the spirit, if not the letter, of laws passed by Congress to protect the interests of all Americans. While I have nothing but the highest personal regard for Mr. Marks, it seems to me that his being consulted on this matter is about the same as if a Democratic president were to call on Mayor Lindsay of New York for help in selecting the Republican representative on the FCC.—*Walter Grimes, W. B. Grimes & Co., Washington.*

(Mr. Grimes may be unduly harsh on Mr. Nixon. The same "Closed Circuit" item reported that Mr. Marks was consulted on the appointment of H. Rex Lee to the FCC by President Lyndon Johnson.)

All the news

EDITOR: Re "Quantifying network news" (BROADCASTING, Dec. 4): I challenge the Network News Study Group's contention of which network "went the farthest in coverage" of the Kissinger "peace is at hand" speech. CBS was the only network to carry virtually the entire Kissinger speech almost as it was being made. (Kissinger was on a video-tape delay of approximately 15 minutes on the CBS affiliate for which I work.) In addition, a trio of CBS newsmen (correspondents Dan Rather and Marvin Kalb and commentator Eric Sevareid) provided "instant analysis" immediately following the speech. While CBS devoted this "as-it-was-happening" air time, NBC and ABC continued their normal afternoon soap-and-game fare. Having provided this comprehensive coverage virtually live, CBS did devote about half of its evening news to events other than the Kissinger speech. Considering peace still is not at hand, and that the Kissinger move came coincidentally close to election day, it is commendable that CBS chose to give the speech the coverage it did.—*Frank Humphreys, reporter-anchorman, WTVR-AM-FM-TV Richmond, Va.*

Writer's writer writes

EDITOR: If the campaigns of 1972 demonstrated anything, they proved how desperately we are in need of better ways to finance our politics. The ways we finance and fund our candidates in elections are a national scandal; the sharply rising costs of campaigning for public office in America are bringing the adventure of democratic choice to crisis. The manner by which we finance political

contests now makes hypocrites of some of the most honest men, too often blackmails the rich with fear or seduces them by favors for pay, deprives the poor and concerned of proper say and influence.

There is, however, one organization in the United States which is trying to do something about it. This is the Citizens' Research Foundation of Princeton, N.J., a nonpartisan, tax-exempt organization established for the express purpose of research in this field. Started some 14 years ago, the foundation's reports have become classics for all serious students of politics, or men involved in them. The foundation systematically stimulates others to undertake research, while itself participating in or conducting forums, seminars and conferences designed to clarify the financing of our elections. In recent years, the CRF has received more than \$600,000 in grants—from the Ford Foundation and Carnegie Corporation among others. But these grants will be renewed, if at all, only in diminishing amounts after Jan. 1, 1973, and the foundation must seek new resources to sustain its \$150,000 annual budget.

No single step would help purify our elections more than wise laws and open procedures to govern the necessary financing of our electoral system at all levels: the work of the Citizens' Research Foundation is the most important on-going research that I know of to prepare the necessary understanding for such a forward step.—*Theodore H. White, Citizens' Research Foundation, 245 Nassau Street, Princeton, N.J.*

The fine print

EDITOR: Your story concerning the audio deletion of a reference to Crest toothpaste on the July 4 presentation of *The Tonight Show* (BROADCASTING, Dec. 4) leaves the reader with the mistaken impression that the deletion was ordered by NBC's broadcast standards or law department in an effort to avoid offending a major network advertiser. I would appreciate the opportunity to set the record straight.

Following the taping of the program in question, NBC's broadcast standards representative in attendance notified an NBC attorney about the reference to Crest. The attorney advised that there were possible defamatory implications in the statement. Our broadcast standards representative so advised the producer of *The Tonight Show*, who, after discussing the matter with Johnny Carson, made the decision to edit out the remark. The decision was *not* dictated by NBC's broadcast standards department, NBC's law department, or any other area of NBC's corporate management. *Josh Kane, manager, press and publicity, NBC, New York.*

Datebook®

■ Indicates new or revised listing.

January 1973

■ Jan. 3—San Francisco Advertising Club luncheon meeting. Guest speaker: Tyler Macdonald, chairman, N.W. Ayer/Jorgensen/Macdonald Inc., Los Angeles. Sheraton Palace hotel, San Francisco.

■ Jan. 5—Meeting, board of directors, Public Broadcasting System, Washington.

Jan. 8-10—Oral argument on matters related to children's television programming, Broadcast Bureau, FCC. Contact: rules and standards division, Broadcast Bureau, by Dec. 15.

Jan. 9—Panel on buying radio and television time, National Retail Merchants Association 62d annual convention. Television panel includes Ave Butensky of Dancer-Fitzgerald-Sample, New York, and Richard E. Reed of WLWT(TV) Cincinnati. Radio panel includes George Idealson of Henry J. Kaufman, Washington. New York Hilton, New York.

Jan. 9-12—Joint board meeting, National Association of Broadcasters. Canyon hotel, Palm Springs, Calif.

■ Jan. 10—Meeting, board of directors, Corp. for Public Broadcasting, WMPB(TV) Owing Mill, Md., and Hunts Valley Inn, Cockeysville, Md.

Jan. 11—Hollywood Radio and Television Society luncheon meeting with FCC Chairman Dean Burch as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Jan. 11-12—Seminar on broadcast sales management principles, sponsored by Brown Institute and KSMM(AM) Skakopee, Minn. Brown Institute, 3123 East Lake Street, Minneapolis.

Jan. 12-14—Annual midwinter conference, Florida Association of Broadcasters. Daytona Plaza hotel, Daytona Beach.

Jan. 12-16—Consumer Electronics Show, sponsored by Electronic Industries Association. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

■ Jan. 15-17—Ninth annual convention, Illinois-Indiana CATV Association. Featured speaker: Donald Foster, NCTA president. Indianapolis Hilton. Contact: Tom Wendt, manager, Marion Cable Television, Marion, Ind.

Jan. 18-19—Annual winter meeting, California Broadcasters Association. El Mirador hotel, Palm Springs.

Jan. 25-27—Annual winter conference, Alabama Broadcasters Association. All American inn, Auburn.

Jan. 28-29—Meeting, Oklahoma Broadcasters Association. Lincoln Plaza, Oklahoma City.

■ Jan. 28-31—Annual convention, National Religious Broadcasters. Featured speakers include: Dean Burch and Benjamin Hooks, FCC commissioners; Vincent Wasilewski, NAB president; David Foster, NCTA; W. Clement Stone, philanthropist and insurance executive, and the Rev. Billy Graham. Washington Hilton, Washington.

Jan. 28-31—Annual public affairs conference, American Advertising Federation. Major speakers: Richard E. Wiley, FCC commissioner; Michael Pertschuk, chief counsel, Senate Commerce Committee; Gerald Thain, Federal Trade Commission; Robert Tallman Jr., Young & Rubicam International; Lee Loevinger, Washington lawyer; Barton A. Cummings, Compton Advertising (AAF chairman); Charles W. Yost, National Advertising Review Board; Stockton Helffrich, National Association of Broadcasters Code Authority. Statler Hilton hotel, Washington.

Major meeting dates in 1973

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

March 22-25, 1973—Annual convention, National Association of FM Broadcasters, Washington Hilton hotel, Washington.

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

May 13-16, 1973—Annual convention, American Advertising Federation. Fairmont-Roosevelt hotel, New Orleans.

May 16-19, 1973—Annual meeting, American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W.Va.

May 18-20, 1973—Annual convention, American Women in Radio and Television. Americana Bal Harbor, Miami Beach.

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The newswEEKly of broadcasting and allied arts

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* Reg. U.S. Patent Office.
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M&H

WHEN YOU SLIP, IT HURTS . . .

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

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

M&H

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Monday Memo

A broadcast advertising commentary from Robert H. Spilman, president, Bassett Furniture Industries, Bassett, Va.

Syndication: just right for bringing on Bassett as a brand name in furniture

What's the world's largest furniture manufacturer doing in syndicated television? That's a good question, one I get asked at least three times a week.

Historically, furniture manufacturers have not found television effective. Their use of the medium has been timid, hesitant, reluctant or minimal. This is not because they haven't seen the worth of the medium for other advertisers, but because only a very few furniture makers have been able to see the value for our business of brand-awareness advertising. Not many have discovered that television can significantly influence the buying-decision pattern of the consumer.

A recent survey conducted by National Family Opinion Inc. showed that 43% of those responding to the survey could not recall the brand name of any furniture they had purchased within the last six months. Can you name any other considered-purchase consumer item that has such a low brand-name recall? Automobiles? Refrigerators? Air conditioners?

Why then does television make sense for Bassett, which makes and sells more furniture than anyone else in the world? And why syndication?

The simplest answer is the best: the dramatic changes that have occurred in furniture retailing in the last 10 years. This, coupled with the ever-changing life styles in our society that have been brought about by developments in transportation and communications, convinced Bassett that brand name is becoming one of the most important determinants in the buying-decision pattern. Not price. Not retail dealer name and reputation. Not style. But brand name.

Twenty-five years ago, furniture was bought on the reputation of the local retail store. Today, because of the mobility of our society and other changes in the buying-decision pattern, brand establishment has become increasingly important to the furniture manufacturer. As a matter of fact, it wasn't until 1956 that Bassett was advertised nationally under a brand name. In 16 years our name has become the most important thing we can offer a customer.

Bassett had used television before. In 1969, we bought scatter minutes on CBS-TV. In 1970, we concentrated our efforts on the *Merv Griffin Show* with minute participations. And in 1971, we moved over to the *Today Show* with minute participations. These efforts had two objectives: to increase consumer awareness of our brand name and to provide a merchandising effort for our dealers across the country.



Throughout his career, Robert Henkel Spilman has been associated with the home-furnishings and textile industries. He was with Cannon Mills in 1950-57 in its decorative fabric division and with Bassett Table Co. in 1957-60. He then joined Bassett Furniture Industries and became executive vice president in March 1966 and president in June 1966.

What really triggered the move to syndication was the prime-time access rule, which went into effect in the fall of 1971. Instead of the \$1.5 million to \$2 million expenditure required to mount a national network television campaign, syndication in prime-access time offered us the opportunity to achieve specialized national television coverage with intense local identity in a dollar-to-impact ratio that made far more sense. That is why we created the *American Life Style* television specials.

We considered a number of different program ideas, some already produced and ready for syndication, but none seemed to fit our image or our style. It was not until we melded our advertising concept with an original program idea that we struck the proper combination.

The series was conceived to be a group of programs based on tours of famous American homes and an in-depth probe of the personalities and life styles of the owners of those homes. In the first flight of *American Life Style* we did Thomas Jefferson's Monticello, William Randolph

Hearst's San Simeon, Brigham Young's Beehive House, Frank Lloyd Wright's Fallingwater, Theodore Roosevelt's Sagamore Hill and the Vanderbilt "summer cottages" at Newport, R.I. In each program, E. G. Marshall, the veteran actor, conducts a personal tour of the home and tells of the lives and times of the people who lived there. This is an ideal environment for Bassett's advertising. Each program is one-half hour, shot on location with 16mm film. Bassett gets opening and closing credits as well as two commercial minutes inside each show. The other two minutes in each program are offered to local Bassett dealers or to any local advertiser who wants to be associated with this kind of quality programming. I understand a similar technique is being employed by AT&T.

As we measure it, our efforts have been a success. Through the end of 1972 and going into 1973, we will have 10 half-hours ready for syndication. So far, we have signed 120 stations, with 37 in the top-50 markets, covering a potential 74% of U.S. TV households. Where ratings have been available, we've been able to achieve an average of 11.5, which stacks up well with the national average of 12 for prime-access syndication shows. Of the *American Life Style* playdates so far, 62% have been in prime time, 32% in early evening time and 6% in weekend afternoon time.

From a dollars-and-cents standpoint, we are convinced of the worth of this venture as an advertising effort. Beyond this, the public-relations value is immeasurable. We have never done anything that has generated as much favorable public notice. We have received hundreds of letters from viewers around the country complimenting us on the high quality, the educational and entertainment values of the series, and asking that we continue to bring our programs to television.

Based on this first year of success, the programs for 1973 are already in production. They include Franklin D. Roosevelt's Hyde Park, Will Rogers's home and George Washington's Mount Vernon.

Of course, none of these shows could have hit the television screen without the tremendous efforts of a good number of other people: Bassett's agency, VanSant Dugdale of Baltimore, which created the plan; Bob Shanks of Comco Productions, New York, who wrote, directed and produced the series, and Bob Manby of Showcorporation, New York, who with Henry Otto, agency syndication coordinator, put the plan and series on the air in syndication.

These are some of the things I tell people when they ask why Bassett is using syndication television. And if they hold still another minute, I tell them more.

Quadruplex-oriented broadcasters agree in growing numbers there's a realistic alternative to the traditional method of recording. It's the IVC-960 One-Inch Color Videotape Recorder with Time Base Corrector. More than 100 are already in use by U.S. and Canadian broadcasters and broadcast teleproduction houses, including the ones shown on this page.

The IVC-960 is playing a major role in their operations—either as a front line recorder or as a backup to quad. In fact, broadcasters who place one IVC-960 in service frequently follow up by adding more. One has eight!

Broadcasters like the IVC-960 because the picture it delivers to the home receiver represents no quality compromise. It allows them to dub to quad and offers 3½ hours playing time.

Users, including several group owners, like the low initial investment — far less than quad. They've found that head replacement costs are reduced by a factor of five. Tape costs are one-third of quad in normal use.

Get the whole one-inch story by calling your IVC regional manager listed below or write the Marketing Director at the Sunnyvale address for a copy of our broadcast application magazine and product brochure.

REGIONAL OFFICES

5 Corporate Park Drive
White Plains, N.Y. 10604
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Bob Henson

35 Executive Park Dr., N. E.
Atlanta, Ga. 30329
(404) 633-1462
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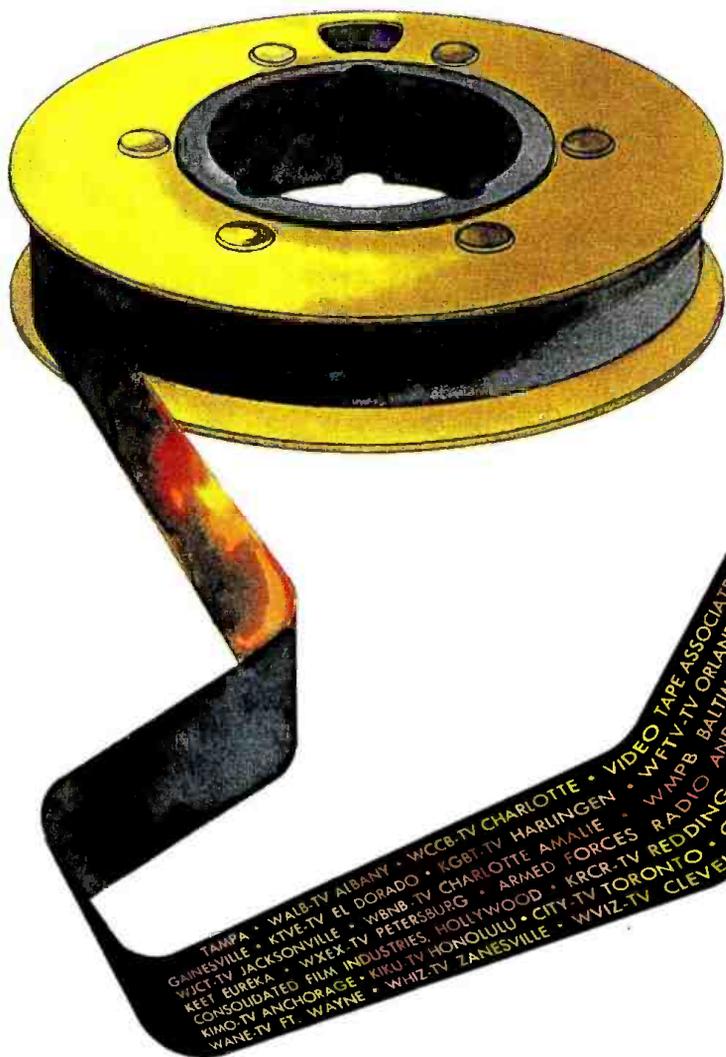
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Glenview, Ill. 60025
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Coyle Dillon

30 Baywood Rd.
Rexdale, Ontario, Canada
(416) 749-7539
Emil Adamyk

675 Almanor Ave.
Sunnyvale, CA 94086
(408) 738-3900
Dick Reilly



TWO YEARS AGO IT WAS A QUAD WORLD. NOW LOOK.

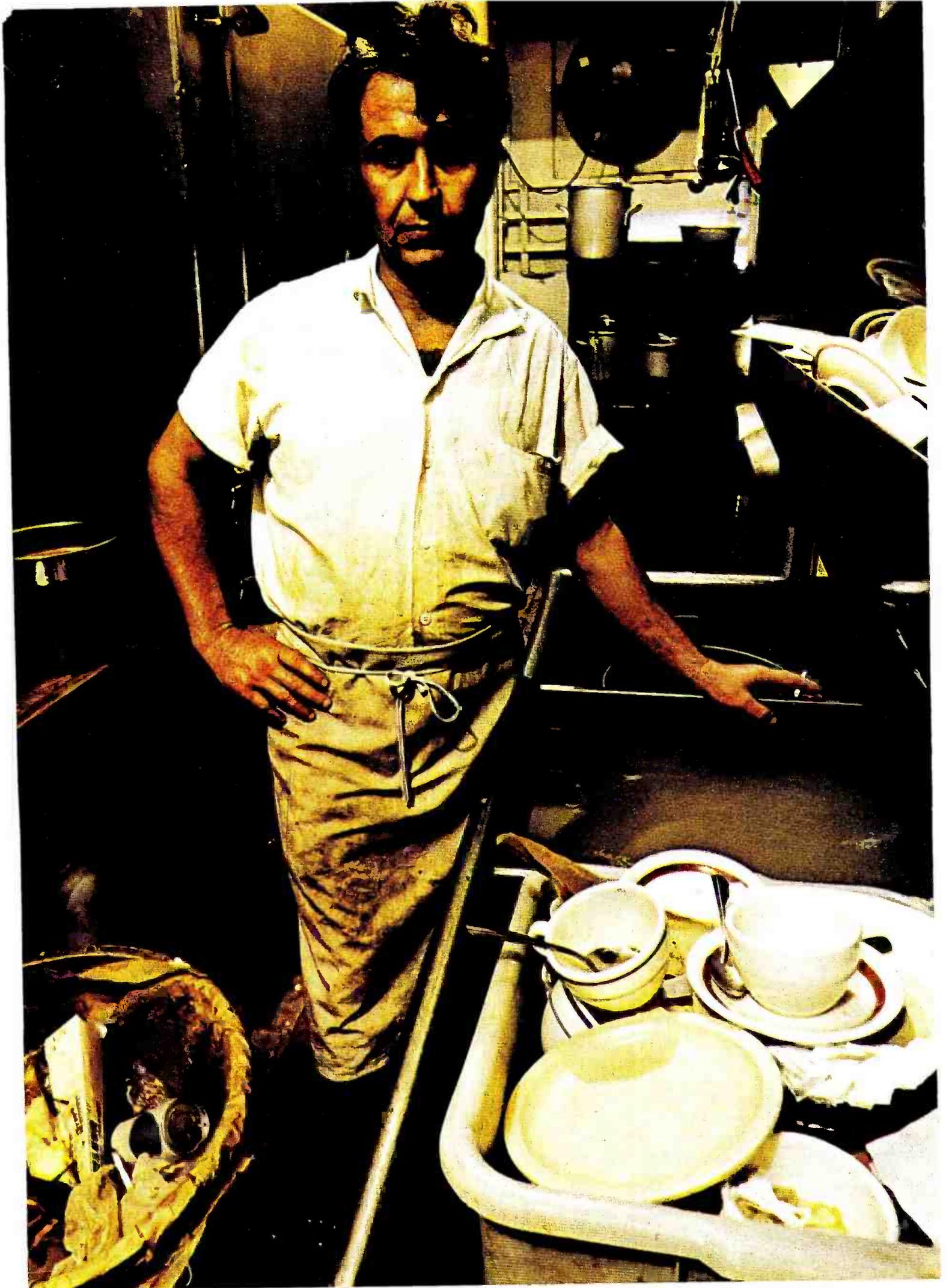


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WANE-TV FT. WAYNE • WHIZ-TV ZANESVILLE • WWIZ-TV CLEVELAND

Play-by-play on the 1973-74 programing hopefuls

<i>Production Company</i>	<i>Title & Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
ABC-TV Productions	The Burns and Schreiber Variety Hour (tentative title)	comedy-variety	hour	ABC-TV	Jack Burns, Avery Schreiber	Bob Ellison
Bob Banner Associates	Up the Toga (tentative title; pilot already completed; in association with Robert Stigwood Organization)	comedy	half-hour	ABC-TV	Frankie Howard, Paul Hartman	Bob Banner
Cave Creek Enterprises	Nancy Clancy	situation comedy	half-hour	CBS-TV	Nancy Dussault, Rip Taylor	Carl Reiner, Dick Van Dyke, Bryon Paul
CBS-TV Productions	The Ted Bessell Show (tentative title)	marital comedy	half-hour	CBS-TV	Ted Bessell	Bruce J. Friedman, Charles Joffe
	Big Daddy	situation comedy	half-hour	CBS-TV	Roosevelt Grier	Norman Tokar
	The Don Rickles Show (special to serve as pilot)	comedy-variety	hour	CBS-TV	Don Rickles	Arnie Rosen
	The Crime Club (could be series of rotating programs)	crime anthology	90 minutes	CBS-TV	Various	Frank Glicksman, Charles Larson
Concept II Productions	You Can't Get There From Here (adapted from English TV series, <i>On the Buses</i> ; taped show)	physical comedy	half-hour	NBC-TV		Bill Persky, Sam Denoff, Carl Reiner
Cooper-Finkel Productions	Lily	situation comedy	half-hour	NBC-TV	Brenda Vaccarro, Eileen Heckart	Bob Finkel, Jackie Cooper, Ed Weinberger, Stan Daniels
Bing Crosby Productions	The Stranger	science fiction	hour	NBC-TV		Andy Fenady, Alan Armer, Gerald Sanford
D'Antoni Television Productions	The Connection	investigative drama	hour	ABC-TV	Charles Durning	Phil D'Antoni, Al Rubin
	Mr. Inside/Mr. Outside (in association with Metromedia Producers Corp.)	police drama	hour	NBC-TV	Hal Linden, Tony LoBianco	Phil D'Antoni, George Goodman, Jerry Coopersmith
Don Feddersen Productions	The Chairman (tentative title)	investigative drama	hour	CBS-TV	Alex Dreier	Edward Feldman
Leonard Freeman Productions	Visions	supernatural drama	hour	CBS-TV	Monte Markham	Leonard Freeman
Filmways TV Productions	Daddy's Girl	situation comedy	half-hour	CBS-TV	Eddie Albert, Dawn Lyn	Jay Sommers, Dick Chevillat
Iison-Chambers	Two's Company	situation comedy	half-hour	CBS-TV	Diana Sands, John Amos	Saul Iison, Ernest Chambers
Lorimar Productions	The Winners	situation comedy	half-hour	CBS-TV		Lee Rich, Dan Greenberg
	Doc	medical drama	hour	ABC-TV	James Franciscus	Lee Rich, Lewis John Carlino
	Where's Momma?	situation comedy	half-hour	NBC-TV		Muriel Resnick, Carl Reiner, Lee Rich
	Pomroy's People	contemporary drama	hour	ABC-TV		Lee Rich, Earl Hamner Jr., Robert L. Jacks
Metromedia Producers Corp.	Firehouse (<i>Movie of the Week</i> feature to serve as pilot; in association with Stonehenge Productions)	action drama	hour	ABC-TV	Vince Edwards, Richard Roundtree (no hold on pilot cast for series)	Dick Berg, Joe Manduke, Frank Cucci
	Mom, Dad, Grandpa and Bruce Scott (tentative title; in association with Bobko Co.)	family comedy	half-hour	NBC-TV	Scott Jacoby, Jim Marley, Abby Dalton	Bob Kaufman
	The Norliss Tapes (in association with Dan Curtis Productions)	supernatural drama	hour	NBC-TV	Roy Thinnes, Don Porter	Charles W. Fries, Dan Curtis, William F. Noian
MGM Television	Hello Mother, Goodbye (in association with Jack Sher Productions)	situation comedy	half-hour	NBC-TV	Bette Davis, Kenneth Mars	Jack Sher, Bud Freeman

Continued on page 20.



Juan Diaz is a criminal.

His crime is that he wants to live in America.

Juan is an illegal alien.

One of an estimated 75,000 Spanish-Americans living in the Washington area.

They come here on student or tourist visas. And they stay, looking for what they can't find at home. Jobs. Jobs which their visas forbid them to have. And they end up living a life that's hardly better than the one they left behind.

To keep from being discovered

by immigration authorities, they have to hide by day. At night they work at menial jobs. For less than minimum wage. And for bosses who keep them under thumb by threatening to turn them in.

WMAL stations thought this was more criminal than Juan's crime itself. And in an editorial series, we did something about it.

First we brought the situation into the open, so people would realize how these Spanish-Americans were living.

Then we called for tighter enforcement of immigration laws.

We also called for a crack down

on illegal hiring practices, so people couldn't be exploited.

And finally, we asked for amnesty for the illegal aliens who are already in this country.

We've done editorial series on other things too. Drugs. The District schools. Gun control. Criminal justice. And Woman's Lib. Because we believe these subjects should also be brought out into the daylight.

Just like Juan Diaz.

Washington Star Station Group
WMAL AM, FM, TV

<i>Production Company</i>	<i>Title & Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
MGM Television (cont.)	Shaft (based on theatrical feature of same title; no pilot to be made)	black private eye	hour	CBS-TV	Richard Roundtree	William Read Woodfield, Allan Balter
	Adam's Rib (based on theatrical feature of same title)	romantic comedy	half-hour	ABC-TV	Blythe Danner, Ken Howard	Bill Froug, Peter Stone
	The Fuzz Brothers	police comedy drama	hour	ABC-TV	Lou Gossett, Felton Perry	Joel Freeman, John D. F. Black
MTM Enterprises Inc.	Bachelor at Law	situation comedy	half-hour	CBS-TV		Ed Weinberger
NBC-TV Productions	NBC Follies (special serves as pilot; may have rotating hosts)	comedy-variety	hour	NBC-TV	Sammy Davis Jr., Andy Griffith, Connie Stevens (star in special)	Bob Wynn, Bob Booker, George Foster
Paramount Television	The Magician (90-minute TV movie to serve as pilot)	adventure drama	hour	NBC-TV		Joe DeStefano, Larry Heath
	Poor Devil (possible 90-minute <i>Wednesday Mystery Movie</i> to serve as pilot)	fantasy comedy	half-hour	NBC-TV	Sammy Davis Jr., Christopher Lee, Emily Yancy	Arne Sultan, Earl Barrett, Bob Stambler, Dick Baer, Chris Haywood
	Catch 22 (based on novel and theatrical feature of same title)	social comedy	half-hour	ABC-TV	Richard Dreyfuss	Hal Dressner, Richard Blueel
	Egan (based on exploits of former New York detective Eddie Egan)	police action	half-hour	ABC-TV	Gene Roche, Glenn Corbett	Tom Miller, Ed Milkis
	Call to Danger	action-adventure	hour	CBS-TV	Peter Graves	Larry Heath
QM Productions	Intertext	action-adventure	hour	ABC-TV		Quinn Martin, Philip Saltzman
Herman Rush Associates	Love Thy Neighbor (based on British series of same title)	situation comedy	half-hour	ABC-TV		Arthur Julian
Screen Gems	Bob & Carol & Ted & Alice (based on theatrical feature of same title)	contemporary comedy	half-hour	ABC-TV		Mike Frankovich, Larry Rosen, Larry Tucker
	Ernie, Madge and Artie	situation comedy	half-hour	ABC-TV	Frank Sutton, Cloris Leachman, Dick Van Patten	David Gerber, Bernie Slade
	Furst Family of Washington	topical comedy	half-hour	ABC-TV		Stanley Ralph Ross, Dan Sklar, Robert Lowell III
	To Sir, With Love (based on theatrical feature of same title; to be produced in England)	school comedy	half-hour	CBS-TV	Hari Rhodes	David Gerber, Ron Rubin, Michael Zagor, Jay Sandrich
	The Girl From Seventh Avenue	situation comedy	half-hour	NBC-TV	Deidre Lenahan, Milton Seltzer Norman Fell, Bernie Capell, Sandra Deel	David Gerber, Burt and Adele Styler
	The Girl with Something Extra	situation comedy	half-hour	NBC-TV	John Davidson, Sally Field	Bob Claver, Bernie Slade, Mel Swoope
	The Friday Night Group (tentative title; to be taped as remake of last season's <i>Wednesday Night Out</i> pilot; in association with Douglas S. Cramer Co.)	contemporary comedy	half-hour	NBC-TV	Brenda Benet, Pat Harrington	Douglas S. Cramer, Gary Marshall
	Taggart	investigative drama	hour	NBC-TV		David Gerber, Richard Maibaum
	Police Story	police anthology	hour	NBC-TV	Various	David Gerber, E. Jack Neuman, Joseph Wambaugh
Spelling/Goldberg Productions	Say Goodbye, Maggie Cole (already presented as <i>Movie of the Week</i>)	medical drama	hour	ABC-TV	Susan Hayward	Aaron Spelling, Leonard Goldberg, Sandor Stern

The long and short of it.

First, the long story. That sleek beauty on the left, Eastman 16mm television projector, model CT-500, is the latest in videofilm projector design. Some of its features: channel threading (the first real breakthrough in film transport in many years), rapid forward and reverse, solid-state circuitry for sound reproduction, automatic shutdown at the end of a film, and a tungsten-halogen projection lamp.

Not that we mean to sell our newest Eastman 16mm videofilm projector short. Model TV-12M6 is ideal for a lower cost videofilm projection system. It offers both magnetic and optical sound playback and magnetic recording. It has a five-blade shutter, twenty-four frames per second, synchronous projection, and is wired for remote control. Of course it has the same extra gentle film-handling system our projectors are famous for. In short, it's long on performance and high on economy.

For full details on either projector, call or write your nearest Kodak Sales Engineering Representative.



EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/
CHICAGO: Dick Potter 312/654-5300/DALLAS: Frank Reinking 214/351-3221/
HOLLYWOOD: John McDonough 213/464-6131/NEW YORK: Dick Schiavo 212/262-
7100/SAN FRANCISCO: Joe Semmelmayr 415/776-6055.



Broadcasting 1973 Yearbook

Broadcasting 1973 Yearbook

Broadcasting 1973 Yearbook

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Please send _____ copies at \$14.50 each.
(If payment with order: \$13.50.)

Name: Two initials and last name

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<input type="text"/>	<input type="text"/>	<input type="text"/>

Company Name

17-35
<input type="text"/>

Payment enclosed
 Bill me

Address
36-53

<input type="text"/>

Home? Yes No

City
54-66

<input type="text"/>

State

<input type="text"/>

Zip Code
67-71

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Title/Position

<input type="text"/>

Broadcasting, 1735 DeSales St. NW, Washington, DC 20036

1973 Broadcasting Yearbook

Order your own copy of the 1973 Yearbook. Just fill in the coupon and return it to us. Your copy will be shipped just as soon as the 1973 Yearbook is off press.

The 1973 Yearbook contains all of the valuable 160 directories found in previous editions... plus the exclusive "Broadcasting Guide to National Spot Planning." This section gives all the basic information on markets, demographics and rates that media buyers need to draw up spot campaigns.

For all the facts and figures on television... AM and FM radio... broadcast equipment products... FCC rules... NAB codes... and much more, simply fill in the coupon and return it to us. We'll ship your copy as soon as the 1973 Yearbook is off press.

<i>Production Company</i>	<i>Title & Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
Spelling/Goldburg (cont.)	Stone	action adventure	half-hour	ABC-TV	Robert Hooks	Aaron Spelling, Leonard Goldberg, Richard Carr, Tony Barrett
Sullivan Productions	The Lily Tomlin Show (in association with Omnipotent Inc.)	comedy variety	hour	CBS-TV	Lily Tomlin	Bob Precht, Irene Pinn
Talent Associates/ Norton Simon Inc.	The Jack Gilford Show	situation comedy	half-hour	CBS-TV	Jack Gilford	Leonard Stern, Larry Gelbart
	The Diana Riggs Show (filmed with three cameras)	situation comedy	half-hour	NBC-TV	Diana Riggs, Nanette Fabray, David Sheiner	Leonard Stern, Sam Bobrick, Ron Clark
	Koska and His Family (filmed with three cameras)	situation comedy	half-hour	NBC-TV	Herb Edeiman, Barbara Barry	Leonard Stern, Roger Price
	Faraday and Company (90-minute TV movie to serve as pilot; in association with Universal Television)	mystery	hour	NBC-TV		Leonard Stern, Ken Pettus, Stan Kallis
Tandem Productions	Yorkin-Lear untitled show (spin-off from <i>All in the Family</i>)		half-hour	CBS-TV	Vince Gardenia, Rue McClanahan	Norman Lear, Bud Yorkin
Tomorrow Entertainment	Andy Capp (taped show)	situation comedy	half-hour	ABC-TV		Hy Averback, Don Nicholl
	The Fabulous Dr. Fable	detective drama	hour	ABC-TV		Rick Rosenberg, Bob Christiansen
20th Century-Fox Television	Flint (based on theatrical feature series)	action adventure	hour	ABC-TV		Billi D'Angelo
	The Barbara Eden Show (tentative title; in association with MI-Bar Productions)	situation comedy	half-hour	ABC-TV	Barbara Eden	Jerry Davis, Ann Marcus
	The Karen Valentine Show (tentative title)	situation comedy	half-hour	ABC-TV	Karen Valentine	
	New Adventures of Perry Mason (network commitment made without pilot; in association with Paisano Productions)	legal drama	hour	CBS-TV		Cornwall and Gail Patrick Jackson
	Roll Out	situation comedy	half-hour	CBS-TV	Stu Gilliam, Hilly Hicks	Gene Reynolds, Larry Gelbart
Universal Television	Chase (in association with Mark VII Ltd. Productions)	police drama	hour	NBC-TV		Jack Webb, Robert Clinder
	Hernandez	police drama	hour	NBC-TV	Henry Darrow, Jess Walton, Ronny Cox, Dana Elcar	David Levinson, Robert Van Skoyk
	Partners in Crime (remake of "Judge and Jake Wylar" TV movie)	legal drama	hour	NBC-TV	Lee Grant, Lou Antonio	Richard Levinson, William Link, Jon Epstein, David Shaw
	Tenally	black private eye	hour	NBC-TV	James McKeachlin	Richard Levinson, William Link, Jon Epstein
	Amanda Fallon (remake of pilot shown last season as spin-off of "Doctors" segment of <i>The Bold Ones</i> series)	medical drama	hour	NBC-TV	Jane Wyman	Harve Bennett, Dick Deroy, Frank Pierston
	Questor (two-hour <i>World Premiere</i> to serve as pilot)	science fiction	hour	NBC-TV		Gene Roddenberry, Gene Coon
	The Barber Shop	situation comedy	half-hour	NBC-TV		James Komack, Stan Cutler
	Lady Luck	situation comedy	half-hour	NBC-TV	Valerie Perrine	James Komack
	Justice in the Back Room (tentative title; three-hour feature to serve as pilot)	police drama	hour	CBS-TV	Telly Savalas	Abby Mann, Matt Rapp
	Indict and Convict (based on book by Bill Davidson of same title, with two-hour movie serving as pilot)	law-enforcement drama	hour	ABC-TV	George Grizzard, Ed Flanders, Susan Howard, Reni Santoni	David Victor, Winston Miller

Continued on page 24.

Production Company	Title & Remarks	Type	Length	Network	Stars	Key creative people
Universal (cont.)	Domino	action-adventure	hour	ABC-TV		Stan Shpetner, Stanford Whitmore, Barry Oringer
	Cyborg (Movie of the Week feature to serve as pilot)	science-adventure	hour	ABC-TV		Richard Irving
Viacom Enterprises	Shaddick (based on <i>Hallmark Hall of Fame</i> special, in association with Alan Landsburg Productions)	comedy drama	half-hour	CBS-TV	Herschel Bernardi	Alan Landsburg, Rod Serling, Herb Hirschman
	Operation Hang 10 (in association with Herb Solow productions)	action-adventure	half-hour	ABC-TV		Herb Solow, Gene Coon
	J.T. (originally shown as CBS <i>Children's Hour</i> drama)	contemporary comedy-drama	half-hour	ABC-TV		Jane Wagner, Barbara Schultz
	Harlem Globetrotters' Pop Corn Machine (special to serve as pilot)	variety	hour	CBS-TV	Harlem Globetrotters basketball team, Teresa Graves	Frank Pepplatt, John Aylesworth
	Patsy (taped show)	situation comedy	half-hour	NBC-TV	Pat Cooper, Joe DeSantis, David Ketchum	Duke Vincent, Bruce Johnson, Gary Marshall
Warner Bros. Television	Key West	action-adventure	hour	NBC-TV	Stephen Boyd, Woody Strode	Bob Relyea, Denne Bart Petitclerc
	Shakespeare Loves Rembrandt	situation comedy	half-hour	NBC-TV		Chris Haywood
	Genesis II	science fiction	hour	CBS-TV	Alex Cord	Gene Roddenberry
	Day by Day	contemporary comedy	half-hour	ABC-TV		Bruce Johnson, Duke Vincent, Burt and Adele Styler

Text continues from page 16.

I think our programing will seek to reflect that trend."

ABC-TV will seek to present more than just another episode of another series. "I think the audience is indicating to us to mix up our entertainment—go more toward the anthology or the semi-anthology," reported Bill Brademan, ABC-TV vice president for programing on the West Coast. "Very possibly the audience is getting away from the set format each and every week because by now they know every plot that you throw at them in a regular series."

AT NBC-TV, Lawrence R. White, the network's vice president for programs, has indicated that there are not likely to be radical changes in his network's schedule. "You will find mutation and development and a going forward which is not necessarily change," he told the HRTS meeting. Mr. White explained that his network will continue to stress long-form and mini-series programing (concepts in which NBC-TV pioneered) but also will attempt to diversify in 1973-74 by developing a substantial number of half-hours.

"It's a broad, diversified, balanced schedule we're after," said Peter Robinson, NBC-TV West Coast vice president for program development. "If we are successful in piloting some good comedies, we would like to get more involved in that program form."

At CBS-TV, Fred Silverman, vice president for programs, and Alan Wagner, vice president for program planning and development, both point to the network continuing to program a large number of half-hour comedies, balanced with some long forms and an increasing

amount of specials. They also indicate that the emphasis in pilot projects is on subject matter based in reality. Over-all, though, Mr. Silverman's report to the HRTS meeting made clear that "the CBS programing philosophy basically will remain the same for the 1973-74 season."

According to another overview of next season, this one from Arthur Frankel, head of production for Screen Gems, the continued success of *All in the Family*, *Sanford and Son* and *Maude* means that the networks are looking for realistic comedy. "There is a continuing trend toward nonviolent product," he said. "More realistic comedy as opposed to fantasy is the thing. The same is true in dramatic series. Realism is in."

Mr. Frankel, who took over as vice president in charge of studio affairs for Screen Gems in April, is only one of a wave of relatively new program-production executives who are taking an important part in this development season. Also either entirely new to network development scene or in more prominent positions now are Harris Katelman at MGM Television, Emmett Lavery at Paramount Television, Irv Wison at Viacom Enterprises, Lee Rich at Lorimar Productions, Charles Fries at Metromedia Producers Corp., Roger Gimbel at Tomorrow Entertainment Inc.; and Producers Dick Berg, Dan Curtis, Phil d'Antoni, among others.

The studios represented by Messrs. Frankel, Katelman and Lavery all seem newly rejuvenated and are well represented with programs in development. Lee Rich, a veteran of many network campaigns, has thrust his Lorimar Productions into the forefront of the production competition. Viacom Enterprises, the

CBS Inc. spin-off organization; Metromedia Producers, a Metromedia Inc. subsidiary; and Tomorrow Entertainment, a unit of General Electric Co., each is making a measurable impact on the development season. Norton Simon Inc.'s Talent Associates, led by producer-writer Leonard Stern, is back in the thick of the competition after a lean time.

BROADCASTING's survey indicates that Universal Television, the perennial leader among film production organizations, has at least 12 projects in development at the three networks, predominantly, as usual, at NBC-TV. The next most active supplier appears to be Screen Gems, with nine projects in the running. Paramount Television, 20th Century-Fox Television and Viacom Enterprises each has five projects still in contention; while MGM Television, Warner Bros. Television and Talent Associates each has four possibilities for 1973-74 series.

"There will be more suppliers than ever before," said ABC-TV's Bill Brademan. "We really have our projects split up around town. I don't think we necessarily did it with any set plan to divide the pie equally," he said. "It's just the way it turned out—the way the good ideas came in. More suppliers have gotten active and that's good for us."

The television networks, it's obvious, are reaching out for new ideas and for people and organizations that haven't created for television much, or at all, before. "We are open, we are willing, we are anxious, we are needful of new platforms for the telling of short, strong, gripping, immediate attention-grabbing stories," NBC-TV's Larry White told HRTS. "If there are other ways to do that I'm the first to say, 'Please tell us,'" he added.

Unions score big in new contract for commercials

Higher payments to pension fund, elimination of holding period, stand against runaway production stem from latest negotiations

Major gains, particularly in pension and welfare programs, were claimed by Screen Actors Guild in releasing details of the new three-year contract covering talent in film and video-taped commercials that was hammered out after some two months of negotiations with the advertising industry. The terms of the new contract, says SAG, include an increase of 1.25% in management contributions to pension and welfare plans of actors not only on all new commercials produced as of Nov. 16, but also on all existing commercials still being broadcast.

The new pension and welfare formula calls for a management contribution of 7.75%, up from 6.50% under the old contract. Additionally, SAG points out, there is a possibility that management's contribution could be increased further via an escalation clause if the guild can achieve a better than 7.75% provision in negotiations with theatrical and television-program producers scheduled for 1974. SAG labeled the increased pension and welfare payment plan on existing commercial product a "first" in the industry and described it as "a precedent-breaking achievement of major proportions."

The guild also claims to have won an important gain by persuading the advertising industry to eliminate the 17-week so-called "triggering period" during which holding fee payments were delayed. This complicated issue apparently had major priority for guild negotiators.

Last month, John L. Dales, national executive secretary of SAG, took pains to explain this issue at a general membership meeting. "Today if a commercial doesn't go on the air soon after its completion," he pointed out, "the advertiser can let it sit . . . for 17 weeks before a 13-week use cycle automatically starts."

According to Mr. Dales, a major effort was being made to "abolish that 17-week wasted waiting period."

It appears that what the guild achieved in the new contract is that a performer now starts a 13-week fee cycle from the first day of work before the camera. This cycle starts whether or not the commercial gets on the air in that 13-week period. And 13 weeks after the first day of employment, another 13-week fee period ensues. There is now no nonpay time.

Summing up this gain, SAG says it is now possible for performers to receive three holding fees whereas under the old contract only one was payable. Additionally, the guild says the holding fee has

increased 16%, from \$136 to \$158 for on-camera talent and from \$102 to \$118 for off-camera performers.

SAG and the American Federation of Television and Radio Artists, which negotiated jointly for the new contract, also won what was termed "a strong policy statement" on runaway productions from advertisers. Included in the new contract apparently will be what amounts to a pledge by the advertising industry to encourage the production of commercials in the U.S. and not to produce commercials outside the country "primarily for reasons of economy or economic advantages in the engagement of players."

In the area of rates for talent, SAG claimed a series of increases particularly for "wild-spot" or nonnetwork payments. Wild-spot rate increases, according to the guild, range from 9.4% to 28%, depending on classifications of commercials. Rate increases also were reported for talent in a number of other commercial classifications.

The new contract was approved last week at meetings of SAG's national board of directors in New York and Hollywood. It is now to be submitted to the 25,000 members of the guild for approval in a nationwide referendum. The contract also must win approval from the AFTRA board and members and likely from the Federal Pay Board.

AFTRA, currently engaged in separate negotiations for a new national contract with all radio-TV networks, is not expected to take action or comment on the commercials contract until network negotiations are concluded. The SAG-AFTRA negotiations for the new commercials contract, conducted with the American Association of Advertising Agencies and the Association of National Advertisers, started in October and were held in New York. A tentative agreement was reached earlier this month (BROADCASTING, Dec. 11).

To the top 15. With its acquisition of Gardner Advertising Co., completed Dec. 8, Wells, Rich, Greene, New York, has become one of the nation's 15 largest advertising agencies. WRG acquired the St. Louis agency for 77,476 shares of WRG common stock worth about \$1.7 million, at an exchange ratio of one share for every 2½ shares of Gardner outstanding stock. Gardner billed upwards of \$55 million for 1972, WRG \$115 million. Speaking at a luncheon of the New York Society of Security Analysts last Tuesday (Dec. 12), Mary Wells Lawrence, chairman and chief executive officer of WRG, said she expects the agency to have billings of approximately \$175 million in 1973. Mrs. Lawrence discussed the Gardner acquisition, observing that "there has been a growing interest in the modular approach to advertising, in which Gardner advertising has been a leader. And while WRG typifies a full-service agency, we regard modularization as a viable segment of our business."

FTC softens focus of substantiation

Commission will be watching over-all themes of campaigns, rather than specific claims

The Federal Trade Commission adjusted the thrust of its advertising substantiation program last week. From now on, it announced, it is going to concentrate on major advertising themes rather than—as it has since mid-1971—on any and all claims that may or may not be significant.

And the full commission adopted a resolution that requires any advertiser basing claims on implied scientific tests or studies to furnish such results when requested by the FTC. These must be data in the hands of the advertiser before he makes the claim, the commission noted.

Also issued last week by the FTC were calls for advertising substantiation by 12 automobile manufacturers. The challenged advertisements include such claims as "Gremlin is heavier, wider and has more horsepower than any car comparable in price" (American Motors); "Triumph Spitfire gets 27 miles per gallon" (British Leyland Motors), and "electronic ignition system never needs retiming in normal use" (Chrysler Corp.).

Other auto makers named: Fiat-Roosevelt Motors Inc., Ford Motor Co., General Motors Corp., Renault Inc., Saab-Scania of America Inc., Subaru of America Inc., Toyota Motor Distributors Inc., Volkswagen of America Inc., and Volvo Inc.

Much ado about IBM

International Business Machines will spend an estimated \$800,000 or more in full sponsorship of *Much Ado about Nothing* on CBS-TV on Feb. 2. The Joseph Papp and the New York Shakespeare Festival's production will run from 8 to 11 p.m. EST, preempting all of the normal prime-time programming that night (a Friday, when CBS ordinarily schedules *Mission: Impossible* and a movie).

IBM will have 12 commercial minutes in the play, which is to be presented in five acts. The production, which follows the version Mr. Papp presented in New York's Central Park last summer, was taped at NBC's Brooklyn studio and delivered to CBS on completion. It was not affected by CBS's labor problems. Agency for this IBM buy is Conahay & Lyon, New York.

TVB cites PIB oversight

The Television Bureau of Advertising in effect has accused magazine-records keepers of gilding the lily in reporting an increase in ad pages and revenues in the 10-month period in 1972 over 1971 (as well as for the month of October in both years).

TVB said a report on Publishers Information Bureau compilations claimed a 5% gain in ad pages and 9% in ad

Great health care advances don't always occur in a laboratory.

Significant medical breakthroughs are not exclusive to laboratory research. They're produced in the minds of people, too. CHRONICARE—a national plan for long-term health care—is a case in point.

CHRONICARE has been developed by the American Nursing Home Association to end the historic and tragic neglect of the chronically ill and disabled. It would be available to all ages. And entitle some 18-million Americans to immediate benefits.

The foundation of CHRONICARE is built on the philosophy that the program must not be merely a payment system, but rather a comprehensive system of health services.

CHRONICARE addresses itself to the reality of today's skyrocketing hospital costs. It rejects the fatiguing familiarity of yesterday's formulas as being viable solutions to modern health care needs. And it refuses to advocate precedent over principle by recognizing that every American has a right to high-quality, convenient, long-term health care, regardless of age, color, race, creed or income.

CHRONICARE is but one of several plans being recommended to the 93rd Congress for inclusion into a new National Health Insurance Program. If implemented nationwide, it can make a significant contribution to our country's call for a reorganized, revitalized and redirected system of health care services.

If you've been following the debate about National Health Insurance, you know that there's no argument among proponents of various plans about the urgent need of

health care reform. The disagreement is over what kind of plan Congress should adopt.

In the past, our health care programs have largely been oriented toward the person with an acute illness—temporary sickness, diseases, fractures, emergency treatment—and merely tolerated the seriously chronically ill as a necessary evil. We believe that many have suffered unnecessarily because society failed to deal fully with their special needs.

Perhaps, it's been because chronic illnesses often are incurable. Perhaps, it's been because the financial commitment is likely to be large and permanent. Whatever the reason, the pattern of historically ignoring the chronically ill and disabled is obvious. We believe this neglect must be ended if we ever are to claim to live in an humane and compassionate society.

We care!

We'd like to tell you more about CHRONICARE—its objectives and potentialities. To do this we've prepared an informative booklet: "CHRONICARE—A National Plan For Long-Term Health Care." It's available upon request, free of charge.

AMERICAN NURSING HOME ASSOCIATION



Suite 607
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036

revenues for both October and for the 10-month period. The October page total was 8,345 and for the 10 months, 66,718, which the report said translated into \$136.5 million and \$1.047 million, respectively. TVB blew the whistle, observing that PIB failed to take into account a *Look* advertising take of \$44 million in 1971. Thus, said TVB, PIB's figures showed only magazines currently measured to be up 9%, but when *Look* dollars are included the real increase is only 4% in both ad pages and revenues for the 10-month period and for October itself.

"That," said TVB, "puts the magazine growth well behind that of television and total advertising volume."

Business Briefs

In spot TV. RBC Industries Inc., Philadelphia, through Ed Libov Associates there has launched its first regular spot-TV campaign in 70 major markets for its Puff and Super Puff basketball sets. Company decided on effort after testing spot TV last year in New York, Philadelphia, Pittsburgh and Washington.

Outside help. Parfums Givenchy, division of Lehn & Fink Products Co., Montvale, N.J., has appointed SSC&B, New York, to handle its entire line of women's fragrance and bath products. Advertising for Givenchy had been handled by Thompson-Koch, in-house agency for Sterling Drugs, parent organization to Lehn & Fink. Givenchy has begun testing television advertising and is awaiting advice of SSC&B as to whether it will begin regular campaign on TV.

Motorcycle drive. U.S. Suzuki Motor Corp., Santa Fe Springs, Calif., through Foote, Cone & Belding, Los Angeles, plans its first network-television push to introduce 1973's line of motorcycles. TV campaign will run from March to mid-July using 30-second spots on package of CBS-TV programs including sports, news and prime-time shows. Total of \$2.5-million is being allocated for campaign, which includes back-up effort in outdoor advertising and special-interest magazines.

Barter on credit. International Promotional Consultants Inc., Fort Lauderdale, Fla., is offering its new Charge-a-Trade system, computerized bartering method which enables members to deal on credit-card basis rather than on usual system of due-bills, credit memos or scrip. Each entity approved for membership is given credit card which entitles it to use system in transactions with any other member. Broadcast members, company says, can trade advertising time for such things as programing, hotel accommodations, station ID's and jingles, tour packages, clothing and other such commodities. 915 West Sunrise Boulevard, Fort Lauderdale 33311. 1-800-327-3720 (toll-free number).

Teletronics expands. Teletronics International Inc., New York, has acquired Miami Tele-Productions Inc., Miami, for undisclosed price. George K. Gould, president of Teletronics, post-production com-

pany, said that Miami Tel will be developed into top video-tape facility for production of TV commercials, TV and cassette programs and industrial presentations.

Save with WHUR. Independent Federal Savings and Loan, Washington, in conjunction with Howard University's WHUR (FM) there, sponsored 12-hour "save-a-thon" to encourage new deposits or additions to existing accounts. First Federal, said to be first and only predominantly black savings and loan in District, inserted 60-second appeals four times each hour from noon to midnight, Saturday, Nov. 18. Association remained open throughout broadcast and reported pledges and deposits totaling \$232,836.92 for 12-hour period.

New firm. William Mosley, co-founder of The Young Group, New York, business and marketing consulting firm, and Joe Sacco, partner in British advertising agency, Wood, Brigdale Ltd., have formed *Moseley Sacco Inc.*, Advertising, 385 Madison Avenue, suite 500, New York 10017. (212) 838-8360.

More from Bic. Bic Pen Corp., Milford, Conn., through Wells, Rich, Greene, New York, will kick off national TV campaign in March to introduce its new Bic Banana Ink Crayons. Aimed at 6 to 14-year-olds, story line features man in monkey suit demonstrating many uses for Ink Crayons. Bic spends 92% of its advertising budget (about \$4 million) in TV.

As it did in '69. Eastern Air Lines, through Young & Rubicam, and Borden Inc., through Conahay & Lyon, all New York have each purchased half-sponsorship of NBC-TV's telecast of Jan. 20 inauguration of President Nixon. EAL made same buy for 1969 inauguration. Coverage will begin at 10 a.m. NYT and run to 5 p.m. NYT. Half-hour review of inaugural activities will be presented at 8-8:30 p.m. NYT.

Agency appointment. Plumrose, Springfield, N.J., distributor of Danish meat products, has named Needham, Harper

& Steers, New York, as its new agency. Plumrose spent about 75% of its 1972 budget of \$500,000 on spot television in 35 markets. Former agency was Herbert Arthur Morris, New York.

Rep appointments. WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.: The Meeker Co., New York ■ WYSL (AM) and WPHD (FM) Buffalo, N.Y.: ABC-FM Spot Sales, New York ■ WEYI-TV Saginaw-Flint-Bay City, Mich.: Katz Television, New York ■ KRMD (AM)-KJKL (FM) Shreveport, La.; WHK (AM), WMMS (FM) Cleveland, Katz Radio, New York. ■ WGTB (AM) Natick, Mass.: Ketell-Carter, Boston. ■ WWNJ-AM-WIXL-FM Newton, N.J.: Grant Webb & Co., New York.

Bond to try national TV. Bond Stores, New York, national clothing chain, has named Barnett, Zlotnick, New York, as agency. Account was previously with Kane, Light & Gladney, New York. According to President Murray Hirsch, Bond plans to spend \$2 million in radio and TV advertising in 1973, including its first use of national TV. Mr. Hirsch explained: "The increase of population in suburban areas makes the use of the new media mix mandatory for bringing the Bond message of style, quality and value to people." Company has 145 stores.

Joins Frank. Advertising Associates Inc., Richmond, Va., will merge into Clinton E. Frank Inc. Advertising, it was announced by AA President Jack D. Lewis and Frank Chairman Don Tennant. Advertising Associates, which bills over \$1-million annually, will join Frank's Richmond office after first of the year. Ken Erdman, CEF's Richmond manager, will manage combined operation; Mr. Lewis will be vice president. Chicago-based Clinton E. Frank bills more than \$87-million a year.

Making music. Music Music Productions has been established in Brookfield, Conn., to offer creative/production services to agencies and advertisers. Hubert A. Davis, music coordinator, is principal officer.

BAR reports television-network sales as of Nov. 26

CBS \$593,053,400 (36.5%); NBC \$530,782,500 (32.6%), ABC \$502,861,500 (30.9%)*

Day parts	Total minutes week ended Nov. 26	Total dollars week ended Nov. 26	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	115	\$ 921,900	3,644	\$ 21,934,900	\$ 21,924,000
Monday-Friday 10 a.m.-6 p.m.	993	13,192,900	45,793	337,805,100	301,466,600
Saturday-Sunday Sign-on-6 p.m.	335	6,300,600	14,606	196,429,000	157,998,700
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,401,500	4,431	83,370,600	70,229,600
Sunday 6 p.m.-7:30 p.m.	16	442,200	625	14,270,500	18,305,800
Monday-Sunday 7:30 p.m.-11 p.m.	399	24,673,300	18,647	876,807,500	832,545,300
Monday-Sunday 11 p.m.-Sign-off	161	3,358,700	7,126	96,079,800	66,784,600
Total	2,117	\$51,291,100	94,872	\$1,626,697,400	\$1,469,254,600

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

FCC ups ante for fees charged to constituents

Agency issues rulemaking aimed at recovering 100% of costs from licensees—including \$12.7 million from broadcasters, \$2.7 from cablecast services

The FCC, which has asked President Nixon to include in his 1974 fiscal budget a request for \$42,407,406 for commission activities, last week issued a notice of rulemaking aimed at recovering 100% of that amount from those it regulates (BROADCASTING, Dec. 11).

The commission's proposed fee schedule would result in a 30% increase in the revenues paid in for most broadcast services, 33½% increase in the annual per-subscriber fee paid by cable television system (it is now 30 cents), and a 50% increase in the filing fees for cable certificate-of-compliance applications.

The proposed schedule would also result in a doubling of the current application and grant fees in the common-carrier services, a \$40 increase in the basic filing fee in the Safety and Special Radio Services, and a single \$10 fee for applications for new and renewed commercial operator licenses—first, second or third class.

In proposing a new schedule, the commission is seeking to comply with congressional requests that it pay its own way—something the commission has not done since revising its fee schedule with that in mind in July 1970. The commission's current budget is \$36 million, and commission sources estimate that it will recover some \$26.5 million under its present fee schedule in this fiscal year.

The proposed schedule contemplates each service producing revenues to cover its own costs, plus some additional to take care of over-all agency expenses. The major contributors would be the Broadcast Bureau, \$12.7 million; the Safety and Special Radio Service Bureau, \$14.5 million, and the Common Carrier Bureau, \$8.9 million. Cable Television Bureau revenues are estimated at \$2.7 million.

Under the new schedule, applicants for a construction permit for a new VHF station, or for a major change in an existing station in the top-50 markets, would pay \$6,500, as against the present fee of \$5,000; a grant fee would cost \$58,000 instead of \$45,000. There would be comparable increases for VHF applicants in other markets, and for radio, depending on power, hours of operation and class of station involved.

But the application and construction-permit fees for UHF stations or for major

changes in them would remain the same (\$2,500 for filing and \$22,500 for grant, in the top-50 markets; \$1,000 and \$9,000 in the next 50, and \$500 and \$4,500 in the remainder).

Assignment and transfer application fees would be hiked from \$1,000 to \$1,300 and the grant fee from 2% to 2.6% of the consideration. The commission also asked for comment on problems it has encountered in levying grant fees in connection with station sales, when the broadcast properties are only part of a larger transaction and the parties do not assign a specific consideration to them.

Annual license fees for radio stations would be upped to 32 times the station's highest one-minute spot (it is now 24

times) but in no case would a fee be less than \$69 (the present minimum is \$52). Annual license fees for television stations would be increased to 16 times the station's highest 30-second spot announcement (it is now 12 times) but in no case less than \$192 (the present minimum is \$144).

Fees for various applications for minor changes in facilities, changing call signs or short-form (or pro-forma) applications for assignment of license or transfer of control would be increased 30%.

The commission also asked for comment on whether a grant fee should be charged when a short-form application is filed—the present schedule does not include such a fee—and on whether assign-

**Radio 1's
team is limited.
We're all first string.**

Radio 1 is new. And we have some new approaches to selling time. We think that every member of a rep firm should be a top-notch professional.

So, when stations do business with Radio 1, they get the best we have.

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ments or transfers that represent gifts should be subject to a grant fee, and on whether the liabilities of a corporation that is being transferred should be included in determining the grant fee.

Other provisions in the proposed schedule would raise from \$50 to \$75 the fees charged for applications in the catch-all category that includes AM, FM, TV and auxiliary services. Applications by AM licensees seeking authority to determine antenna power by direct measurement would remain exempt from payment of a fee if the applications involve nondirectional stations; if they involve directional stations, a \$75 filing would be charged. The schedule also provides for some fee reductions—from \$500 to \$250 for an application for a permit to replace an expired permit, and from \$50 to \$20 for modification of construction permits or licenses in auxiliary broadcast services.

The commission said the new schedule, if adopted, would apply to all filings and grants that are made after the effective date of the revised schedule. Comments on the proposal are due Feb. 13, 1973, and reply comments Feb. 28.

CBS gets respite from AFTRA threat to support IBEW

Appellate court affirms injunction against performers' union action as technicians' talks are resumed

A walkout by CBS performers in support of the International Brotherhood of Electrical Workers' strike against CBS seemed last week to be unlikely before mid-January, if then.

This prospect emerged when a five-judge panel of the appellate division of the New York State Supreme Court unanimously upheld an injunction forbidding the American Federation of Television and Radio Artists to order its CBS newsmen and other members to honor IBEW picket lines (BROADCASTING, Dec. 4, 11). AFTRA said it would seek a formal hearing on the panel's decision and was given until Dec. 21 to file its papers and until Jan. 11 to answer CBS's response, which is due Jan. 5. Under normal procedures, then, the case would not be argued until some time after Jan. 11.

In the meantime AFTRA said it was instructing all its CBS members—performers and announcers as well as newsmen—to continue working. It followed the same procedure after the injunction was initially issued.

The five-judge panel gave no written opinion in disclosing its decision last Monday (Dec. 11). Basically the question was whether AFTRA could order newsmen to breach the personal-service contracts that most of them have with CBS.

In Washington, meanwhile, negotiations between CBS and IBEW continued last week under the auspices of Federal Mediation and Conciliation Service Com-

Have strike, will travel. International Brotherhood of Teamsters, which had signed on with CBS-TV as full sponsor of *Opening Night: USA*, one-hour special, Dec. 25, said last week it will pull out of the program if the network is still struck by the International Brotherhood of Electrical Workers. According to a spokesman for T. Gray Associates, Philadelphia, the union's advertising agency, the union is paying \$225,000 for the show. The production, which stars Sammy Davis Jr. and Milton Berle among others, is a collection of nightclub acts and had been using locations where there were no pickets. CBS's spokesmen said the show was still scheduled.

missioner Nancy Fibish. They had been resumed Dec. 8 for the first time since Nov. 16 (BROADCASTING, Nov. 11). There was no immediate indication as to what progress, if any, was being made in the talks. Basic issues relate to jurisdiction over new and emerging technology, such as devices that electronically project drawings, news bulletins and the like, or are used in electronic editing or in some automation processes.

CBS, using supervisory and other non-union personnel to replace the striking technicians, managed to get through the succeeding week and weekend without a repetition of the physical violence and vandalism that erupted at New York's Shea stadium on Dec. 3, forcing cancellation of CBS-TV coverage of that day's New York Jets-New Orleans Saints football game there.

San Francisco police reported that CBS cables in San Francisco had been cut a few days before the Dec. 10 game there between the San Francisco 49ers and the Atlanta Falcons. But CBS sources minimized the incident and said repairs were made in time to telecast the game. CBS-TV coverage of five other pro games the same weekend also went on as scheduled, according to CBS sources, who said they expected to cover six games again this past weekend.

In Hollywood, taping of prime-time

AFTRA-networks. American Federation of Television and Radio Artists and the TV-radio networks last week recessed their negotiations on a new contract covering performers, including newsmen, until the end of December. The old pact expired Nov. 15. An AFTRA spokesman said that talks were deferred partly because TV networks began negotiations last week in Phoenix with the three principal cameramen's locals. They are Hollywood Local 659, New York Local 644 and Chicago Local 666, all belonging to the International Alliance of Theatrical Stage Employees. Though neither management nor the unions would disclose contract demands, the cameramen locals are reported to be seeking substantial increases in wages and fringe benefits and a four-day week.

shows was continuing and as of last week reportedly had been completed on enough episodes to carry *All in the Family* through December, *Maude* through Jan. 9, *Sonny and Cher* through late January, *Carol Burnett Show* into January and *Bill Cosby Show* through January. Daytime game shows were reported pre-taped to the first week in January, and daytime dramas that are on tape were said to be from one day to one week ahead.

WEFM format challenge dismissed; Zenith's sale to G.C.C. approved

FCC holds that change to contemporary from classical is within licensee's discretion, not against Chicago's public interest

A challenge to the \$1.1-million sale of Zenith Radio Corp.'s WEFM(FM) Chicago, the oldest continually operating FM station in the country, was dismissed by the FCC last week and the transfer, to group broadcaster G.C.C. Communications, was approved.

In a 5-to-1 decision (with Commissioner Nicholas Johnson dissenting and Commissioner Richard Wiley not participating), the commission found that objections to the sale raised by the Committee to Save WEFM "presented no material and substantial questions of fact which require a hearing . . ."

The challenging group had contended that WEFM's classical-music format, which Zenith had maintained since 1940 despite recent heavy financial losses, should be continued because Chicago radio listeners have a "legal right" to receive such programming. G.C.C. proposed to change the WEFM format to a "contemporary" sound. The challengers had claimed that the fact that Chicago is served by two other classical stations—WFMT(FM) and WNIB(FM)—does not alter the fact that an abandonment of the WEFM format would disserve the public interest. In fact, they had contended, the very act of the FCC's continually renewing the licenses of WEFM and the two other classical outlets verified its contention that Chicago must be served by a "minimum" of three classical voices.

The commission disagreed. Noting that the choice of musical formats is routinely a matter of discretionary business judgment on the part of the licensee, the agency found that to hamper this licensee discretion by ordering a hearing on the WEFM sale application would only serve to frustrate future licensee attempts at innovative programming. "We find no basis to question the applicant's (G.C.C.'s) discretion in the choice of format," the commission said.

The commission also dismissed the challenging group's "complaint" of three weeks ago against Zenith, G.C.C. and G.C.C. President Alexander Tanger, in which, among other things, it asked the agency to reserve WEFM's frequency (99.5 mhz) for the permanent presenta-

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tion of classical programming (BROADCASTING, Dec. 4). The justification in that dismissal, it said, is the same as for the rejection of the group's initial petition to deny the WEFM sale.

G.C.C. also operates WGKA(AM) and WZGZ(FM) Atlanta, which it acquired last year following the internal resolution of a format dispute with a local citizen group. Those stations also program classical music and a plan to drop that format was abandoned at the citizens' urging. The same group had waged a successful legal battle against plans by the stations' previous owner, Strauss Broadcasting Co., to drop the classical format in 1968.

Shakespeare departs; Keogh to be USIA head

Former CBS executive rumored to be headed back to broadcasting; his successor authored book critical of Nixon press coverage

Frank Shakespeare, one-time high executive of CBS, last week was officially reported to be on his way back into private life after almost four years as director of the U.S. Information Agency. President Nixon's choice to replace him is James Keogh, former Time Inc. executive who served the President previously as a speech writer and who concluded after two years in the White House that

the news media were less than fair in their coverage of the Nixon administration.

White House News Secretary Ronald L. Ziegler, in announcing Mr. Shakespeare's departure, said the President had accepted the USIA head's resignation "with special regret and warm appreciation for the outstanding job he has done."

There were no clues last week as to where Mr. Shakespeare's future lay. He is reported to be heading back into broadcasting, but he has not disclosed his plans. Sources within the agency say they understand that Mr. Shakespeare has been developing his plans for some time, perhaps for as much as year, and that he may not announce them before January.

Mr. Shakespeare had been with CBS for 19 years—his last post was president of CBS Television Services—before joining the Nixon administration in 1969 as USIA director. He had played a key role in Mr. Nixon's 1968 campaign.

At USIA, Mr. Shakespeare was regarded as a hard-nosed conservative, whose strong anti-Communist views sometimes caused him to cross policy lines with the State Department.

Mr. Keogh, a journalist all his life, joined *Time* magazine in 1951, and from 1961 to 1968 was managing editor and then executive editor. Like Mr. Shakespeare, he worked in the Nixon campaign of 1968, serving as chief of the research

and writing team. After the election that year, he moved into the White House in a similar capacity.

Mr. Keogh left the White House staff two years ago and wrote a book on his view of the news media during his service to the President. The book, "Nixon and the Press," reflected the view that reporters generally were inaccurate or unfair, or both, in covering the President.

WDEE Detroit sold for \$4.2 million

**In new purchase from Storer
Globetrotter aims for fourth station**

Storer Broadcasting Co. last week announced sale of its WDEE(AM) Detroit to Globetrotter Communications Inc. for \$4.2 million, subject to FCC approval.

George N. Gillett is president of publicly held Globetrotter Communications, which owns the Harlem Globetrotters basketball team, WYON(AM) Cicero, Ill. (Chicago), and WIXY(AM)-WDOK(FM) Cleveland.

Storer retains WJBK-TV Detroit and its other broadcast properties—WAGA-TV Atlanta, WSBK-TV Boston, WJW-AM-TV Cleveland, KGBS-AM-FM Los Angeles, WGBS(AM) Miami, WITI-TV Milwaukee, WHN(AM) New York and WSPD-AM-TV Toledo, Ohio.

Storer, which also has multiple CATV interests, two weeks ago agreed to buy Boston Garden Arena Corp.—owner through subsidiaries of the Boston Bruins and Boston Braves professional hockey teams—for stock valued at \$15 million (BROADCASTING, Dec. 11).

WDEE is full time on 1500 khz with 50 kw day and 5 kw night. Broker was R. C. Crisler and Co.

Changing Hands

Announced

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

■ WDEE(AM) Detroit: Sold by Storer Broadcasting Co. to Globetrotter Communications Inc. for \$4.2 million (see above).

■ WCRT-AM-FM Birmingham, Ala.: Sold by William A. and George K. Chapman to Hal Fredericks for \$750,000. Mr. Fredericks was formerly national sales manager at WBBM-AM-FM Chicago. WCRT operates on 1260 khz with 5 kw day. WCRT-FM is on 96.5 mhz with 100 kw and an antenna 580 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 58):

■ WTRY(AM) Troy and WTRY-FM Albany, both New York: Sold by Kops-Monahan Communications Inc. to Herbert Scott for \$1.9 million. Kops-Monahan



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ANOTHER BLACKBURN CATV SALE

Covenant gets Mich. systems

Covenant Cable Inc., subsidiary of Broad Street Communications Corp., New Haven, Conn., has agreed to buy Port Huron (Mich.) Cable TV Co. Inc. for \$3 million. Richard Geismar, chairman of Broad Street, and John Wismer, president of Port Huron Cable, said last week agreement is contingent upon approval of local and federal agencies. Port Huron Cable owns systems in Port Huron, Marysville, Burchville and Fort Gratiot, all in Michigan, with a total of 9,000 subscribers. Covenant has systems in Millville, N.J., and Greensburg, Pa., with a total of about 15,000 subscribers.

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is licensee of WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut. Mr. Scott owns WTTM(AM)-WCHR-FM Trenton, N.J.; WJWL(AM)-WSEA-FM Georgetown, Del.; WPAZ(AM) Pottstown, WFEC(AM) Harrisburg, WKST(AM) New Castle, and WFEM-FM Elwood City, all Pennsylvania, and WTIG(AM) Massillon, Ohio. WTRY(AM) is full time on 980 khz with 5 kw; KYTN is on 94.7 mhz with 11.5 kw and an antenna 900 feet above average terrain.

▪ KNOX(AM)-KYTN(FM) Grand Forks, N.D.: Sold by Justin Hoberg and others to Peoria Journal-Star Inc. for 1,260,000. Sellers retain KYTN(AM) Minot, N.D. Buyer publishes the *Peoria* (Ill.) *Journal-Star* and owns WAZY-AM-FM Lafayette, Ind. KNOX is full time 1310 khz with 5 kw; KYTN is on 94.7 mhz with 100 kw and an antenna 235 feet above average terrain.

▪ KIDD(AM) Monterey, Calif.: Sold by Robert K. Sherry and others to John B. Walton Jr. for \$553,000. Mr. Walton owns KERP-AM-TV El Paso, KDJM-AM-FM Amarillo, KBUY-AM-FM Fort Worth, all Texas; KAVE-TV Carlsbad, N.M., and KIKX(AM) Tucson, Ariz. KIDD is full time on 630 khz with 1 kw.

▪ WHBQ-FM Memphis: Sold by RKO General Inc. to Southern Broadcasting Inc. for \$450,000. RKO General retains WHBQ-AM-TV Memphis; WOR-AM-FM-TV New York; WRKO(AM)-WROR(FM) and WNAC-TV Boston; KHJ-AM-FM-TV Los Angeles; KFRC(AM)-KFMS(FM) San Francisco; WGMS-AM-FM Bethesda, Md.-Washington, and WHCT(AM) Hartford, Conn. John G. Johnson is president of Southern Broadcasting, which owns WTOB(AM) Winston-Salem, WKIX-AM-FM Raleigh, WGHP-TV High Point, all North Carolina; WRVA-AM-FM Richmond, Va.; WSGN(AM) Birmingham, Ala.; KOY(AM) Phoenix, and KULF(AM) Houston. WHBQ-FM is on 105.9 mhz with 100 kw and an antenna 760 feet above average terrain.

KXRO rapped on fairness

Station's assumption that bond editorials were noncontroversial rejected by FCC

The chief of the FCC's complaints and compliance division last week told Aberdeen Broadcasting Co., licensee of KXRO(AM) Aberdeen, Wash., that it failed to comply with the fairness doctrine in connection with a school-bond issue.

Mrs. Henry McGiveron, spokeswoman for the Committee Opposed to the 1971 Bond Issue, said in a complaint to the commission that on Nov. 1, 1971, the day before the bond issue was to be voted upon, the station broadcast three editorials supporting it and refused to provide time for the committee's contrasting view.

In reply, KXRO said it assumed the bond issue was noncontroversial, since there was no opposition to it at a public hearing and no response to the station's request for comments on the issue.

KXRO said it aired the editorials to put

in perspective the contexts of handbills distributed by the committee. But, it said, it had misinterpreted the handbills and now realizes that a controversial issue did exist. The station said it plans to broadcast the views of the committee before the next election on Phase II of the bond issue.

But William B. Ray of the complaints and compliance division told Aberdeen Broadcasting that it should have known the bond issue was controversial because it was reported in newspapers and was on the ballot. He said a copy of his letter would be put in the station's files to be available for "appropriate future consideration."

Broadcaster Strauss. Robert S. Strauss, Texas lawyer who was chosen chairman of the Democratic National Committee last week, has an interest in KCEE-AM-FM Tucson, Ariz. Mr. Strauss and his family had also owned WGKA-AM-FM Atlanta, but they sold the stations late last year after acquiring them in 1968. That acquisition turned sour when the proposed change in format from classical to middle-of-the-road music was opposed by a group of Atlanta citizens, who persuaded the U.S. Court of Appeals to overturn the FCC approval and remand it for an evidentiary hearing. Also earlier this year, the Strausses sold KIXL-AM-FM Dallas.

Are minorities undermeasured in TV ratings?

Spanish broadcaster says they are and seeks redress from government

A complaint that minority-oriented stations have been lodging with rating services and such industry agencies as the Broadcast Rating Council for years has been bucked to the FCC with the hope of government action.

Rene Anselmo, president of Spanish International Network, which owns Spanish-language television stations in four markets, wrote to FCC Commissioner Robert E. Lee after "fighting for 10 years about the biased, misrepresentative rating reports" he attributed to the American Research Bureau and A. C. Nielsen Co., although he said ARB had made helpful changes in its procedures.

Mr. Anselmo has also discussed the matter with the industry-supported Broadcast Rating Council over the past eight years. Hugh M. Beville, director of the council, said last week, "If Mr. Anselmo had a solution, it would help."

Mr. Anselmo's solution was to appeal to Commissioner Lee, who had given a speech on ratings last month (BROADCASTING, Nov. 20). Although acknowledging the commissioner had said the

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FCC "should not get into the ratings business," Mr. Anselmo said that "somebody has to step in and set the standards . . . We feel it should be the FCC."

An aide said Commissioner Lee would bring the letter to the attention of his colleagues and write to the parties involved—Nielsen, ARB and the rating council—for their comments. The spokesman said Mr. Anselmo's letter raises "a number of points which should be responded to." He also said the commissioner feels that if problems in measuring minority audiences exist, private industry, not the government, should take the lead in solving them.

Mr. Anselmo's complaint is similar to those that minority groups, particularly blacks, have frequently made about the rating services—that they do not adequately represent minority viewers and listeners and that, since ratings determine programming decisions, those viewers and listeners are deprived of the kind of programming they would enjoy.

Mr. Anselmo's major complaint about Nielsen is that it does not measure the audience of a station not viewed by 10% of the homes in a market at least once a week. He said this is a "discriminatory barrier to any broadcaster attempting to serve a minority group." Even if all 530,000 Spanish television homes in New York viewed SIN's station there (WXTV-TV) Paterson, N.J.), "we would still not qualify to meet Nielsen's minimum reporting standards," Mr. Anselmo said.

A spokesman for Nielsen said the 10% cutoff is used to assure a statistically valid sample. To provide a sample large enough to guarantee that a particular minority group, such as Mexican-Americans, is measured would increase the cost of the survey, he said. "Who is going to pay for it?"

Mr. Anselmo gave ARB credit for measuring Spanish-language viewing in Miami and San Antonio through "personal [diary] placement and retrieval techniques"—designed to put diaries in homes with unlisted or no telephones and to afford residents a choice of an English- or Spanish-language diary—but said there were "a dozen other markets" where ARB should be doing the same thing.

A spokesman for ARB said the company employs personal placement and retrieval for Spanish-speaking residents in five markets—Los Angeles, New York and Corpus Christi, Tex., besides Miami and San Antonio. SIN's stations are in three of those cities—KWEX-TV San Antonio, KMEX-TV Los Angeles and WLTW-TV Miami. The fourth is WXTV-TV.

FM's plan Armstrong tribute

National Association of FM Broadcasters has distributed 30-second spot announcements honoring Professor Edwin H. Armstrong, who developed FM broadcasting, to more than 2,800 FM stations in the U.S. The stations are expected to carry the spots at various times today (Dec. 18) on the occasion of Professor Armstrong's birthday. The late inventor, who died in 1954, would have been 82 years old today.

Another setback for Star

Review Board rejects charge rival offered job to FCC counsel

Star Stations of Indiana Inc. has been rebuffed in an effort to enlarge the issues in an FCC hearing in which it is fighting to hold onto its licenses for WIFE-AM-FM Indianapolis.

Star wanted addition of an issue to determine whether Murray Feiwell, local counsel for Indianapolis Broadcasting, a competing applicant, had acted improperly and had attempted to compromise the commission counsel in the case by offering him a job.

The Review Board, however, rejected Star's petition. The board said that while it did not look with favor on the incident, which "we believe reflects adversely on Feiwell's sense of good taste," the facts do not provide any basis for reading "venality into this chitchat, as Star would have us do."

The Review Board said that Indianapolis argued that the remark was made in a joking manner and that the commission counsel, Joseph Chachkin, did not consider it an offer of a job. The board also said that Mr. Feiwell's words—"whether counsel would be interested in joining our law firm—is "an amorphous and vague invitation" which "cannot be deemed to be an offer."

The Broadcast Bureau last month recommended that the commission strip Don Burden, owner of Star, of his licenses for his five AM and FM stations, including the Indianapolis outlets (BROADCASTING, Nov. 27). Applications for the stations' licenses are in hearing on a variety of issues.

AWRT seeks profile of women's jobs

American Women in Radio and Television is undertaking an evaluation of women's jobs in broadcasting that may overturn some conceptions based on purely numerical quantification. That news was disclosed by AWRT President Rose Blyth Kemp, who was in Washington last week.

Mrs. Kemp visited with three FCC commissioners during her stay in Washington, she said, and suggested that a "true profile" of women employees of broadcast stations might be more definitive than "the numbers game" in analyzing the equal opportunity reports submitted to the FCC.

She explained that where a woman was listed as a secretary, for example, putting her in the rank and file of a station's employees, an examination of her duties might indicate that she belongs in the management level of a station.

Mrs. Kemp said women are needed in broadcasting, and AWRT is moving to qualify them for employment through its college careers program and through management-development seminars that are aimed to aid women broadcasters to

climb the executive ladder. The first was held in Detroit Dec. 2. The second will be held in Chicago in March.

The AWRT employment profile will be determined from a questionnaire that is to go out to all AWRT members and other women already in broadcasting. Results may be available in mid-1973, Mrs. Kemp said.

Mrs. Kemp acknowledged that AWRT leaders are re-examining the role of AWRT as a woman's organization in light of the feminist movement, but noted: "Yes, the things are changing, but we have to help change them intelligently."

Hearing issues added against WPIX, Forum

FCC's Review Board says applicants for New York channel 11 failed to report corporate developments

The FCC's Review Board last week added comparative hearing issues against both WPIX Inc., licensee of WPIX-TV (ch. 11) New York, and Forum Communications Inc., competing applicant with WPIX for channel 11.

Both actions relate to the alleged failure of the applicants to inform the commission within 30 days of changes in their ownership or management structure, as required by the rules. Forum was cited for neglecting to report the existence of an option agreement between Inner City Broadcasting Corp. and New Broadcasting Co., which gives the former firm an opportunity to purchase WLIB-FM New York (it bought New Broadcasting's WLIB-AM earlier this year). The WLIB transaction relates to the channel 11 proceeding, the review board noted, because H. Carl McCall, Forum's proposed urban affairs director and a 0.6% stockholder, is president, director and general manager of WLIB-AM.

WPIX was penalized for failing to apprise the commission of the appointment of L. J. Pope as its executive vice president with responsibility for the day-to-day operation of WPIX. Mr. Pope was formerly a WPIX vice president.

In both cases, the board said that it did not believe the oversights represented intentional attempts to conceal information from the commission and ruled that the new issues should be judged on a comparative basis only.

For Forum, the board's action represents the second comparative issue added against it in the past six months. The FCC ruled the firm's community-ascertainment should be further scrutinized last July (BROADCASTING, July 17).

New AM enters Denver

KAAT-AM Denver went on the air last Tuesday (Dec. 12) with a middle-of-the-road format and broadcasting on 1090 khz with 50 kw daytime. The station is owned by Radio Colorado Corp., whose president, John H. Gayer, also owns

KFNF (AM) Shenandoah, Iowa, and is an applicant for FM's in Steamboat Springs and Vail, both Colorado. Mr. Gayer was for many years a member of the radio frequency commission of the International Telecommunications Union.

The station will operate under the legend "The Big KAAAT of the Rockies." Ben Avery is general manager and Fred Barton program director. Both will function with a multiracial board of advisers that includes representatives from black, chicano and Indian groups as well as from the Denver financial, business and media communities.

Hooks: Dig deeper

FCC Commissioner Benjamin L. Hooks says the commission should go further than it has in investigating licensees whose renewal applications are opposed by citizen groups.

The commissioner made his comment in a belated statement issued in connection with commission's Nov. 8 rejection of petitions to deny license renewals of WCOL-AM-FM Columbus and WBBW-AM-FM Youngstown, all Ohio (BROADCASTING, Nov. 13), that were filed by citizen groups.

The commissioner, who dissented in part and concurred in part, said he agrees with the majority's contention that the petitions did not meet "procedural standard of specificity mandated by the Communications Act." But he said the commission "should not stand behind a procedural barrier on the apparent side of a licensee."

He said the commission on its "own motion should take a critical look at the activities of the station," not at the quality of complainants' performance. "We do not license complainants," he said.

Media Briefs

NBC color count. Total number of color-equipped TV households in U.S. increased to 37.3 million as of Oct. 1, according to estimates released by NBC. Since beginning of 1972, 3.8 million color-TV homes were added in U.S., NBC said.

On NRB agenda. National Religious Broadcasters, Madison, N.J., will feature following speakers at its 30th annual convention to be held Jan. 28-31 at Washington Hilton, Washington: FCC Chairman Dean Burch and Commissioner Benjamin Hooks; Vincent Wasilewski, National Association of Broadcasters president; David Foster, National Cable Television Association president; W. Clement Stone, insurance executive, and the Rev. Billy Graham.

Quotable quotes. Television Information Office is distributing revised and expanded edition of "TIO Quote File" to its members. File, first published in 1968, contains collection of quotations relating to various aspects of television by about 100 educators, legislators, businessmen and journalists.

Programing

Viacom in clear on antitrust suit

Justice Department agreement would separate CBS spin-off from three defendant networks

The Department of Justice and Viacom International Inc. last week moved to terminate the department's antitrust suit against Viacom. They agreed to the filing of a proposed consent judgment which, when final, will conclude Viacom's role as an antitrust defendant.

The proposed judgment will restrict the company in the disposition of any television program-syndication rights it obtained from CBS, its former parent company. However, it will preserve Viacom's rights to license or distribute programs received from CBS at the time of the spinoff in 1970.

The proposed judgment was filed in the U.S. District Court in Los Angeles and becomes final in 30 days on the approval of the court.

The department in April filed antitrust suits against CBS and Viacom, as well as against NBC and ABC, accusing them of violating the Sherman Antitrust Act (BROADCASTING, April 17). The suits alleged that the networks used their control of access to air time to monopolize prime-time television entertainment pro-

graming and to obtain subsidiary rights in that programing.

The department said the alleged conduct has deprived viewers, independent program producers and advertisers of the benefits of free competition. The suits are aimed at prohibiting the three networks from engaging in the production of any entertainment programing, including feature films, and from acquiring anything more than first-run rights in the entertainment programing they acquire from others.

U.S. District Judge Robert J. Kelleher, who is presiding in the case, has taken under advisement motions by each of the networks that he dismiss the department's suit (BROADCASTING, Dec. 11). The networks argued that the FCC has primary jurisdiction over the matters the department raised.

Viacom was involved in the suit originally as a result of its relationship with CBS. Viacom acquired CBS's program syndication and distribution rights, as well as its cable-television holdings, when it was established through a stock spin-off to CBS shareholders.

Assistant Attorney General Thomas E. Kauper, in charge of the antitrust division, said the proposed judgment prohibits Viacom from disposing of the syndication rights it obtained from CBS without the government's approval until the department's suit against CBS is concluded.

The restriction does not apply to Viacom's normal program-licensing and dis-

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tributing activities. Nor would Viacom be barred from selling all of its assets or merging with another company, so long as such a transaction was made subject to the same prohibition.

Viacom is also required to make available to the government financial data concerning Viacom's operations under the distribution agreement with CBS which became effective six months after the spin-off. And a key provision would require Viacom, in the event the department wins its suit against CBS, to make distribution payments for syndication rights from CBS to parties designated by the court.

The consent judgment, in addition, prohibits Viacom from having as an officer or director anyone who is an officer or director of a television network, or stockholder owning or controlling more than 1% of the stock of a television network.

The department said that parties wishing to comment on the proposed judgment may do so in the 30-day waiting period before the judgment becomes final, either to it or the court.

National radiothon for leukemia funds set

KFI Los Angeles will originate 24-hour appeal with varying pick-ups planned by interconnected stations

A number of southern California radio broadcasters are attempting to put together what they feel will be a first: a coast-to-coast radio network to carry a 24-hour radiothon. They are inviting stations across the nation to participate to benefit the Leukemia Society of America Inc., New York ("Closed Circuit," Dec. 4).

Coordinating the effort for broadcasters is Larry Vanderveen, sales manager of KFI(AM) Los Angeles which has committed itself to carry the entire fundraising program. The program is scheduled to originate from a film soundstage in the Burbank Studios, Burbank, Calif., at 5 p.m. PST, Saturday, Feb. 10 and conclude the following day at 5 p.m. Other AM stations—so far including KGIL San Fernando; KFWB, KNX, KABC, KHS, KPOL, all Los Angeles; KVEN Ventura; KEZY Anaheim; KPRO Riverside, all California, and KENO Las Vegas—are expected to participate in a multitude of ways, including treating the radiothon as a news special or weaving special feedback reports in ongoing music formats.

"We'll have stations doing everything from cutting in with 15 minutes of coverage each hour to taking several hours at a time, to being 24-hour carriers," Mr. Vanderveen said. "We would love to have at least one 24-hour carrier in each major market. That's our goal."

KFI will provide the feed and deliver the lines. Each market will have its own telephone-solicitation operation. These are to be established and manned by the local Leukemia Society of America chapter in each area. There will be cues delivered on air each hour of the radio-

thon to allow stations to cut in their own local telephone numbers.

Actress Shirley Jones is the national chairman for the radio effort. Frank Devol is music director. Plans call for the program to have eight hosts, each taking charge of a three-hour segment. So far committed are Steve Allen, Robert Q. Lewis and Monty Hall. Guest attractions expected to appear on the program include Julie Andrews, John Wayne, Pat Boone, Lorne Greene, Martin Landau, Barbara Bain and Leonard Nimoy. The broadcast will consist of recorded material as well as live performances.

NBC-TV does some midseason kibitzing

Network analyzes rivals' shuffling at half-way mark and figures little will be gained by ABC-TV, CBS-TV

NBC's marketing department has analyzed CBS-TV's and ABC-TV's plans for mid-season prime-time program changes and says it finds nothing to worry about. In fact, it says, ABC's changes may weaken that network in "the vast majority" of the time periods involved.

For one thing, the NBC analyses say, "shuffling of programs in a second season is almost never successful," particularly if the programs shuffled are "of average or below-average strength." All of the



Upstaging pro football. The Minnesota Vikings have only begun to put away their uniforms, but already the baseball Twins have edged into the sports spotlight there with the announcement of a new TV outlet for next season. WCCO-TV Minneapolis-St. Paul has signed for telecasts of 30 road games in each of the coming two years. The agreement was made with Midwest Federal Savings and Loan Association, holder of Twins broadcast rights. In 1972 WTCN-TV Minneapolis-St. Paul originated 50 home and road games. Midwest Federal will be going into the first year of a new seven-year rights contract with the Twins involving a total of close to \$8 million (BROADCASTING, July 10). At agreement signing (l-r): Harold W. Greenwood Jr., president of Midwest Federal; Hal Scott, sports director of WCCO-TV, and Sherman K. Headley, general manager of WCCO-TV.

ones being moved by CBS and by ABC fit that description, according to NBC (whose own midseason changes involved cancellations and replacements but no shuffling).

Of the three CBS weeknight programs being moved around, according to NBC, *The Carol Burnett Show* (moving from Wednesdays at 8 p.m., NYT, to Saturdays at 10) ranked 44th in a field of about 65 programs in the ratings from premiere week to Oct. 15, whereas *The Sonny and Cher Comedy Hour* (shifting from Fridays at 8 to Wednesdays at 8) and *Mission: Impossible* (Saturdays at 10 to Fridays at 8) tied for 48th.

If *Sonny and Cher* picks up audience in its new period, NBC figures, it ought to be from ABC's *The Paul Lynde Show*, a comedy, rather than from NBC's *Adam 12*, the cop show. As for *Mission: Impossible*, it's moving into "the worst time period of the week to capture young adults," whereas *Carol Burnett* has been running last in her time period and also shouldn't affect NBC's *Saturday Night at The Movies*, which starts an hour earlier.

NBC's analysis says of CBS's Sunday program changes (*The Dick Van Dyke Show*'s shift from 9 p.m. to 7:30 and *Mannix*'s move from 9:30 to 8:30) that both are down in shares this year. It doesn't mention CBS's replacement show (a one-hour detective series starring Buddy Ebsen, Sundays at 9:30).

Looking at ABC's upcoming changes, NBC considers all five shows being moved "particularly weak." In the cumulative ratings from premiere week to Oct. 11, it says, *Owen Marshall* (moving from Thursdays at 10 to Wednesdays at 10) ranked 44th; *The Julie Andrews Hour* (Wednesdays at 10 to Saturdays at 9) was 58th; *Streets of San Francisco* (from Saturdays at 9 to Thursdays at 10) was 59th; *Kung Fu* (a monthly program that will now go weekly, on Thursdays at 9) was 60th in the only appearance for which a rating was available when the NBC study was made, and *The Men* (moving from Thursdays at 9 to Saturdays at 10) was 61st. Of all these changes, as the NBC analysis sees them, *Owen Marshall* is the only one that "may actually increase the ABC audience in a given time period."

As for ABC's two new situations comedies, *Here We Go Again* and Shirley Booth in *A Touch of Grace*, both on Saturdays (at 8 p.m. and 8:30, respectively), the NBC analysis doesn't expect that they'll fare any better than *Getting Together* did last year. And when the football season is over, NBC concludes, *The ABC Monday Movie* "should do worse" than *The NFL Game of the Week*, which it will replace at 9-11 p.m.

18 get citations at Gavin conference

Achievement awards recognizing 18 leaders in the broadcasting and recording industries were presented during the seventh annual Bill Gavin Radio Programming Conference held Nov. 29-Dec. 2 in San Francisco.

The honors went to Ron Alexenburg,

Epic Records; Bill Ballance, KOBS(AM) Los Angeles; Al Bell, Stax-Volt Records; Harold Childs, A&M Records; John Hammond and Clive Davis, Columbia Records; Elmo Ellis, WSB(AM) Atlanta; Curtis Mayfield, Curtom Records; Jack McCoy, KCBQ(AM) San Diego. Also to Joe Smith, Warner Bros. Records; Dean Tyler, WIP(AM) Philadelphia; Larry Ut-Records; Elmo Ellis, WSB(AM) Atlanta; Atco Records; George Wilson, Bartell Broadcasting; Bill Young, KILT(AM) Houston; WDIA(AM) Memphis; WIRE-(AM) Indianapolis, and WVON(AM) Chicago.

Crusades for TV morality on rise

Latest one engages in national mail campaign not only to public but also to some broadcasters

One more organization in the still-small but mounting campaign to impose stricter moral standards on TV is Stop Immorality on TV, a project of the Society for the Christian Commonwealth Inc.

Begun late last spring, the organization—according to Michael Schwartz, its media director—has mailed more than 50,000 letters to individuals—among them many broadcasters. Some broadcasters who received the letter in recent weeks felt they were being singled out as a target audience to place them in opposition to their networks, but this is not the case, Mr. Schwartz said last week. Their names appear on lists the organization has acquired or have been suggested by contributors and subscribers to the organization's occasional newsletter.

The morality groups are riding, if not creating, an issue that is attracting much attention. Morality in Media, a New York interfaith group, last month honored Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, for his activities in attempting to curb sex and violence on TV (BROADCASTING, Nov. 20). A "Clean up TV" campaign has been announced by Martha Rountree, founder and former moderator of *Meet the Press*, and her Leadership Foundation (BROADCASTING, Dec. 11).

The Stop Immorality form letter, tailored to the addressee, is from Robert W. Fox, executive director of the organization, which has a Warrenton, Va., mailing address. It contains a questionnaire that asks the recipient, who is identified, whether he feels TV programs and commercials received today are more immoral than they were 10 years ago; whether the "constant flow of sex on TV programs and TV commercials is helping to weaken the moral strength of our country"; whether the use of sex to advertise products is approved, and whether the recipient would participate in a boycott of companies that exploit sex to sell products.

The letter also contains a form asking \$5-to-\$50 donations from those who are "very enthusiastic about the crusade to clean up immoral TV programs."

The results of the poll, Mr. Fox says in

his letter, will be sent to all TV and radio stations, and the three TV networks plus companies advertising on challenged programs, and to every newspaper in America.

Commenting on alleged responses from TV and radio executives—that Americans approve of programs that, he says, "glorify adultery and sexual intercourse before marriage," hold "that movie and TV entertainers are expected to tell dirty jokes and make fun of 'old fashioned' people who believe in God," Mr. Fox states: "I believe that Christian moral principles are being destroyed through television programs that defy the standards we hold sacred." He then cites *Laugh-In*, *Dean Martin Show* and *Carol Burnett Show* as examples of TV programs "that project a low moral tone." He also cites the ABC movie, "That Certain Summer," which had a homosexual theme; two of NBC's *Bold Ones* episodes dealing with, he said, embryo transplants and lesbianism; and the opening ABC *Owen Marshall, Counselor at Law* episode, dealing, he said, with lesbian seduction.

In addition to asking for contributions, Mr. Fox suggested that people not watch TV programs that "tell dirty jokes, glorify adultery and make fun of religion and family life"; spread the word among relatives, friends and neighbors, and write to companies that sponsor "immoral" programs or that use sex to advertise their programs.

Members of the executive committee of the Stop Immorality on TV project in-

clude L. Brent and Patricia B. Bozell, brother-in-law and sister of editor and TV commentator William Buckley, who are also the founders and leaders of the Society for the Christian Commonwealth, whose orientation is traditional-orthodox Catholic doctrine.

The advisory board of Stop Immorality on TV includes Representative Joel T. Broyhill (R-Va.); J. Bracken Lee, conservative Utah businessman; Phil Rizzuto, former baseball star and now broadcaster; Katherine St. George, former congresswoman from New York; Rudy Vallee, movie and stage star, and Ernest L. Wilkinson, Washington lawyer.

Goodman defends reruns, TV news, vote projection

NBC president also gets in his lick against counteradvertising proposal

NBC President Julian Goodman last week decried attacks on the television networks for presenting repeats of their programs when this practice is standard for other entertainment media.

He told a meeting of the Cosmopolitan Chamber of Commerce in Chicago that "most entertainment consists of reruns." He pointed to plays that run for months; to movies that are shown for days and weeks, and to local entertainment programs on TV stations which, he said, consisted almost entirely of reruns.

"It makes you wonder why networks are singled out for this misconceived at-

There's more than one better idea

Ours was the Fidelipac 300 Tape Cartridge . . . the original tape cartridge. And the same better ideas it had when it first came out are the better ideas it still has today . . . operating superiority, true sound fidelity and long life. The only difference is that they've all been improved. The Fidelipac 300 is compatible with all standard broadcast cartridge machines and is available in all standard lengths.

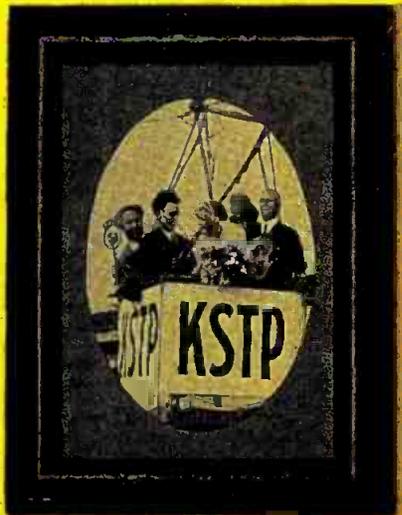
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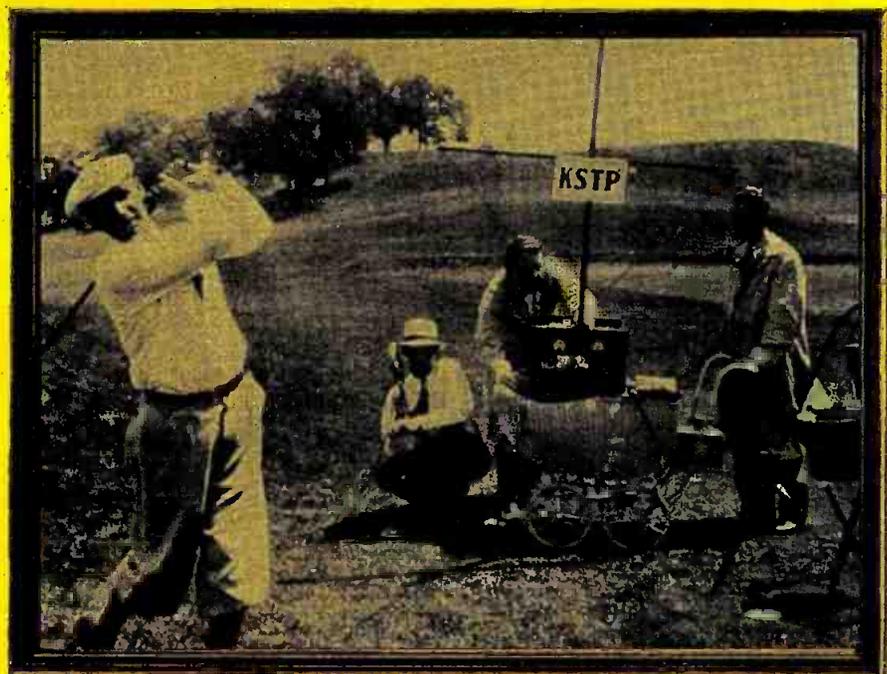
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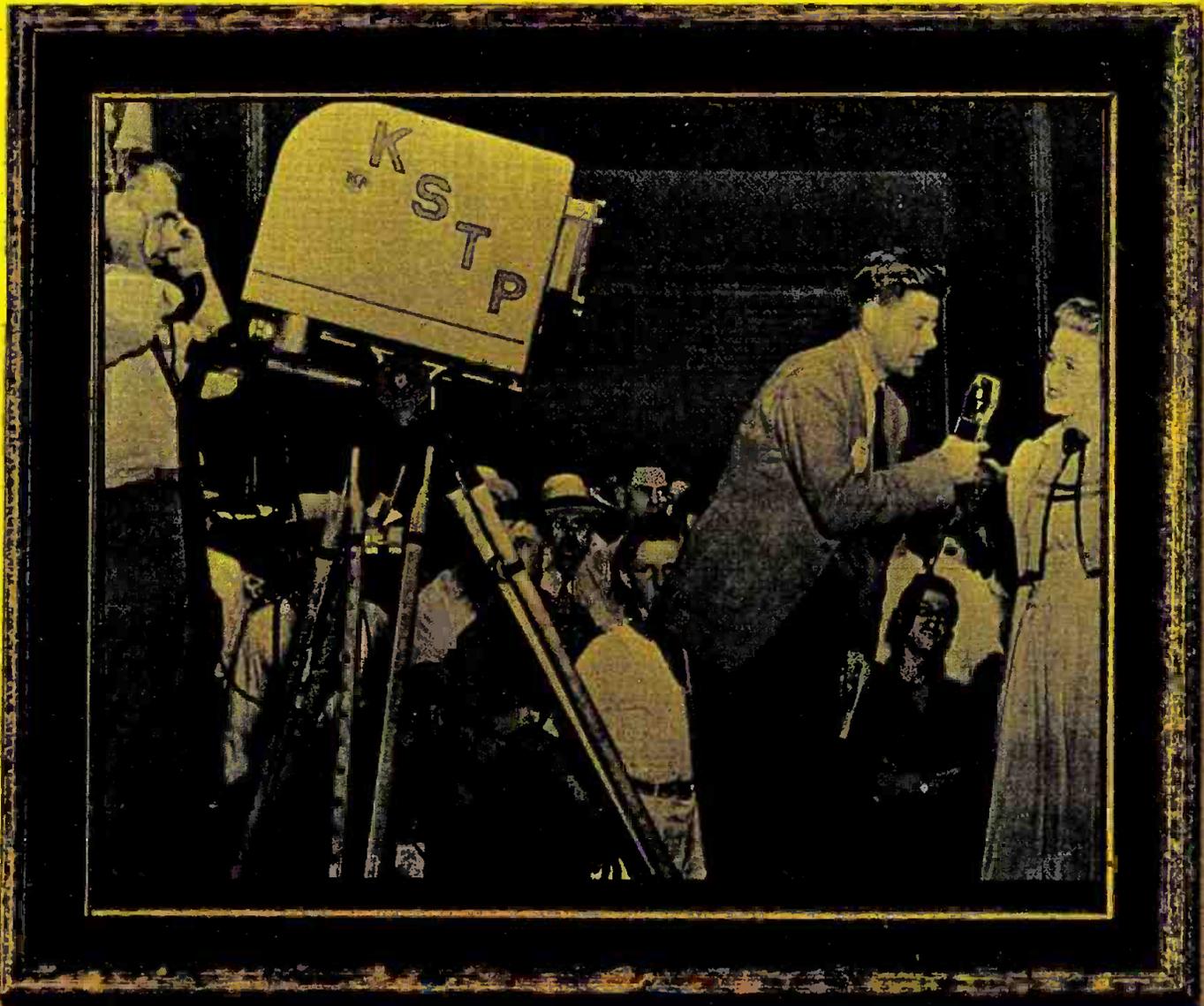




1928 They laughed at our "blue sky" ideas . . . until we started to rise, like with live coverage of an unforgettable balloon-gondola wedding.



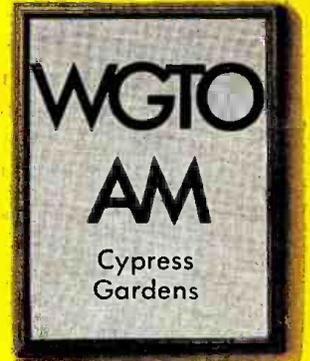
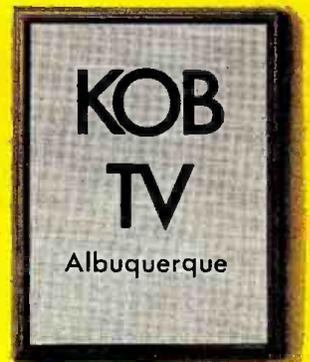
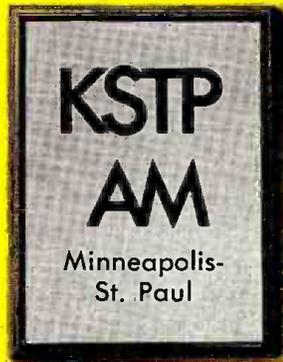
1930 We proved our ability to innovate when we created a unique radio mobile unit for the National Open in Minneapolis and provided the first live coverage of a golf tournament.



1948 Always ready to set the pace on new trends, we were the first TV station in the Upper Midwest, NBC-TV's first affiliate and the first in full-color broadcasting in the nation.

HANG THE PAST.

WE'RE FRAMING THE FUTURE!



We've come a long way since our founder, Stanley E. Hubbard, pioneered one of the first autonomous commercial radio stations in 1924. In those 49 years, we've grown from one small voice to eight powerful communicators, expanding our circle of friends every step of the way. We're proud of our past, our growth record and our many firsts. But we say "hang the past," because we know it's what we do today that will make us great tomorrow.

We know it's a fast-changing world. But our goal remains the same as it was nearly 50 years ago . . . to provide continued innovative, responsible, "gold seal" service to our ever-growing markets.

That's why in both radio and television, from Minneapolis-St. Paul to Albuquerque to Tampa-St. Petersburg to Cypress Gardens, Hubbard Broadcasting is on the move . . . framing the future.

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KSTP-TV Minneapolis-St. Paul	KSTP-AM Minneapolis-St. Paul	KSTP-FM Minneapolis-St. Paul	KOB-TV Albuquerque	KOB-AM Albuquerque	KOB-FM Albuquerque	WTOG-TV Tampa-St. Petersburg	WGTO-AM Cypress Gardens
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tack on repeat programing," he declared.

Mr. Goodman, who offered answers during his speech to a series of questions that are directed to NBC by the viewing public, also said that criticism by government officials of television news "was not so much a danger to the press as it was to the nation's security." He said the danger is that the public may be led, by government attack and influence, to distrust the press, which seeks to keep the public informed.

On another subject, Mr. Goodman said there was "no real ground" for concern that vote projections on TV on election night could influence voters in areas where the polls had not closed. He said independent research commissioned by NBC in 1964 and 1968 (a landslide and a very close vote) indicated that there was no pattern of influence by television. Mr. Goodman also said broadcasters are "doing a great deal" about children's programing but "regrettably not getting much credit for it." He added that more attention is being paid to the critics of children's programing than to the record of broadcasting's achievements in that area.

He criticized proposals for counter-commercials. He said that counter-commercials "have the potential to put the commercial broadcasting system in the U.S. out of business."

Creative Cine-Tel adds

Creative Cine-Tel Inc., New York, has expanded its closed-circuit system, on which motion pictures are presented without charge to hotel guests, to the Sheraton Anaheim motor hotel in Anaheim, Calif. The hotel, in the Disneyland area, is offering recent vintage theater films on the basis of two per day, or four in two days.

All of the features are from National General Corp. They are "Pocket Money," with Paul Newman and Lee Marvin; "Red Sun," with Charles Bronson and Ursula Andress; "Deadly Trap," with Faye Dunaway; and "The Light at The Edge of The World," with Kirk Douglas.

The installation in Anaheim is similar to ones made earlier by Creative Cine-Tel in Downtowner motor inns in St. Louis, Denver, Memphis and Milwaukee (BROADCASTING, Sept. 25).

Economic repercussions from reruns cited to OTP

Hollywood coalition uses SAG study to back claims of heavy losses from cutback in original production

A coalition committee of more than 20 Hollywood film unions and guilds has filed a study with the White House Office of Telecommunications Policy that asserts a sharp drop in employment and wages suffered by their members as the result of the excessive use of reruns in prime time on network television. The coalition group, The Film and Television Coordinating Committee, has been waging a continuing so-called STOP (Save TV Original Programing) campaign to reduce the number of TV network reruns to 25% in any given year.

The study, "Reruns vs. Earnings, 1961-present," was compiled by the Screen Actors Guild. It claims that as a consequence of network TV's current rerun patterns, wages to SAG members in 1971 dropped \$7 million from the high of \$40.5 million earned by the guild's members in 1966. The study also claims that in at least one union (Local 80, grips) unemployment was as high as 90% last March during the hiatus when production of new network-TV product for the season ended.

Also the study claims the accelerated use of repeat network-television shows is reflected by the increase in residual payments to actors for domestic television reruns in a five-year period, from \$8.2 million in 1966 to \$13.5 million in 1971. It is noted that while this is a \$5.3-million gain, payments for residuals are lower than payments for new programs. The study points out that actors last year increased their earnings in the theatrical field by some \$3 million, while at the same time making about \$500,000 less over-all from television programs.

A key finding of the study, according to the STOP committee, is that the loss of 17 filmed segments a season from a television series—or reducing original programs from 39 to 22—eliminates 1,122 union and guild jobs. This finding is based on the study's estimate that an average of 66 persons, including actors, are employed on a half-hour or hour filmed television show.

In a cover letter to the study, Chester

L. Migden, who takes over as national executive secretary of SAG in January, pointed out that the unemployment figures of the unions and guilds working in Hollywood television production are "shocking compared to the national 5% average." Among other unions participating in the study were Directors Guild of America; Writers Guild of America; Composers and Lyricists Guild of America Local 47, American Federation of Musicians; Screen Extras Guild, and Local 776, Film Editors, International Alliance of Theatrical Stage Employees.

'Reader's Digest' gets back into television

The 'I am Joe's . . .' medical series that ran in the magazine will be done for advertiser syndication

The *Reader's Digest* is re-entering the field of television programing and production after an absence of 16 years with a half-hour medical series based on a popular feature in the magazine.

The series is being produced by Nicholson-Muir Productions, Larchmont, N.Y., which has completed the initial episode, "I am Joe's Heart" and has in preparation "I am Joe's Spine" and "I am Joe's Stomach." Burroughs-Wellcome Co., Research Triangle Park, N.C., will sponsor "Joe's Heart" on an advertiser-syndication basis in 50 markets next month, with placement handled by the J. Walter Thompson Co., New York. Paramount Television is distributing internationally.

From 1954 to 1956, a series based on the material in the magazine, *TV Reader's Digest*, appeared on ABC-TV and in syndication.

Parker suggests FCC study fairness burden

How much of a burden does enforcement of the FCC's fairness doctrine involve for the commission and its licensees? According to an analysis made by Dr. Everett C. Parker of the Office of Communication of the United Church of Christ, not much. Accordingly, he says the commission should do its own study of that question before giving too much heed to the suggestion of some broadcasters that it suspend the doctrine—at least in some areas—as part of its ongoing radio re-regulation policy.

Dr. Parker made his proposal last week in a memorandum to FCC Commissioner Richard E. Wiley, who heads a special committee on the re-regulation project.

Dr. Parker, quoting commission records, said that "only 1,124 fairness complaints" were received in fiscal year 1972 and that only 400 involved radio stations—"less than one for every 18 [radio] licensees." (There are some 7,000 commercial AM and FM stations.)

Furthermore, he said, most of the complaints were disposed of by form letters. An investigation, usually by correspondence, is made in "no more than 25%" of the cases, where a prima facie indica-

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So the man who makes the decision *had better be right*. His job, his reputation are at stake.

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they make frequent in-depth reference to SRDS.**

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They need and use *all* the reliable information it contains; listed data and factual ad copy alike.

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tion of a substantial violation is alleged, he said. And "in the bulk of these cases," he added, the complaint is resolved favorably to the station. "The number of cases reaching the commission is minuscule." He said the Broadcast Bureau handled 41 complaints that required more than form-letter response, while another 21 were referred for commission action.

Dr. Parker, asserting that his analysis raises questions regarding the difficulties presented by enforcement of the fairness doctrine, said the commission should make its own study before "embarking on an experiment which will raise complex constitutional issues and require extensive rulemaking proceedings and probable litigation."

FCC bends for sports

Prime-time access waivers granted for big events in next two months

ABC-TV and NBC-TV affiliates will be permitted to carry in full network feeds of sporting events televised between Dec. 29 and Feb. 28, 1973, as the result of an FCC ruling last week.

The commission granted waivers of its prime-time access rule to the two networks to cover any sports runovers into prime time. With one exception those sportscasts are to begin in the afternoon. The prime-time rule prohibits network affiliates in the top-50 markets from carrying any more than three hours of network programming in prime time per evening.

The one exception will be NBC's

planned coverage of the Rose and Orange Bowl games on New Year's Day, which the commission said required an "absolute waiver" because there is no doubt that the sports coverage will lapse into prime time. In this case, the commission said a waiver is appropriate because of the popularity of the football games and because of the difficulties NBC would encounter in rescheduling if the waiver were not granted.

Other contests covered by the waivers include the Hula Bowl (Jan. 6), the Super Bowl (Jan. 14), golf tournaments in January and February, a National Basketball Association game on Feb. 25 and various National Hockey League games.

CBS, which does not anticipate any runover problems with its pending sports events, did not request a waiver.

In a related action, the commission waived the prime-time rule for NBC-TV's March 27, 1973, presentation of the Academy Awards program. The waiver affects NBC affiliates in the mountain and Pacific time zones only, because the second half of the two-hour program would not fall in prime time in the eastern and central zones. NBC plans two additional hours of programming prior to the academy broadcast in the East.

Program Briefs

Agnes recaptured. Pennsylvania Department of Public Welfare is preparing film entitled *After Agnes, the Quiet Crisis*, dealing with devastation and aftermath of hurricane Agnes. Twenty-eight minute color film is available to public, commercial and CATV outlets at nominal cost.

The mountain comes to . . . John Stupak, an evening talk-show personality on WXYZ(AM) Detroit, has spent six of his 27 years in the hospital as the result of a birth defect which has left him partially crippled with a displaced hip joint. While the handicap has not adversely affected Mr. Stupak's broadcast capabilities, it recently created a problem for his employers. When WXYZ officials learned that Mr. Stupak faced another in a long series of corrective operations, rather than concede the temporary loss of the popular announcer, they opted for the philosophy: If the broadcaster can't get to the studio, bring the studio to the broadcaster. As a result, Mr. Stupak earlier this month conducted his program for two weeks from his bed at Boston's Massachusetts General hospital.

The arrangement was much less complex than anticipated. When it came time for Mr. Stupak's program (11 p.m. to 1 a.m. each evening), the station simply switched to a remote from the Boston location, using AT&T lines. Callers to the Detroit studios were relayed to Boston on the two-way hookup. And Mr. Stupak, despite his discomfort, handled the situation routinely. The only alteration from Mr. Stupak's usual delivery was the necessity to fend off



well-wishing callers with a polite but perfunctory "thank-you." Mr. Stupak it seems, has an inclination toward business as usual, regardless of the working conditions.

The Stupak remotes ran on WXYZ from Nov. 28 to Dec. 12 and, following a week of convalescence, Mr. Stupak is expected back to WXYZ today (Dec. 18). The operation, incidentally, was a success.

Contact: Jerry Klein, Director of public information, Department of Public Welfare, Room 313, P.O. Box 2675, Harrisburg 17120.

Syndicated pigskin. Palladium Independent Productions, Arlington, Va., has reached three-year agreement with Southwest Athletic Conference for syndicated TV rights to conference football schedule. Thirteen-week, 30-minute series will utilize mixture of selected game highlights, features and studio segments and is designed for near prime-time placement in Southwest market area. Contact: Tim Harlan, PIP, 1121 Arlington Boulevard, Suite 70, Arlington, Va. 22209.

Afternoon entry. CBS-TV has scheduled new Monday-through-Friday entertainment series, *The Vin Scully Show*, to begin Jan. 15, replacing *Family Affair* reruns (4-4:30 P.M. NYT). Mr. Scully will interview guest entertainers on show, whose executive producer is Paul Keyes (*Laugh-In*).

Network hand called deadening

Paramount chief says producers must recapture creative control

Frank Yablans, president of Paramount Pictures and Paramount TV, has declared that television production companies "must get back some control of programming" because "as it stands now, we can only make what the networks permit us to make."

Speaking at a luncheon sponsored by the New York chapter of the Academy of Television Arts and Sciences, Mr. Yablans said that "complete network control of what appears on the air" has led to "interference and creative restriction that are keeping out the excellent new breed of directors and writers and producers, all of whom are turning their attention to feature films."

To remedy this situation, he continued, "we're now exploring the possibility of doing a long mini-series based on a very important novel that's been on the best-seller list for 30 weeks. We'd assign it to three directors of the stature of Peter Bogdanovitch, William Friedkin and Francis Ford Coppola and have each of them do 10 hours of it. With that kind of project and those kinds of credentials, we think the networks would give us the creative freedom we're seeking."

Two other "long-form series" on the drawing boards at Paramount, according to Mr. Yablans, are a historical epic based on the Bible and a dramatic narrative that would focus on the Nazi Germany era. "We think the long form, the mini-series, is where the real inventive, creative thinking is being done on television these days," he said.

When someone in the audience asked him about the failure of Paramount-TV's *The Sandy Duncan Show* on CBS, he said, "The show deserved to fail. It was one of those stereotyped, packaged, inane sitcoms, and a very poor vehicle for someone as talented as Sandy Duncan."

Pressure grows for action on newsmen's privilege

Weicker outlines bill he plans to offer immediately in new Congress; three of five in news coalition take firmer stand for legislative shield

With the convening of the 93d Congress still more than two weeks off, shape was already being given to the fight that is to be waged over legislation to protect the confidentiality of reporters' sources.

Senator Lowell P. Weicker (R-Conn.) last week disclosed the details of a bill he intends to introduce in the new Congress that, he said, is designed to meet the objections raised against the 23 newsmen's-privilege bills introduced in the 92d Congress.

Meanwhile, a meeting in Washington of five news organizations that have banded together to work for a newsmen's privilege bill indicated a hardening of the position of three of them in the direction of legislation that would afford absolute protection against subpoenas compelling reporters to disclose confidential sources or to produce unpublished information or photographs.

The renewed activity in connection with such legislation follows the jailing of newspaper reporters in Newark, N.J., and Los Angeles for refusal to disclose their sources. In addition, television personality, Harry Thornton, of WDEF-TV Chattanooga, Tenn., faces an indefinite sentence for refusing to identify for a county grand jury the owner of a voice that was heard on a call-in portion of his *The Morning Show*, last month (BROADCASTING, Dec. 11).

However, none of the bills introduced in Congress would have protected those men. Their difficulties were with state courts; the shield-law legislation Congress has considered concerns federal courts and grand juries. But, backers of federal legislation hope that Congress will adopt "a good bill" that could serve as a model for the states.

News organizations began pressing Congress for privilege legislation last summer, after the Supreme Court ruled, by a 5-to-4 vote, that newsmen do not have a constitutional right to refuse to testify before grand juries. The court also said, however, that legislative bodies could adopt laws to afford newsmen such immunity (BROADCASTING, July 3).

Senator Weicker's bill differs from others introduced on the same subject in that it would provide different kinds of protection in different situations. Newsmen would have absolute immunity when asked to testify before grand juries, legislative committees and government agencies.

But the privilege would be limited before open courts trying major criminal

cases. A newsmen could be compelled to testify if it could be shown to the satisfaction of a federal judge that the source "is of direct relevance" to the case, that the identification is not obtainable by other means, and that the case concerns a major crime—defined as murder, forcible rape, robbery, aggravated assault, burglary, larceny of more than \$50, auto theft, kidnapping, airline hijacking, and major breaches of national security.

The bill excludes from the list "corruption and malfeasance in office." Senator Weicker contends that the news media are "virtually the only ombudsman the public has" in uncovering scandal in public office.

The committee of news organizations working for newsmen's privilege bill—the Joint Media Committee—agreed last July on a legislative proposal that would afford qualified protection. It would have required those seeking subpoenas to show that a crime was involved, that no alternative means of obtaining the information was available and that there was a compelling and overriding national interest in the case. Legislation embodying the proposal was introduced in the House by Representative Charles Whalen (R-Ohio) and in the Senate by Senator Walter Mondale (D-Minn.).

However, one of the committee's member groups, the American Society of Newspaper Editors, has now gone on record, by a vote of its board of directors, in favor of an absolute privilege. Another member group, Sigma Delta Chi, last month adopted a resolution

Caged. Reporters covering the Michigan State Senate have been instructed that they must cover the senate's proceedings while sitting on wooden platforms surrounded by glass enclosures. The order, in the form of a rule change adopted unanimously on a voice vote by the senators last Wednesday (Dec. 13), ends reporters' freedom to move on the edges of the chamber and question senators about procedures.

calling for an ultimate objective of absolute privilege and urging its officers to continue working with the Joint Media Committee for the best possible legislation in the new Congress. A third member group, the Radio Television News Directors Association, later passed a similar resolution.

The two remaining member groups, the Associated Press Managing Editors and the National Press Photographers Association, are continuing to support the concept originally endorsed by the committee.

But although three of its five members now take a more advanced position, the committee said in a statement last week, it feels that, "under the present circumstances, the objectives of the original proposal remain valid." It also said it will "continue working with sponsors of all types of shield legislation toward the ultimate goal of a strong protection of the First Amendment against intrusion by representatives of governmental bodies."

The members of the committee are

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William Small, vice president and director of news, CBS News, Washington (RTNDA), who is chairman; John Finnegan, executive editor of the *St. Paul Dispatch & Pioneer News* (APME); Robert G. Fichenberg, executive editor, *The Knickerbocker News & Union Star* (ASNE); Joseph Costa, (NPPA), and Grant Dillman, news editor, United Press International (SDX).

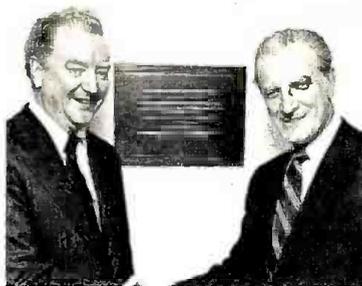
Senator Weicker, speaking in New York last week to lawyers with the Association of Life Insurance Counsel, said his legislation is not really a "newsmen's privilege" bill. "We do not need to protect newsmen," he said. "Rather, we must protect a constitutional right we all have in the free flow of news." If newsmen are forced to reveal their sources, then there is a real danger that those sources will dry up, the senator said. "That will infringe upon your right to hear the full story. That is what we are protecting."

Hefty network coverage of Apollo 17 mission

ABC, CBS, NBC furnish special and regular reports on the astronauts' moon activities

All three television networks provided special as well as regular coverage last week as Apollo 17 astronauts Eugene Cernan and Jack Schmitt explored the surface of the moon (BROADCASTING, Dec. 11).

NBC-TV went on live Monday (Dec. 11) from 2:30 to 3:05 p.m. NYT, with coverage of the descent and landing of the lunar module. The network did special reports of the actual moon walk at 7:30-8 p.m. and from 11:30 p.m. to 1:30 a.m. Tuesday. John Chancellor was the anchorman in New York, and correspondents Jim Hartz and Roy Neal, with astronaut Jack Swigert, were stationed at the manned spacecraft center in Houston for special reports. Robert Northshield



Memorial. NBC President Julian Goodman (l) accepts a bronze plaque from the Deadline Club of New York, Sigma Delta Chi, marking as a historic site room 404 of NBC's news studio in New York. The first nationwide bulletin of the Japanese attack on Pearl Harbor was broadcast from there on Dec. 7, 1941. Presenting the plaque is William Arthur, vice president of Hill and Knowlton and a former president of the journalism society.

handled the production responsibilities.

ABC-TV's report on the lunar landing aired at 2:30-3 p.m. Monday. That evening, at 7:30-8 p.m., ABC presented a progress report on the early lunar activities of the astronauts and broke into regularly scheduled programing at 8:17-8:19 p.m. and again at 10:37-10:39 p.m. to show the pictures that were being sent from the moon. A final wrap-up lasted from 12:44 to 1:14 a.m. Tuesday. Anchor duties in New York were divided among science editor Jules Bergman, special correspondent Frank Reynolds, and Frank Borman, the former astronaut. Alan Shepard, another former astronaut, chipped in with reports from mission control in Houston. The producer was Elliott Bernstein.

CBS-TV's Monday coverage of Apollo 17 was provided in two special reports: at 2:50-3 p.m. and at 11:30 p.m.-midnight. Walter Cronkite and former astronaut Walter M. Schirra anchored the coverage in New York, with news cor-

respondents Bruce Morton and Morton Dean, and Dr. Noel Hinners, a National Aeronautics and Space Administration geologist, providing backup support. Ronald S. Bonn and Clarence Cross were the producers.

All three networks did special reports Tuesday at 11:30 p.m.-midnight on the second moonwalk. ABC, in addition, interrupted its Tuesday schedule at 9:11-9:16 p.m. and at 10:55-11 p.m. with further highlights of the day's activities on the moon.

NBC covered the final moon-walk with three separate special reports on Wednesday at 7:30-8 p.m., 10-11 p.m. and at 12:23-12:47 a.m. interrupting *The Tonight Show*.

CBS did one comprehensive wrap-up on Wednesday's events from 11:30 p.m. to 12:40 a.m. ABC televised summaries at 7:30-8 p.m. and 11:30 p.m. to midnight.

All three networks covered Thursday's liftoff from the moon, with NBC on the air 5:45-6 p.m., CBS 5:50-6:05 p.m., and ABC 5:50-6 p.m.

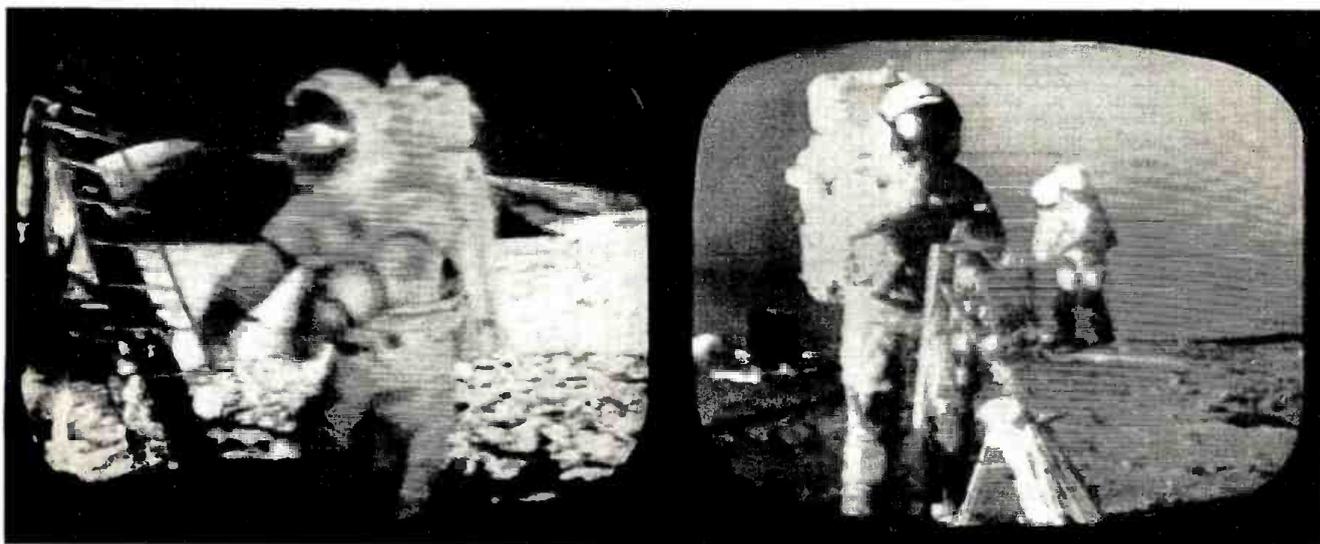
There were no further plans for special Apollo coverage until splashdown on Tuesday (Dec. 19), when all three networks have set aside 2-3:30 p.m. for live reports.

Abortion filming called the real thing

There's prospect of subpoena for footage station thought was made during 'demonstration'

A psychologist who was filmed by WNET-TV New York performing 11 alleged abortions with an experimental "super-coil" was arrested last Monday (Dec. 11), leading to the possibility that the Philadelphia district attorney's office will seek a subpoena of all the films and out-takes of the show.

WNET filmed the procedures in Philadelphia last May 12 and aired the film



Moon men. Astronaut Eugene Cernan works near the lunar module (l) and with a probe (r); Jack Schmitt is pictured in the background.

May 18 on its nightly news show, *The 51st State*. "We thought we were filming a demonstration, not an actual series of abortions," said a spokesman for WNET. The procedure, assertedly developed by the psychologist, Harvey L. Karman, involves the insertion into the uterus of a long, thin plastic device that gradually unwinds itself. The abortion is said to be effected in 12 to 24 hours after which the device is removed.

"At the end of May," WNET's spokesman said, "we got a call from Assistant District Attorney Walter Cohen telling us that actual operations had been performed that may be illegal under Pennsylvania law." Mr. Cohen informally asked the station to hand over the films it took, but WNET refused, saying, according to the spokesman, that "in the absence of definitive legal guidelines, it's established company policy not to take sides in prosecutorial matters of this kind."

WNEW-TV charged with airing staged film

Station disputes contention by MTA that footage of sleeping subway employees was rigged by city inspection officials

WNEW-TV was involved last week in charges that film used on one of its newscasts was staged to make it appear that transit workers for the New York City subway system were sleeping while on the job.

The original film, aired Dec. 5 on WNEW's *Ten O'Clock News*, was taken by New York City Councilman Robert I. Postel and two subway-car inspectors with equipment supplied by the station. The next night, union officials of the Surface Subway Supervisors' Association were given rebuttal time. A week later, on Dec. 13, Dr. William T. Ronan, chairman of the Metropolitan Transportation Authority, used his air time on WNEW to present sworn statements from 33 of the transit workers pictured in the film, claiming that "the film was rigged and had been taken during lunch period, or a wash-up time prior to the men's going home." Dr. Ronan said on the air that these affidavits and a duplicate of the transit authority's rebuttal would be turned over to the FCC and to the local district attorney's office, but he did not say an official complaint will be filed.

The next day, WNEW-TV News Director Ted Kavanau arranged lie-detector tests for the two inspectors who shot the disputed footage. "The tests showed that both guys were telling the truth," he said. "Which means that I'd welcome an FCC or a D.A.'s investigation of this whole matter."

"These transit workers are milking the city for fantastic amounts of overtime pay and then they're drinking and sleeping on the job," he said. "And yet not one New York newspaper or TV station sent a reporter to cover the lie-detector-test results, despite the fact that we gave them plenty of notice."

Music

Gamble-Huff puts Philadelphia back on the music map

From the city that gave America 'Bandstand' and Chubby Checker comes an old-but-new production team that is riding high with three recent gold records

On Broad Street, the artery that bisects Philadelphia north to south, next to the Academy of Music, the home of the Philadelphia orchestra, and above the

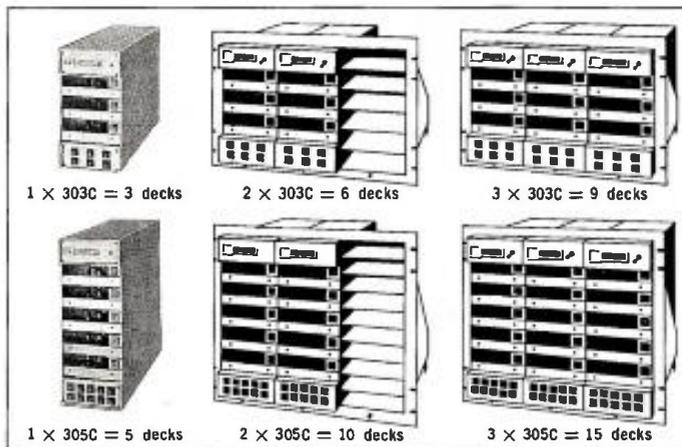
theater that offered the pre-Broadway runs of "Man of La Mancha" and "Fiddler on the Roof," Gamble-Huff Productions occupies an entire floor of Philadelphia's Brill building. Leon Huff and Kenny Gamble have collected three gold records in three months for their own company, Philadelphia International Records, by producing music very different from that of their immediate neighbors. Rhythm and blues are the generic term for the music they make, but, as their R&B productions have crossed over to pop charts and playlists, the sales and prestige this team has accrued have gone far beyond the boundaries of the black market.

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that the popularity of black music on pop radio is cyclical. In a larger sense, black music has always been a staple of pop programming from the early 1950's to date. But every two years or so, black product moves into an unquestionable dominance of the airwaves. Radio—now playing Curtis Mayfield, Al Green, Isaac Hayes, Bill Withers, Stevie Wonder and many newer artists with greater frequency—is in the middle of just such a period.

But pop hits are nothing new to Messrs. Gamble and Huff. They have been producing hits for Jerry Butler, Wilson Pickett, Joe Simon, Dusty Springfield and even Laura Nyro for many years. Almost single-handedly, they have revived Philadelphia as an important production center for pop music. They made their reputation by working with established hit artists. But now, behind the success of the O'Jays' "Back Stabbers," Harold Melvin and the Blue Notes' "If You Don't Know Me by Now" and Billy Paul's "Me and Mrs. Jones," Gamble-Huff has developed its own artists into hit makers and is setting a blistering pace for the release of new product on Philly International. At the end of last week, Gamble-Huff was represented on trade charts with four singles and three albums.

From the beginning of their association almost 10 years ago, Kenny Gamble and Leon Huff have created synergetic magic. As if it were a harbinger, their first collaboration, "Expressway to your Heart" by the Soul Survivors, went gold. Now, a decade later, records they have made account for more than 25-million units sold and 16 golden disks.

In the formative years of rock and roll, Philadelphia was one of the most important music centers in the country, rivaling Los Angeles and New York. It was the home of Dick Clark and his *American Bandstand*; labels like Swan, Ace and Cameo-Parkway were based there; Dee Dee Sharp, Bobby Rydell, Fabian and Chubby Checker were elevated to the heights of rock-and-roll nobility from the ghettos of "South Philly." Ken Gamble and Leon Huff, individually, were part of that early scene—playing on recording sessions (the piano on all the Ronnettes' hits can be credited to Mr. Huff), writing songs and freelancing as arrangers. They met



Mr. Gamble



Mr. Huff

in the same building that now houses their offices in Philadelphia.

"Our strength," Mr. Huff said, "has been made on the fact that we can produce anybody. Some producers are in just one bag. We shocked the whole industry when we produced Laura Nyro and Nancy Wilson."

When asked if there was any one artist he would like to work with he immediately answered, "Aretha [Franklin]. I'd like to get [Barbra] Streisand, too. Maybe even Sinatra. We wouldn't freak him out either. We'd do it like Frank Sinatra.

"But we're really not too anxious to produce other artists now," he added. "We're interested in working with our own artists and keeping our name going."

Philadelphia International and its companion company, Gamble Records, are handled by Epic Records, the Columbia Records subsidiary label that handles all of its custom-label activities.

But Philadelphia International and its two-year-old relationship with Columbia is not the first effort by Gamble-Huff at striking out on its own. For the two years previous to the Columbia deal, Gamble-Huff tried to break its Neptune label into prominence through Chess/GRT Records but with little success.

"A week after we signed our deal with Chess," Leon Huff said, "Leonard Chess died and the company went into confusion. They were too busy re-vamping their own situation to be concerned with us. We needed a company [with which] we could concentrate on making records and not have to worry about turning around to become a promotion man afterward."

"The first 18 months of our relationship with Columbia," Harry Coombs, director of operations for Gamble-Huff Productions, said, "was an educational process for both Philly International and Columbia. They had to learn how to handle black music and we learned how to work with a corporation the size of Columbia. When we first signed on, I think Columbia had only four promotion men to handle R&B. Now there's nine men in the field. Now, we're at the point where we can make records and not worry about talking so much."

There are eight artists now on Philadelphia International, with a ninth at delphia International, the O'Jays, The Ebony, Johnny Williams, Billy Paul, Dick Jensen, Harold Melvin and the Blue Notes, Bunny Sigler and Dee Dee Sharp, and a ninth is said to be in the wings. Although they have not signed a contract yet, Mr. Huff says that the label will soon inherit the Chambers Brothers from Columbia.

Several of the artists on Philadelphia International and Gamble Records came to the attention of Messrs. Gamble and Huff by way of the Saturday audition-day that they hold every week. From midmorning until late in the afternoon, aspiring musicians run through their acts for the Gamble-Huff staff. "The Saturday auditions are very important to us," Mr. Huff explained. "We listen to every tape we get and to all the acts that audition very closely. We're always looking for new people. The rosters of both labels are in constant change; we're always dropping and adding people."

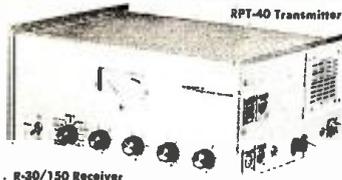
A notable addition to the Gamble-Huff family in recent weeks is Thom Bell, producer of the Spinners (Atlantic Records) and the Stylistics (Avco Records), who has joined the staff as an arranger.

The future for Philadelphia International seems bright from all indications. The company may get a permanent home within the year. Gamble-Huff is negotiating for the purchase of the old Cameo-Parkway studios and building, now owned by Allen Klien, the manager of three former Beatles. Bunny Sigler's new single, "Tossin' and Turnin'" was released last week (Dec. 12). And Johnny Williams' R&B hit, "Slow Motion," broke into the pop charts last week as well.

With three hit artists, and the potential of two more, out of an eight-artist roster, Philadelphia International just may be an efficiency expert's dream.

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ABC rocks late-night ratings

The second in the series of ABC-TV's televised, simulcast rock concerts, *In Concert*, on Friday, Nov. 8 (11:30-1 a.m. NYT), pulled the number-one spot in overnight Nielsen ratings in Los Angeles with a 32 share and a 9.6 rating. In New York, *In Concert* was number three, behind NBC-TV's *Tonight Show* and CBS-TV's late-night movie, with a 22 share of the available audience and a 7.4 rating. An ABC spokesman was enthusiastic

about the program's rating performance pointing out that the average *Dick Cavett Show* rating in September and October—before the specials were aired—was a 3.2 rating and an 11 share.

Dick Clark Productions has been signed to produce the next two *In Concert* specials—Don Kirshner Enterprises handled the first two—which will be aired Feb. 23 and March 2 [11:30-1 a.m. NYT], according to spokesmen for Mr. Clark. Though no acts have been signed yet for the special, taping will probably be done at the Hollywood Paladium.

Counterprogramming on New Year's Eve

NBC-TV throws Three Dog Night against CBS's Guy Lombardo

Network television viewers will be treated to what might be called "a battle of the bands" on New Year's Eve this year when Guy Lombardo and his orchestra on CBS-TV go head-to-head with Three Dog Night and four other rock acts on NBC-TV at 11:30 p.m., NYT, Dec. 31. Dick Clark, whose production company is doing *Three Dog Night's New Year's Rockin' Eve*, said: "It may be one of the very few times the general public is going to be interested in the Nielsen ratings. It's a classic confrontation."

The Three Dog Night program was taped on board the Queen Mary in late November. Guest acts include Blood, Sweat and Tears, Al Green, Helen Reddy and Billy Preston. Live feeds from Times Square will be inserted throughout the evening. The featured event of the program is said to be a seven-minute jam of "Auld Lang Syne" by all 23 musicians appearing on the show.

The *Guy Lombardo Show* will originate from the Waldorf-Astoria hotel in New York. It will be the band's 18th New Year's Eve television performance.

Music Briefs

Grass roots syndication. Executive Radio Research, Los Altos, Calif., radio program consulting firm and syndicator, is distributing new country-and-western package, *Davis Wilson Presents Grass Roots Gold*. Program, which features country hits of past combined in documentary treatment with commentary and interviews with performers, is available on 13-week cycle. Executive Radio Research is asking one-spot-per-hour charge, with eight 60-second options provided per hour for local time sales.

Brut's distribution pact. Newly created Brut Records division of Brut Productions, which is subsidiary of cosmetic concern Faberge Inc., has signed distribution agreement with The Buddah Group, New York, it was announced Tuesday (Dec. 12). Brut Productions has been involved with motion-picture production and television syndication and will release soundtracks from its own artists yet to be signed, according to announcement.

NCTA board meets, turns down proposal of copyright owners

Directors hold out for set fees rather than arbitrary ones; they also establish committee to study nonduplication 'problem'

The cable copyright issue reached a peak of sorts last week, but leveled off again to the impasse it has been at for months.

The peak was reached when the National Cable TV Association board of directors was presented with a six-point draft of legislation by the copyright owners committee. It proposed, in essence, that copyright royalties paid by cable-TV systems to copyright holders be arbitrated and that this be incorporated into the language of that portion of the pending new copyright bill dealing with CATV—said to be much like the agreement accepted by all parties in 1971 under the sponsorship of the Office of Telecommunications Policy.

The cable board's answer was direct and complete; no such language was acceptable, it said. But in more diplomatic language, the NCTA board declined the suggested wording, and instructed its copyright negotiating committee to propose different legislation that would, in the board's words, "be consonant" with the bill proposed by Senator John McClellan (D-Ark.) a year ago.

Senator McClellan, who is chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, had set quarterly fees under a compulsory license provision based on gross receipts from subscribers. These go up from 1% on revenues up to \$40,000 to 5% of receipts over \$160,000 quarterly. It also imposes an additional 1% of revenues for each distant signal carried.

The board is convinced, NCTA Presi-

dent David H. Foster said, that anything substantially different from the McClellan bill will not pass Congress.

A second issue that surfaced at the NCTA board meeting relates to present FCC-sponsored nonduplication rules that require CATV systems to darken a channel when one station is carrying a program also being carried by a nearer, so-called "local" station.

This not only has caused a lot of problems for cable systems, but is unfair to subscribers, CATV operators complain.

The subject, initiated by the Pennsylvania Cable Television Association, convinced the board that some action must be taken. It named a special committee to study the problems and recommend solutions. William Brazeal, Community Telecommunications Inc., Denver, was named chairman of the new committee. Other members: Yolanda Barco, Meadville, Pa.; Frederick W. Ford, Washington lawyer (and former NCTA president and FCC commissioner); and W. Dee Miller, American Cablevision, Clarkston, Wash.

NCTA Chairman William Bresnan stressed that the committee is convinced of the inequity of the present nonduplication rules and intends to demonstrate this to the FCC.

In a resolution adopted by the Pennsylvania Cable Television Association last month it was noted that the Department of Justice has maintained that duplication is not unfair competition, and that recently the FCC had applied carriage rules to CATV systems in Wilkes-Barre, Hazelton, Ashley Borough, Berwick and other communities that required the deletion of three Philadelphia stations which had for many years been received by cable subscribers. It asked that the FCC and Congress do something about it.

There were, however, some bright notes at the NCTA board meeting. One of them came from Rex Bradley, Telecable, Norfolk, Va., who reported that he and his committee had worked out a standard, uniform CATV franchise for



Front line. A battle to persuade the FCC to revamp its nonduplication rules was triggered by Pennsylvania cable systems. Here at the NCTA board meeting last week talking to William Smith, NCTA consultant on member relations (second from left) are George Barco, Meadville, Pa.; Mr. Smith; Yolanda Barco, Meadville, and John Rigas, Coudersport, Pa., an NCTA board member.



Shop talk. Confering at the National Cable Television Association board meeting in Washington last week were four members who handle special issues. Above are (l to r): Rex Bradley, Telecable, Norfolk, Va.; William Brazeal, Community Telecommunications, Denver; David H. Foster, president of the organization, and Alfred R. Stern, Television Communications Inc., New York.

all Air Force bases in the country. This establishes a formal mechanism for dealing with commanders of all Air Force bases and deals with service, rates, maintenance, etc.

The NCTA board then authorized Mr. Bradley and his committee to seek similar arrangements with the other military services that have posts in the U.S.

Among other items discussed at the meeting were municipal ownership of cable systems (directors thought NCTA should invigorate its opposition to this concept), and multiple ownership of cable and TV stations in the same markets (no consensus).

Opposition appears to microwave pay-cable service

Theater owners and three TV's ask FCC to turn down proposal for CATV link-up, on basis of unfair competitive advantage

The FCC last week was asked to deny applications by Western Tele-Communications Inc. to establish an elaborate microwave-relay system in the western half of country for delivering to cable systems the subscription-program service of Home Theatre Network, Los Angeles (BROADCASTING, Dec. 4).

The pleadings last week, which came from the National Association of Theatre Owners (NATO) and the licensees of KGUN-TV Tucson, Ariz., and KOAA-TV Pueblo, Colo. (which filed jointly), and KRDO-TV Colorado Springs, all claimed that the proposed service would pose a severe competitive threat to existing program sources in the areas to be affected.

The WT-C/HTN proposal is being heralded as the first link in a projected nationwide microwave system carrying pay-TV programming to cable systems around the country. The immediate proposal calls for the establishment of a

Los Angeles-to-Denver microwave network, with 40 relay points serving five states.

But according to NATO, the proposal epitomizes "the type of far-reaching policy questions" in the area of pay-cable transmissions which it, among others, have urged the commission to deal with on a consolidated basis. NATO has previously asked the commission to impose a "freeze" on granting spectrum space to entities seeking to establish payable service and has actively sought to block a pay-cable proposal in New York by Sterling Communications Inc. In its pleading last week, it claimed that the immediate proposal could have "a severe and adverse economic impact" on theater owners in the areas to be served. It asked the commission to either deny the proposal outright or to withhold action on it pending consideration of the general problems related to pay cablecasting, such as competitive questions, antisiphoning issues and program exclusivity.

KRDO-TV, in its pleading, expressed concern over the impact the WT-C/HTN proposal could have on its own viability in light of the fact that the proposed service would be carried on a Cablecom-General CATV system in its service area. Noting that system is permitted by the FCC to import several distant TV signals from Denver, KRDO-TV asserted that Cablecom-General is already "overserved" and that an expansion of that service should not be permitted.

KGUN-TV and KOAA-TV echoed the sentiments of both NATO and KRDO-TV in claiming that the proposed microwave system would pose an unfair competitive threat and that the commission "is not now in a position" to deal with the policy questions involved without a hearing.

Sterling expands

Home Box Office Inc., New York, is being formed as a subsidiary of Sterling Communications to provide pay-cable

TV systems with live and film programming. Sterling has the rights to Madison Square Garden events in several areas of the country. Charles F. Dolan, president of Sterling Communications, is scheduled to take on additional duties as president of Home Box Office and his first executive appointment brings John Barrington into HBO from Teleprompter as vice president, public relations. Succeeding Mr. Barrington at Teleprompter is Donald F. Whitheridge, who has been named director of public relations. Mr. Whitheridge has been director of corporate relations for American Television and Communications Corp. and earlier was public relations director of the National Cable Television Association.

Cox-American deal with minorities draws fire at FCC

Bureau chief asks commissioners to declare agreement illegal, while approving merger of firms; minority counsel says he'll fight

The satisfaction that minority groups in California expressed over an unprecedented agreement they reached with Cox Cable Communications Inc. and American Television & Communications Corp. may have been premature.

The agreement was designed to help clear the way for the merger of the two companies into the second-largest cable-television company in the country—Cox American Communications Inc. The groups said they would not oppose it (BROADCASTING, Dec. 4). And the FCC this week is expected to approve the various applications and waiver requests that will permit the companies to carry out their merger plans.

But the FCC's Cable Television Bureau chief, Sol Schildhouse, last week urged the commission to declare the agreement with the coalition minorities "null and void"—at least that portion of it committing Cox-American systems in California to make up to three channels available to the minority groups at an annual fee of \$1 per channel. Other provisions commit the company to make video equipment available to the groups, to help establish a statewide production and training center for minority groups and to meet minority-employment goals.

The commission is expected to take up the matter again this week, along with the merger proposal, possibly with Commissioner Benjamin L. Hooks opposing efforts to scuttle the agreement, or any part of it.

Mr. Schildhouse contends that the channel-leasing provision is inconsistent with the commission's new cable rules in that it "discriminates" against other groups and individuals that would seek to lease channels ("Closed Circuit," Dec. 11). He says the rules require systems to lease channels on a first-come, first-served, nondiscriminatory basis.

"If other groups sought to lease chan-

MCA enters disk in marketing race for TV playbacks

It demonstrates player/changer to be priced at under \$500 and available to public in 1974

In a product introduction that had all the style and trappings of a major movie premiere, MCA Inc. last week offered invited newsmen and entertainment-industry executives to the first public demonstration of its video-disk, laser-beam playback system that has been some three years in development at an asserted cost of more than \$2 million. The new system, known as "MCA Disco-Vision," is being promoted as the audio-visual equivalent of a long-playing phonograph record.

The initial objective of the system is to retail full-length feature films (from the 11,000 titles in the film library of Universal Pictures, a wholly-owned MCA division) and other entertainment and infor-



New baby. Kent Broadback (l), vice president of MCA Disco-Vision, starts up a Disco-Vision playback unit as John Findlater, president of MCA Disco-Vision, looks on.

mational programming to consumers at "popular prices" for playback on home TV sets. Additionally, the system is said to have applications in information storage and retrieval, and in the business, broadcasting and advertising fields.

Projections are that Disco-Vision will be marketed for less than \$500, with single and multiple disk albums (a typical feature film would require maybe four disks) expected to retail from \$1.99 to \$9.95 per subject (contingent on content and length).

Although it was emphasized that last week's demonstration was not meant as a consumer introduction, MCA officials freely acknowledged that the major marketing thrust at first will be in the consumer field. In opening the demonstration, Lew R. Wasserman, president and

chief executive officer of MCA Inc., pointed to the company's conviction that Disco-Vision "is the home entertainment system in the future." Afterward, pressed to pinpoint marketing plans, John W. Findlater, president of MCA Disco-Vision Inc., a new MCA operating division, guessed that "some time in 1974" is the earliest that consumers would be able to buy the home entertainment system.

The Disco-Vision technology involves a variety of information sources recorded on a thin, flexible video disk that can be played on the screens of standard home television sets via a disk playback unit that attaches to the VHF antenna-input terminals of the set. The key to the system appears to be a low-powered laser beam that scans the microgrooves on the disk. The laser, housed in the playback unit, has an expected life of about 9,000 hours.

The disk to be used with the system—of 12-inch diameter and made by either plastic sheet or mylar process—is said to be capable of providing color or black-and-white pictures for a minimum of 20 minutes and a maximum of 40 minutes playing time per side. The resemblance of the video disk to a common long-playing phonograph record is unmistakable and, reportedly, both are pressed by essentially the same process. According to Mr. Findlater, one side of one disk is capable of storing 40 billion "bits" of data processing information. The density of the disks is 12,500 tracks per radial inch.

The disks can be played on either a single disk playback unit or a multiple-disk player/changer capable of handling a stack of as many as 10 disks for continuous playing time of nearly seven hours. The player/changer is slightly less than two feet wide by a foot-and-a-half deep by nearly a foot high. It weighs under 50 pounds and is expected to retail for less than \$500. The smaller single play unit weighs less than 40 pounds and probably will sell for about \$400.

The demonstration of the system, held at Stage 24 on the Universal Pictures lot in North Hollywood, Calif., was dramatic but brief with no provision for a formal question-and-answer session. An estimated 300 representatives of news media, the film industry (including producer Alfred Hitchcock) and equipment manufacturing were shown a composite film consisting of seven minutes of clips from 22 motion pictures out of Universal's film library. The specially-produced film was played on a disk and transmitted via the Disco-Vision system on a number of standard television receivers, including RCA, Motorola, General Electric, Sylvania and Sony Trinitron, scattered around the sound stage. The sets were tuned to a channel that is not used in the Los Angeles area for regular over-the-air television reception.

The disk used for the demonstration was a replicated disk made of mylar. Mr. Findlater explained that what would be shown was not a master but "an end product demonstration of the disk itself." He claimed that Disco-Vision is the first optically-read system to be demonstrated from a replicated disk, as well as the first

nels on the same basis as that assured the group in the coalition," he said last week, "the whole experiment" the commission is conducting regarding cable-TV channel leasing would be destroyed.

He also noted that the rules assure local governments only one free channel on each system. And another commission source posed this possible abuse if the agreement were approved: "Why couldn't a city government demand five free channels from a system before granting it a permit to dig up the streets?"

Some commissioners are said to share Mr. Schildhouse's concern, at least to some extent, but not Commissioner Hooks. Although he says he has not yet firmed up his position on the issue—he was critical of the Cable Bureau for not providing material on the proposed merger and the agreement to the commissioners for their study until Tuesday, the day before the meeting—he does not believe the rules would interfere with full implementation of the agreement.

"I do not think the commission will declare it null and void," he said. "The whole argument in behalf of cable television," he said, "is that it provides access for the public."

One difficulty that commission sources saw with the agreement was that the parties made no public-interest showing to justify the lease-channel provision. One official said a cable company can reach such agreements, but it must request permission and demonstrate that it would serve the public and not wreck the company's viability. As matters stand now, he said, the agreement amounts to "black-mail."

It was conceivable that the commission will not confront head-on this week the question of whether to approve or disapprove the agreement or any part of it. Conceivably, it could wait to take a position on, say, the leased-channels provision until a minority group seeks to implement it with a contract with a Cox-American system. The agreement commits the parties to cooperate in seeking commission approval of any provisions requiring it.

However, the developing controversy over the leased-channels provision could put the entire agreement in jeopardy. There was already disagreement last week between the parties to the agreement as to its various parts were "severable." Counsel for Cox Cable and ATC, John Matthews, said they were; J. Anthony Kline, counsel for the groups—the Third World Coalition—said they were not.

"Our commitments are based on the entire agreement," Mr. Kline said. "We would oppose the merger if it is not fully implemented."

But he also said he feels the provisions of the agreement are fully consistent with the commission rules, and added: "I find it difficult to believe the commission will disallow the agreement and approve the merger."

Cox Cable and ATC are anxious to obtain commission approval this week. Various audit fees and other expenses that would be incurred if the merger is not consummated before the end of the year would cost some \$150,000.

to demonstrate more than five minutes of programming.

Beyond the home and institutional potentials of Disco-Vision, Mr. Findlater said that thought was being given to distributing MCA's syndicated television product to stations via disks. He noted, however, that stations would require a more professional playback unit than the unit he had showed. He claimed that the disks would be more economical than film or tape (supposedly costing less than 40 cents per disk to manufacture), more durable and easily cued.

Mr. Findlater also suggested that Disco-Vision may have potential as an advertising medium. He reported that Hallmark Cards Inc. already has expressed an interest in using the system to promote its products.

According to Mr. Findlater, Stanford Research Institute, Palo Alto, Calif., has been commissioned to study the manufacturing, marketing and distribution problems and potential of Disco-Vision and is expected to report back within three weeks.

Although working on the video-disk system for some three years—with extensive laboratory experiments for the last two years and the achievement of initial successes nine months ago—MCA first openly acknowledged the development last summer when officers and key executives of the company were shown a laboratory demonstration (BROADCASTING, June 19).

Synergetics. Two Washington TV stations—WMAL-TV (ch. 7) and WTOP-TV (ch. 9)—begin broadcasting from this new \$2-million tower today (Dec. 18). They both will transmit from the same diplex antenna, designed for the purpose by General Electric-Gates Radio.

The new antenna is mounted on a three-legged tower that brings the entire facility 1,049 feet above sea level and 640 feet above ground. WMAL-TV's old tower is 763 feet above sea level and 398 feet above ground; WTOP-TV's 782 feet above sea level and 373 feet above ground.

Almost 1 million persons in the Washington area will receive improved service, with the Class B contour extending 60 miles, compared to the 53 miles on existing towers. The increased height not only means a substantial reduction in ghosting and shadowing, but also the addition of from 100,000 to 150,000 additional persons within the Grade B contour.

The tower will be used also by WMAL-FM and WHUR-FM, both Washington.

More than five years ago almost all of Washington's TV stations, including WTOP-TV and WMAL-TV, attempted to build a candelabra-type tower in Silver Spring, Md., a suburb of Washington. This was stymied, however, when local residents won a court injunction against building the common tower.

The 48-element dual antenna—one of a few used for TV broadcasting—was designed by Robert E. L. Kennedy and

Houston conference hears of ATS-G

NASA satellite will be used, like its predecessor, to broadcast to Rockies area

A tentative outline of experiments that are being discussed for Applied Technology Satellite G, scheduled for launch in 1975, has been given to scientists attending the National Telecommunications Conference in Houston. It includes additions to as well as extensions of the 1974 experiments in the Rocky Mountain area—one of which may well be direct-to-home TV broadcasting (BROADCASTING, Sept. 27, 1971).

Some of the details for 1975 were disclosed by W. M. Magruder, special consultant to the President, at the Houston meeting: Distribution to community TV sets or CATV of multilingual health information, university external-degree programs and document delivery for users of interlibrary services, suggested by New York state and others; development of a communication system for the Rocky Mountain west as it relates to the availability of social services, provided the Federation of Rocky Mountain States, the sponsoring body for the 1974 experiment, finds that they are indicated.

All are premised on the belief that they will be contributing to improved, broadly available educational and cul-

tural services at reduced cost to the public.

The ATS-F and G are two in the series of workhorse satellites sponsored by the National Aeronautics and Space Administration. ATS-F will be used for 18 different types of experiments in the year it is above the U.S.; after this period, it is scheduled to be moved over India, for use by that government for the broadcast of educational programs to village TV receivers.

In addition to the ATS-G, the U.S. and Canada are working on a communications technology satellite, also to be launched in 1975, for use on the newly-assigned 11.5-12.2 ghz bands. This too will be used to furnish educational and social services by TV to remote communities, using either re-broadcast or cable TV for distribution to individual homes. Ground stations, using eight-foot antennas, will be used. Planned is a test of ground-to-satellite transmission using a portable ground station with a 10-foot antenna; FM broadcasting to an earth station using a two-foot antenna; a two-way, voice communications system, and digital communications.

All of these were discussed at the meeting by John W. B. Day of the Communications Research Center, Ottawa.

NAB to honor Ebel

A. James Ebel, vice president-station manager of KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, has been chosen to receive the 1973 engineering award of the National Association of Broadcasters. It will be presented at the NAB convention in Washington March 25-28.

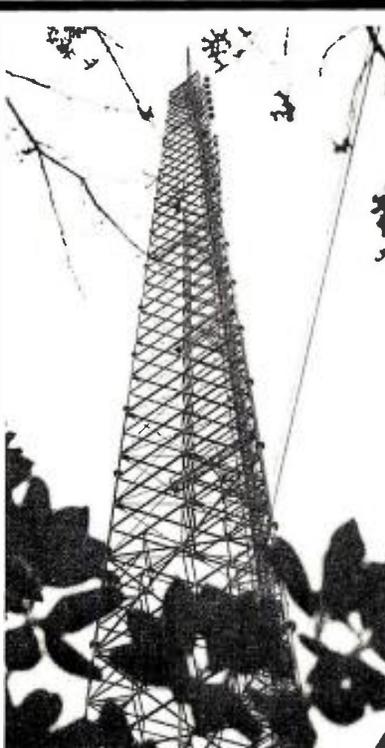
Selection of Mr. Ebel was made at last week's meeting of the NAB engineering conference committee.

Mr. Ebel is chairman of the combined satellite study committee of affiliates of ABC, CBS and NBC, and is a member of the President's frequency management advisory council, an arm of the Office of Telecommunications Policy. In 1971 he was a member of the U.S. delegation to the World Administrative Radio Conference in Geneva. He is a past chairman of NAB's engineering advisory committee and of the engineering conference committee.

He entered broadcasting in the 1920's as an engineer, receiving his bachelor's degree from the University of Iowa in 1936 and his master's degree from the University of Illinois in 1941.



Mr. Ebel



Oscar Reed, consulting engineers. Benjamin Wolfe, engineering vice president of the Post-Newsweek Stations (WTOP-TV) and John W. Bowman, engineering manager of the Evening Star stations (WMAL-TV) headed the engineering committee representing both stations.

To Wisconsin by microwave

Midwest Relay Co., Milwaukee, a specialized microwave common carrier, last week began service to NBC affiliates in the Wisconsin cities of Green Bay, Madison and Milwaukee. The system already has been serving the Wisconsin Educa-

Visual makes tender offer

Visual Electronics Corp., New York, has offered to purchase its 6½% convertible income debentures at a price of \$175 for every \$1,000 face amount. The company said 1,707 debentures are outstanding.

Joseph Trachtenberg, vice president of Visual, said last week the tender offer is being made in response to "debenture holders who couldn't find a market" for their securities. Tenders can be submitted through Dec. 29 to Franklin National Bank in New York.

Visual issued 6½% debentures in exchange for an equal amount of its older 5¼% debentures earlier this year as part of a court-approved plan enabling Visual to be discharged from chapter 11 proceedings of the Federal Bankruptcy Act. Each \$1,000 of the 6½% debentures can be converted into 85 Visual electronics common shares, equivalent to obtaining stock at \$11.76 per share. Visual's common stock has been trading recently over-the-counter at \$1 bid.

Husbanding what's left

WHDH Corp. has told its shareholders that the company foresees no payment of dividends now "or in the near future." In a letter to stockholders, WHDH Corp. President George E. Akerson noted that many problems associated with the loss of WHDH-TV Boston to a rival applicant and the forced sale of the *Boston Herald-Traveler* "have been largely overcome."

The task now, he said, is to operate WHDH(AM) and WCOZ(FM) (formerly WHDH-FM) at maximum profitability and to manage cash reserves for the best interests of stockholders, "being extremely careful to preserve tax advantages due the company."

Financial Briefs

Buys own stock. CBS Inc. reported company will purchase shares of its own common stock on open market to be used for conversion of preference shares,



Hughes's little giant. Hughes Sports Network used a light-weight camera system it described as "the world's most portable, most miniaturized and most versatile," along with a miniaturized mobile TV system, to tape a women's golf tournament in Port St. Lucie, Fla. A miniaturized TV control center developed in conjunction with the camera is housed in a small family camper. The connections to the camera and lens weigh only 40 pounds. Hughes said the miniaturized camera makes every stroke of the entire tournament available for the TV audience. Conventional production, according to HSN, is limited to five holes, because of weight or stationary towers, and to previously taped match play pickups using conventional mobile equipment. The HSN system was developed by John Koushouris, vice president for operations, and Charles Shellenberger, chief engineer, in collaboration with the Fernseh division of Robert Bosch Optical Corp., Darmstadt, Germany. Mr. Koushouris is shown above (l) with Mr. Shellenberger between the camper housing the lightweight control center, at left, and a conventional van. HSN said all equipment contained in the 28,000-pound van has been miniaturized into the 4,000-pound camper. The system was used for the first time at the Ladies Professional Golf Association golf classic earlier this month. The video-taping will take two weeks and will result in 13 one-hour programs that are being offered to stations on a syndicated basis, starting Jan. 28, 1973.

tional Television Network stations in the same cities.

Midwest Relay plans a relay system of over 800 miles, emanating from Chicago and also serving Wausau, Wis.; the Minnesota cities of Minneapolis-St. Paul, Rochester, Austin and Duluth, and Waterloo, Iowa, with an extension to Rockford, Ill.

Midwest is jointly owned by the Journal Co. and American Microwave Communications Inc. The Journal Co. is licensee of WTMJ-AM-FM-TV Milwaukee and two nearby CATV systems. The principals of American Microwave also own WMIQ(AM) Iron Mountain, Mich., as well as cable systems in that area.

Technical Briefs

CATV originators ■ Datavision Inc. has announced low-cost D-1500 and D-2400 character generators for cable TV systems. Both generators include instant keyboard entry, readable letters, easy-to-use audio tape storage, and two-speed horizontal crawl. Both are lightweight, portable and computer compatible. D-2400 also includes simultaneous two-channel output display, larger character size and four-page display memory. D-1500 provides smaller character size, single-channel output and larger page format. Prices begin at \$4,000. 2351 Shady Grove Road, Rockville, Md. 20850.

Color camera purchase. Teleprompter, New York, to improve its program production and expand local community pro-

graming, has purchased 14 color TV cameras for use in seven major market CATV systems. Cameras, supplied by Commercial Electronics Inc., Mountainview Calif., will be used in Los Angeles; Oakland, Calif.; Reno; Tacoma, Wash.; Florence, Ala.; Gary, Ind., and Morgantown, W.Va.

Cartridge storage. Broadcast Electronics Inc. has introduced new series of racks for tape cartridges. Model DM-20, which holds 20 cartridges, is stackable unit priced at \$14.75. Model DM-40, supplied with lazy-susan base, houses 40 cartridges and costs \$28.80. Both feature walnut finished cabinets. 8810 Brookville Road, Silver Spring, Md. 20910.

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shareholder-approved employee benefit plans, future acquisitions and other corporate purposes. Number of shares to be purchased and timing of buys will be reviewed from time to time by CBS management.

Ethnic Agency. Spanish Advertising and Marketing Service Inc., New York, has filed registration statement with Securities and Exchange Commission for 200,000 shares of common stock to be offered at \$2.50. Underwriter will be Jay W. Kaufmann & Co., New York. Firm says it is full-service advertising agency catering exclusively to Spanish-speaking market. Its billings are estimated at \$5.6-million, with half in TV and 20% in radio.

Columbia Pictures Industries Inc., New York, reported increase in revenues and net income for three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.16	\$ (0.18)
Revenues	60,649,000	52,146,000
Net income	1,752,000	(229,000)

Admiral Co., Chicago, reported increases in revenues and earnings for first nine months of 1972. For three quarters ended Oct. 1:

	1972	1971
Earned per share	\$ 1.67	\$ 0.43
Revenues	345,026,000	295,721,000
Net income	8,817,000	2,194,000

The Outlet Co., Providence, R.I., reported increased earnings and revenues for first three quarters of 1972. Company said that broadcast division was particularly healthy and reported an additional extraordinary gain of \$326,720, or 24 cents per share, from sale of its 75% interest in Com-Cable TV Inc. For three quarters ended Oct. 31:

	1972	1971
Earned per share	\$ 0.90	\$ 0.34
Revenues	54,118,655	49,687,389
Net income	1,348,036	549,082

Better yet. Burnup & Sims Inc., New York, has upped its revenue and earning estimates—previously stated at 50 cents per share on revenues of \$70 million—to 57 cents per share on revenues of "at least" \$80 million.

Drop for 75. A majority of companies listed on the Broadcasting stock index declined this week: 75 were down, 48 up and 13 remained the same. By category, companies performing broadcasting-related services had the greatest percentage of losses.

However, losses in this category, as well as across the board, were relatively minor ones.

In the manufacturing category, Motorola and Sony reached new 1972 highs for the second consecutive week. Motorola was up 2 1/4 to 132; Sony up 4% to 58 1/2.

Other significant gains were registered by Walt Disney Productions, up 16% to a new high of 221 1/2; McGraw-Hill, up 2 to 16 1/2, and Time Inc., up 7 1/2 to 57. The upsurge in Time Inc. stock is coincident with the announcement of the closing of its *Life* magazine, which had become a financial drag in recent years (BROADCASTING, Dec. 11).

Broadcasting Stock Index

Weekly market summary of 138 stocks allied with broadcasting

Stock symbol	Exch.	Closing Dec. 13	Closing Dec. 6	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)	
						High	Low			
Broadcasting										
ABC	N	73 1/4	72 7/8	+ 3/8	+ .51	81 1/2	51 1/4	8,418	616,618	
ASI COMMUNICATIONS	O	1	1		.00	5	1	1,815	1,815	
CAPITAL CITIES	N	61	60 1/4	+ 3/4	+ 1.24	64 1/4	48	6,496	396,256	
CBS	N	53 1/4	51 3/4	+ 1 1/2	+ 2.89	63	45 1/2	28,096	1,496,112	
COX	N	34 1/2	36 1/2	- 2	- 5.47	51	34 1/2	5,838	201,411	
FEDERATED MEDIA	O	2 3/4	2 1/2	+ 1/4	+ 10.00	4 1/8	2	820	2,255	
GROSS TELECASTING	A	16	16 7/8	- 7/8	- 5.18	23 7/8	12 1/4	800	12,800	
LIN	O	12 1/2	13	- 1/2	- 3.84	22 3/8	10 3/4	2,341	29,262	
MOONEY	O	9 1/8	9	+ 1/8	+ 1.38	11 5/8	4	250	2,281	
PACIFIC & SOUTHERN	O	9	9 1/4	- 1/4	- 2.70	18 1/4	6 1/2	2,010	18,090	
RAHALL COMMUNICATIONS	O	16 3/4	17 1/2	- 3/4	- 4.28	29	8	1,037	17,369	
SCRIPPS-HOWARD*	O	20 3/4	22	- 1 1/4	- 5.68	27	18	2,589	53,721	
STARR*	M	24 1/4	24 3/4	- 1/2	- 2.02	30 1/2	15 1/2	1,042	25,268	
STORER	N	43 1/2	44 1/4	- 3/4	- 1.69	49 3/8	31	4,392	191,052	
TAFT	N	56 1/2	55 1/2	+ 1	+ 1.80	59 1/4	41 3/4	4,064	229,616	
Broadcasting with other major interests								TOTAL	70,008	3,293,926
ADAMS-RUSSELL	AAR	A	5 3/8	5 3/8		8 3/4	4 1/2	1,250	6,718	
AVCO	AV	N	16 3/4	17 7/8	- 1 1/8	- 6.29	20 7/8	13 7/8	11,497	192,574
BARTELL MEDIA	BMC	A	3 1/4	3 3/8	- 1/8	- 3.70	7 1/8	2 3/4	2,257	7,335
CHRIS-CRAFT	CCN	N	6 5/8	7 1/8	- 1/2	- 7.01	8 3/4	4 5/8	4,007	26,546
COMBINED COMMUNICATIONS	CCA	A	37 5/8	37 1/8	+ 1/2	+ 1.34	42 1/2	28 1/2	3,405	128,113
COWLES COMMUNICATIONS	CWL	N	9 1/8	9 3/8	- 1/4	- 2.66	13 1/8	9	3,969	36,217
DUN & BRADSTREET	DNB	N	75 1/4	75	+ 1/4	+ .33	81 3/8	63	12,998	978,099
FAIRCHILD INDUSTRIES INC.	FEN	N	10 1/2	11 1/8	- 5/8	- 5.61	14 1/4	9	4,562	47,901
FUQUA	FQA	N	19	21 1/2	- 2 1/2	- 11.62	27 7/8	16 3/8	9,587	182,153
GABLE INDUSTRIES	GBI	N	23 1/4	25	- 1 3/4	- 7.00	32 1/4	23	2,551	59,310
GENERAL TIRE & RUBBER	GY	N	27 3/8	27 1/2	- 1/8	- .45	32 5/8	24 5/8	20,195	552,838
GLOBETROTTER COMMUNICATION INC	GLBTA	O	8 7/8	9	- 1/8	- 1.38	20 1/2	7 1/2	2,843	25,231
GRAY COMMUNICATIONS	O	12 3/4	12 3/4		.00	14	6 1/2	475	6,056	
HARTE-HANKS NEWSPAPERS INC.	HHNK	O	26	26 5/8	- 5/8	- 2.34	33 1/4	21	4,321	112,346
ISC INDUSTRIES	ISC	A	7 1/4	8 1/8	- 7/8	- 10.76	9 1/8	6	1,655	11,998
KAISER INDUSTRIES	KI	A	6 1/2	6 1/2		.00	9 5/8	5 1/2	26,948	175,162
KANSAS STATE NETWORK	KSN	O	5 7/8	5 3/4	+ 1/8	+ 2.17	7 7/8	5 3/4	1,621	9,523
KINGSTIP INC.	KTP	A	16	16 1/8	- 1/8	- .77	17 3/4	10 7/8	1,154	18,464
LAMB COMMUNICATIONS*	D	2 1/2	2 3/4	- 1/4	- 9.09	4 7/8	2	475	1,187	
LEE ENTERPRISES	LNT	A	23 3/8	22 3/4	+ 5/8	+ 2.74	30	17 1/2	3,472	81,158
LIBERTY CORP.	LC	N	24 1/2	25 1/8	- 5/8	- 2.48	25 1/2	17 1/2	6,753	165,448
MCGRAW HILL	MHP	N	16 3/4	14 3/4	+ 2	+ 13.55	20 7/8	13 1/4	23,327	390,727
MEDIA GENERAL INC.	MEG	A	37 1/8	35 1/4	+ 1 7/8	+ 5.31	49 3/8	27 7/8	3,434	127,487
MEREDITH CORP.	MDP	N	20 1/4	20 3/4	- 1/2	- 2.40	30 3/4	18 1/2	2,820	57,105
METROMEDIA	MET	N	33 5/8	33	+ 5/8	+ 1.89	39	27 1/4	5,959	200,371
MULTIMEDIA INC.	D	42	44	- 2	- 4.54	45	14	2,408	101,136	
OUTLET CO.	OTU	N	16 5/8	15 7/8	+ 3/4	+ 4.72	19 3/8	13	1,336	22,211
PACIFIC SOUTHWEST AIRLINES	PSA	N	23 3/8	22 3/8	+ 1	+ 4.46	37 1/2	18 1/4	3,771	88,147
POST CORP.	POST	O	16 1/2	16 1/2		.00	30	9	942	15,543
PUBLISHERS BROADCASTING CORP.	PUBB	O	2	2		.00	4 7/8	1 5/8	919	1,838
REEVES TELECOM	RBT	A	2 3/4	2 7/8	- 1/8	- 4.34	4 1/4	2 3/8	2,294	6,308
RIODER PUBLICATIONS	RPI	N	27	27 1/2	- 1/2	- 1.81	34 1/2	21 7/8	8,327	224,829
ROLLINS	ROL	N	38	38 3/4	- 3/4	- 1.93	43 1/4	33	12,146	461,548
RUST CRAFT	RUS	A	31 3/4	29	+ 2 3/4	+ 9.48	39 3/8	24	2,318	73,596
SAN JUAN RACING	SJR	N	20 1/2	20 7/8	- 3/8	- 1.79	34 3/4	18 3/4	2,153	44,136

	Stock symbol	Exch.	Closing Dec. 13	Closing Dec. 6	Net change in week	% change in week	High	Low	1972	Approx. shares out (000)	Total market capitali- zation (000)
SCHERING-PLOUGH	SGP	N	139 1/4	131 1/4	+ 8	+ 6.09	139 3/4	82 5/8		25,471	3,546,836
SONOERLING	SDB	A	14 7/8	13 5/8	+ 1 1/4	+ 9.17	30 3/4	11		1,005	14,949
TIMES MIRROR CO.	TMC	N	26 1/8	27	- 7/8	- 3.24	27 7/8	25 3/4		30,790	804,388
TURNER COMMUNICATIONS*	D	D	5 5/8	5 3/8	+ 1/4	+ 4.65	7	2		1,328	7,470
WASHINGTON POST CO.	WPD	A	37 3/4	37	+ 3/4	+ 2.02	37 3/4	23 1/2		4,818	181,879
WHDH CORP.*	O	A	17	17 1/2	- 1/2	- 2.85	30	11		589	10,013
WOMETCO	WDM	N	18 3/8	18 1/2	- 1/8	- .67	25 7/8	18		6,001	110,268
Cable									TOTAL	268,151	9,315,162
AMECO	ACO	O	3 1/4	2 7/8	+ 3/8	+ 13.04	12 3/4	1 1/2		1,200	3,900
AMERICAN ELECTRONIC LABS	AELBA	O	3 3/4	3	+ 3/4	+ 25.00	9 3/4	3		1,726	6,472
AMERICAN TV & COMMUNICATIONS	AMTV	O	41	42	- 1	- 2.38	47 1/4	17 1/4		2,670	109,470
BURNUP & SIMS	BSIM	O	26 3/4	25 7/8	+ 7/8	+ 3.38	26 3/4	6 3/4		7,510	200,892
CABLECOM-GENERAL	CCG	A	8 3/4	9 1/8	- 3/8	- 4.10	18 1/4	8 5/8		2,472	21,630
CABLE FUNDING CORP.*	CFUN	O	9 1/4	9 3/4	- 1/2	- 5.12	15 1/4	9 1/4		1,233	11,405
CABLE INFORMATION SYSTEMS*	O	A	2	2 1/4	- 1/4	- 11.11	4 3/4	1 3/4		955	1,910
CITIZENS FINANCIAL CORP.	CPN	A	8 3/8	8 1/8	+ 1/4	+ 3.07	15 1/4	7 1/2		2,416	20,234
COLUMBIA CABLE	CCA8	O	16 7/8	16 7/8		.00	21 3/4	16 3/8		900	15,187
COMCAST CORP.	O	O	6	5 5/8	+ 3/8	+ 6.66	7	4 1/8		1,280	7,680
COMMUNICATIONS PROPERTIES	COMU	O	10 1/8	9 7/8	+ 1/4	+ 2.53	27 3/8	8 3/8		1,917	19,409
COX CABLE COMMUNICATIONS	CXC	A	35 1/4	36 3/4	- 1 1/2	- 4.08	41 3/4	23 1/4		3,556	125,349
CYPRESS COMMUNICATIONS*	CYPR	O	19 1/2	19 5/8	- 1/8	- .63	23	7		2,732	53,274
ENTRON	ENT	A	3	3 1/8	- 1/8	- 4.00	9 1/4	3		1,358	4,074
GENERAL INSTRUMENT CORP.	GRL	N	26	27 3/8	- 1 3/8	- 5.02	32 7/8	20 3/4		6,501	169,026
LVO CABLE INC.	LVOC	O	11 1/4	10 3/8	+ 7/8	+ 8.43	16 1/2	6 3/4		1,466	16,492
SCIENTIFIC-ATLANTA INC.	SFA	A	15	14 1/2	+ 1/2	+ 3.44	15 3/4	8 1/8		914	13,710
STERLING COMMUNICATIONS	STER	O	4 3/8	3 7/8	+ 1/2	+ 12.90	7 3/4	3 1/2		2,162	9,458
TELE-COMMUNICATIONS	TCOM	O	23 1/2	22	+ 1 1/2	+ 6.81	35 1/4	15 1/2		3,866	90,851
TELEPROMPTER	TP	A	35 1/8	34 3/8	+ 3/4	+ 2.18	44 1/2	28 1/8		16,381	575,382
TIME INC.	TL	N	57	49 1/2	+ 7 1/2	+ 15.15	64 3/4	44 5/8		7,284	415,188
TOCOM	TOCM	O	10 3/4	10 3/8	+ 3/8	+ 3.61	11 1/4	7		596	6,407
UA CABLEVISION INC.	UACV	O	16	15 3/4	+ 1/4	+ 1.58	24	13		750	12,000
VIA COM	VIA	N	19 1/2	21 3/4	- 2 1/4	- 10.34	28 1/2	15 1/2		3,931	76,654
VIKOA	VIK	A	9 1/8	10	- 7/8	- 8.75	19 3/4	8		2,333	21,288
Programming									TOTAL	78,109	2,007,342
COLUMBIA PICTURES	CPS	N	10 1/4	11 1/8	- 7/8	- 7.86	14 7/8	9 1/8		6,335	64,933
DISNEY	OIS	N	221 7/8	205	+ 16 7/8	+ 8.23	221 7/8	132 3/4		13,918	3,088,056
FILMWAYS	FWY	A	3 7/8	4	- 1/8	- 3.12	8	3 5/8		1,868	7,238
GULF & WESTERN	GW	N	35 3/4	36 1/4	- 1/2	- 1.37	44 3/4	28		16,387	585,835
MCA	MCA	N	31 3/4	30 1/2	+ 1 1/4	+ 4.09	35 7/8	23 1/8		8,243	261,715
MGM	MGM	N	24 1/2	23 3/8	+ 1 1/8	+ 4.81	27 1/2	16 3/4		5,905	144,672
MUSIC MAKERS	MUSC	O	1 3/4	2 1/8	- 3/8	- 17.64	3 3/4	1 1/8		534	934
TELE-TAPE PRODUCTIONS*	O	O	1 1/2	1 5/8	- 1/8	- 7.69	2 7/8	1		2,190	3,285
TELETRONICS INTERNATIONAL*	O	O	11 1/4	10 1/4	+ 1	+ 9.75	18 1/2	6 1/4		724	8,145
TRANSAMERICA	TA	N	18 1/2	18 3/4	- 1/4	- 1.33	23 1/2	16 1/4		67,413	1,247,140
20TH CENTURY-FOX	TF	N	10 7/8	11 1/4	- 3/8	- 3.33	17	8 5/8		8,562	93,111
WALTER READE ORGANIZATION	WALT	O	1 3/8	1 1/2	- 1/8	- 8.33	4 1/8	1 1/4		2,203	3,029
WARNER COMMUNICATIONS INC.	WCI	N	39	40 1/4	- 1 1/4	- 3.10	50 1/4	31 1/4		18,883	736,437
WRATHER CORP.	WCO	A	9 3/4	9 3/4		.00	17 7/8	7 1/8		2,164	21,099
Service									TOTAL	155,329	6,265,629
JOHN BLAIR	BJ	N	12 3/8	12 3/4	- 3/8	- 2.94	22 3/8	11		2,606	32,249
COMSAT	CO	N	63	63 7/8	- 7/8	- 1.36	75 3/8	52		10,000	630,000
CREATIVE MANAGEMENT	CMA	A	9	9 3/8	- 3/8	- 4.00	15 1/2	8 1/2		975	8,775
DOYLE DANE BERNBACH	DOYL	O	22 1/2	23 3/4	- 1 1/4	- 5.26	34 3/4	21 1/2		1,945	43,762
ELKINS INSTITUTE	ELKN	O				.00	16 3/8	1 1/4		1,664	2,080
FOOTE, CONE & BELDING	FCB	N	12 3/4	13 1/8	- 3/8	- 2.85	14	10 5/8		2,152	27,438
GREY ADVERTISING	GREY	O	16 1/4	16 1/2	- 1/4	- 1.51	18 1/8	9 1/4		1,200	19,500
INTERPUBLIC GROUP	IPG	N	25 3/4	26 3/4	- 1	- 3.73	36 1/8	22 3/4		2,130	54,847
MARVIN JOSEPHSON ASSOCS.	MRVN	O	15	15		.00	17 3/4	5 7/8		825	12,375
MCCAFFREY & MCCALL*	O	O		10 1/2		.00	16 1/2	7		585	6,142
MCI COMMUNICATIONS	MCIC	D	7 3/4	8 3/4	- 1	- 11.42	12 3/4	6 5/8		11,257	87,241
MOVIELAB	MOV	A	1 3/4	1 7/8	- 1/8	- 6.66	3 1/8	1 3/8		1,407	2,462
MPO VIDEOTELEVISIONS	MPO	A	3 5/8	3 7/8	- 1/4	- 6.45	7 1/8	3 1/2		547	1,982
NEEDHAM, HARPER & STEERS INC.*	NOHMA	O	25 1/4	25 1/4		.00	34 1/8	21 1/2		911	23,002
A. C. NIELSEN	NIELB	O	61 1/4	58 3/4	+ 2 1/2	+ 4.25	62 1/8	37 5/8		5,299	324,563
OGILVY & MATHER	OGIL	O	34	35 1/2	- 1 1/2	- 4.22	48 1/2	16		1,716	58,344
PKL CO.*	PKL	O	2 3/4	2 3/4		.00	9 1/2	3/4		778	2,139
J. WALTER THOMPSON	JWT	N	25 3/4	27	- 1 1/4	- 4.62	49 1/4	23		2,694	69,370
UNIVERSAL COMMUNICATIONS INC.*	D	D	13 1/2	13 1/2		.00	17	8		715	9,652
WELLS, RICH, GREENE	WRG	N	20 7/8	20 3/8	+ 1/2	+ 2.45	27 7/8	16 3/4		1,635	34,130
Manufacturing									TOTAL	51,041	1,450,053
ADMIRAL	ADL	N	18	19 1/2	- 1 1/2	- 7.69	27	13 5/8		5,813	104,634
AMPEX	APX	N	6 1/2	7	- 1/2	- 7.14	15 1/8	5		10,875	70,687
CARTRIDGE TELEVISION INC.	O	O	19 1/4	21 3/4	- 2 1/2	- 11.49	43 1/2	16 1/2		2,083	40,097
CCA ELECTRONICS	CCAEE	O	3 3/8	3 1/4	+ 1/8	+ 3.84	6 1/4	2 1/4		881	2,973
COLLINS RADIO	CRI	N	23 1/4	21 3/4	+ 1 1/2	+ 6.89	24 1/4	13 1/4		2,968	69,006
COMPUTER EQUIPMENT	CEC	A	2 5/8	2 3/4	- 1/8	- 4.54	4 5/8	2 3/8		2,421	6,355
CONRAC	CAX	N	33 1/4	30 3/4	+ 2 1/2	+ 8.13	39 3/8	24		1,261	41,928
GENERAL ELECTRIC	GE	N	69 1/2	69 5/8	- 1/8	- .17	70 7/8	58 1/4		182,123	12,657,548
HARRIS-INTERTYPE	HI	N	48 1/2	47 1/8	+ 1 3/8	+ 2.91	59	45 1/2		6,358	308,363
INTERNATIONAL VIDEO CORP.*	O	O	13	13 1/2	- 1/2	- 3.70	15	12 1/2		400	5,200
MAGNAVOX	MAG	N	29 3/4	31 1/8	- 1 3/8	- 4.41	52 1/4	25 5/8		17,685	526,128
3M	MMM	N	85 1/8	82 1/2	+ 2 5/8	+ 3.18	87 1/8	74 1/4		112,867	9,607,803
MOTOROLA	MOT	N	132	130 1/4	+ 1 3/4	+ 1.34	132	80		13,609	1,796,388
OAK INDUSTRIES	OEN	N	19	19		.00	21 3/4	9 5/8		1,638	31,122
RCA	RCA	N	37 3/4	38 1/4	- 1/2	- 1.30	45	32 1/8		74,432	2,809,808

Stock symbol	Exch.	Closing Dec. 13	Closing Dec. 6	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
RSC INDUSTRIES	RSC	A 2	2 1/8	- 1/8	- 5.88	4 3/8	1 5/8	3,458	6,916
SONY CORP	SNE	N 58 1/2	54 1/8	+ 4 3/8	+ 8.08	58 1/2	21 1/4	53,000	3,100,500
TECHNICAL OPERATIONS, INC.	TO	A 10 1/2	11 5/8	- 1 1/8	- 9.67	17 7/8	9	1,386	14,553
TEKTRONIX	TEK	N 50 1/8	50 3/4	- 5/8	- 1.23	65 1/2	32 3/4	8,157	408,869
TELEMATION	TMT	O 4 3/8	4 1/2	- 1/8	- 2.77	13 3/4	4 1/4	1,050	4,593
WESTINGHOUSE	WX	N 45 1/4	44 7/8	+ 3/8	+ .83	54 7/8	38 3/8	88,235	3,992,633
ZENITH	ZE	N 54 5/8	53 1/4	+ 1 3/8	+ 2.58	56 5/8	39 3/4	19,040	1,040,060
TOTAL								609,740	36,646,164
GRAND TOTAL								1,232,378	58,978,276

Standard & Poor's Industrial Average	132.29	131.58	+ .71
A-American Stock Exchange M-Midwest Stock Exchange *Closing prices are for Tuesday	N-New York Stock Exchange O-Over the counter (bid price shown)	A blank in closing price columns indicates no trading in stock.	
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.			

Fates & Fortunes®

Broadcast Advertising

R. D. O'Connor, VP-management supervisor, Chevrolet passenger cars, Campbell-Ewald, Detroit, named executive VP and Chevrolet account director. He succeeds **Walter B. Booth**, who retires Dec. 31. **Paul L. John**, senior VP-management supervisor, Chevrolet trucks, appointed assistant account director. **Ronald K. McCreight**, VP-director, marketing and research, Chevrolet account, succeeds Mr. O'Connor as VP-management supervisor. **Richard D. Rogowski**, VP-group account executive, light-duty trucks, named VP-management, Chevrolet trucks. **Thomas A. Tucker**, assistant to the chairman, named VP-administration. **Fenton Ludtke**, assistant to the president, succeeds Mr. Tucker.

Paul D. Townsend, director of sales and marketing, *New York Times*, joins Grey Advertising, New York, as senior VP and management representative. **William W. Childers**, art director, Campbell-Ewald, Detroit, joins Grey Advertising there as art supervisor on Ford corporate account.

Lou Linder, creative group head, Marchalk Co., New York, elected VP.

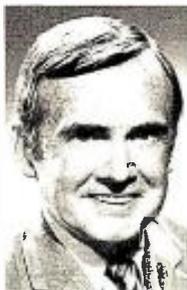
Robert H. Bing, account executive, Henderson Advertising, Greenville, S.C., joins Cargill, Wilson & Acree Inc., Atlanta, as account supervisor. **Watson A. Mundy**, Southeastern deputy director, Department of Health, Education and Welfare, joins CW&A as account supervisor.

John C. Burpee, public relations director and account supervisor, Ralph Jones Advertising, Cincinnati, named VP.

Thomas A. Michaelson, marketing and research manager, WBZ-AM-FM Boston, joins Harold Cabot & Co., Boston agency, as media supervisor on Howard Johnson account.

Stanley E. Paitson, associate media director, Compton Advertising New York, joins Kennan Keane & McLaughlin there as media planner. **Stephen Berman**, senior

writer, J. M. Mathes, New York, joins KK&M as copy supervisor.



Mr. Bivans

Jack Bivans, general sales manager, WFLD-TV Chicago, elected VP.

Frank DiProsa, general sales manager, WOKR(TV) Rochester, N.Y., named VP.

Guillermo A. Aguilar, sales manager, KIFN-(AM) Phoenix, named VP-sales.

Jim Conley, with KRAK(FM) Sacramento, Calif., appointed local sales manager.

Lawrence C. Ostrow, product manager, Owens-Corning Fiberglas, New York, joins Radio Advertising Bureau, New York, as director of retail marketing, in expansion of bureau's retail consulting activities.

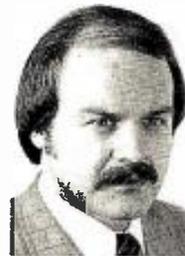
Robert Riebe, with WLYV(AM) Fort Wayne, Ind., joins Agency Media News Service there as broadcast media director. AMS is agency for North American Van Lines.

Denman F. Jacobson, Detroit manager, Avery-Knodel, Inc., joins Michigan Spot Sales there as full partner.

Charles L. Burrow, Portland, Ore., manager, Simpson/Reilly, Seattle rep, named VP.

Norman Bonnell, Paul Mulvihill & Co., Toronto, elected president, Station Representatives Association of Canada; **Rick Guest**, Radio House, Toronto, elected first VP; **Peter Sisam**, All-Canada Radio & Television, Toronto, elected second VP; **Andy McDermott**, Andy McDermott Radio & Television Sales, Toronto, elected secretary-treasurer.

Roseanne Oliver, senior art director, Young & Rubicam, New York, joins Dancer-Fitzgerald-Sample there as art director-producer. **Jane Warshaw**, copywriter, Grey Advertising, New York, joins DFS as copy supervisor.



Mr. Kingen

Larry G. Kingen joined. Broadcasting last Tuesday (Dec. 12) as sales manager, with headquarters in New York. He was president of Kingen Felappa O'Dell Inc., New York agency, in 1967-1971, and most

recently VP and assistant general manager, Richardson Seigel Roifs & McCoy Inc., San Francisco. Mr. Kingen previously was VP and general sales manager, WLIB-AM-FM New York, and television account executive, WOR-TV there. He is a graduate of Reed College, Portland, Ore. He succeeds Robert H. Hutton, former VP, Edward Petry representative firm, who has resigned.

Roger Vilsak, art director, Henry J. Kaufman & Associates, Washington, appointed group supervisor.

Media

Malcolm C. Klein, head of Malcolm C. Klein & Associates, Encino, Calif., management consultants, joins Sterling Recreation Organization, Los Angeles, as general executive, with responsibility for operation and expansion of Sterling Broadcasting, which operates KASH-(AM) and KODL(AM) The Dalles, both Oregon; KBFW(AM) Bellingham, KEDO(AM) Longview, and KALE(AM) Richmond, all Washington.



Mr. Klein

Klee C. Dobra, general manager and operating head, WMOD(FM) Washington, appointed division VP, Sonderling Broadcasting Corp., New York, owner of the station.

James H. Quello, retired VP-station manager, Storer Broadcasting Co.'s WJR-AM-FM Detroit, has been retained on part-time basis as consultant in Storer's Washington office. Mr. Quello, an independent in politics, is an avowed candidate for an FCC commissionership. The next scheduled vacancy is that of Democrat Nicholas Johnson, whose term ends June 30 next year.

Herbert J. Weber, executive VP, Shepard Broadcasting Corp., Fort Wayne, Ind., elected president and chief executive officer. **John J. Shepard**, president, elected chairman. Shepard Broadcasting is owner of WLAV-AM-FM Grand Rapids, Mich.; WTTO(AM) Toledo, Ohio; WLYV(AM) Fort Wayne, and holder of majority interest in KITT(FM) San Diego.

Edmund C. Bunker, president, KFI(AM) Los Angeles, elected chairman, Southern California Broadcasters Association.

Harvey N. Gersin, director of audience research, ABC News, New York, appointed to newly created post, director of research and development, ABC News. **Bernel R. Fullmer**, with ABC public relations department, West Coast, appointed manager-special projects, ABC, West Coast, based in Hollywood. **Mary Jean Parson**, associate director, corporate planning, ABC, New York, appointed associate director of employe relations.

James Loper, president and general manager, noncommercial KCET(TV) Los Angeles, elected to board of governors, Hollywood chapter, National Academy of Television Arts and Sciences.

Nelson G. Lavergne, executive VP, Sabaney Advertising Agency, New York, joins WADO(AM) New York as general manager.

Stuart C. Brandy, VP and director, Shoreacres Broadcasting Co., appointed general manager CKEY(AM) Toronto.

Robert C. Waddell, station manager, KTAP(AM)-KHFI-FM Austin, Tex., joins KRLY(FM) Houston as VP-station manager.

J. Albert Callahan, manager of advertising, promotion, and program administration, WKYC-AM-FM Cleveland, joins WSUM(AM) Parma, Ohio, as general manager. Wsum, currently under construction, is expected to begin operation in spring 1973.

Michael Cantoni, program director, WHLW(AM) Lakewood, N.J., appointed station manager.

Robert E. Brown, VP, Arkansas Television Co., Little Rock, elected chairman. **Robert Ewing III**, stockholder in Radio Broadcasting Inc., Shreveport, La., elected director. ATC is licensee of KTHV(TV) Little Rock and Radio Broadcasting is partial owner of station.

Richard J. Fellingner, manager, financial control and analysis, CBS Radio, appointed assistant controller.

Richard Thomas, assistant manager, administrative services, Johns Hopkins applied physics labs, joins Evening Star Broadcasting Co. in newly created post, manager of administration. Broadcast group includes WMAL-AM-FM-TV Wash-

ington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

Lewis M. Caster, business manager, WOKR(TV) Rochester, N.Y., named VP-business affairs.

Thomas J. Bringola, with defunct WHDH-TV Boston, joins WCVB-TV, successor station, as chief accountant.

Carl E. Rabovsky, with Alexander Grant & Co., Baltimore accounting firm, joins WFBR(AM) there as controller.

James J. Delmonico, manager, employe relations, General Electric Broadcasting and General Electric Cablevision Corp., Schenectady, N.Y., elected VP-employe and community relations for both.

Margaret Hagerty, audience promotion manager, KOMO-TV Seattle, appointed

manager, newly created department of press relations.

Carolyn L. Gilman, with KOMO-TV Seattle, appointed advertising and promotion manager.

Michael Freshwater, with WUTV(TV) Buffalo, N.Y., appointed promotion manager.

Richard B. Ettinger, with WNAC-TV Boston, joins KDKA-TV Pittsburgh as assistant promotion manager.

Programing

Duncan MacDonald, executive director, National Friends of Public Broadcasting, resigns to resume her post as president, Media Group, Yorktown Heights, N.Y., TV program producers and media con-

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New Issue

400,000 Shares



LVO Cable, Inc.

Common Stock

(\$10 Par Value)

Price \$10³/₈ per Share

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Bear, Stearns & Co.

Burnham & Company Inc.

Clark, Dodge & Co.
Incorporated

Dominick & Dominick,
Incorporated

Faulkner, Dawkins & Sullivan
Securities Corp.

W. E. Hutton & Co.

Ladenburg, Thalmann & Co. Inc.

F. S. Moseley & Co. Oppenheimer & Co. R. W. Pressprich & Co.
Incorporated

Shields Securities Corporation

F. S. Smithers & Co., Inc.

Sutro & Co.
Incorporated

Thomson & McKinnon Auchincloss Inc.

Tucker, Anthony & R. L. Day

C. E. Unterberg, Towbin Co.

December 11, 1972

sultants. Miss MacDonald continues as trustee and board member, NFPB.

William H. Siemerig, director of programming, National Public Radio, Washington, resigns. No successor has been named.

Richard A. Franklin, music director, WDVR(FM) Philadelphia, joins Super Sound Studios there as executive VP. SSS is producer and distributor of syndicated radio programming.

James Marshutz, senior VP and general manager, Campbell-Ewald, New York, joins Time-Life Films, New York, as staff member, national sales.

George L. Savage, director of marketing, Watermark Inc., Los Angeles-based radio program production firm, joins Diamond P Enterprises Inc., Hollywood, in similar position, with responsibility for establishing sales and marketing for firm's new radio program syndication product.



Mr. Resing

George E. Resing Jr., station manager, WQXI-TV Atlanta, joins KPIX(TV) San Francisco as program manager.

Jerry Carr, program director, WOKR-TV Rochester, N.Y., named VP.

Torey Southwick, program manager, KCPT-TV Kansas City, Mo., joins KPTS(TV) Wichita, Kan., as program director.

Joseph Alvarado, program director, KIFN(AM) Phoenix, named VP-programming.

Irving Schechter, production manager, WNEW-TV New York, joins WCBS-TV New York as assistant program manager.

John von Soosten, production aid, WNEW-TV New York, appointed to succeed Mr. Schechter as production manager.

Donald Young Jr., newsman, KYW-TV Philadelphia, joins WRNG(AM) North Atlanta, Ga., as program director.

George W. Bowe, VP-special programs, WTIC-AM-FM-TV Hartford, Conn., retired Nov. 30.

Dick Raab, producer-director, WKYC-TV Cleveland, joins WRC-TV Washington as production manager. Both are NBC-owned stations.

John Mazer, program manager, WDEE(AM) Detroit, appointed operations manager.

George Allen, production manager, WWAY(TV) Wilmington, N.C., appointed operations manager. He is succeeded by **Robert Phillips**, with WWAY.

Broadcast Journalism

Frank J. Jordan, NBC News, elected chairman, Radio and Television Correspondents Association, Washington. **Martha McLaughlin**, CBS News, elected vice chairman; **William Greenwood**, Mutual Broadcasting System, elected secretary; **Robert F. Foster**, WGN Continental Broadcasting Co., elected treasurer.

Bud Gindhart, news director, KOAI(TV)

IEEE Award. Edward C. Ramberg, consultant to RCA Laboratories until his retirement earlier this year, received 1972 David Sarnoff Award of Institute of Electrical and Electronics Engineers last week "for outstanding contributions to electron physics, electron optics and television."

Flagstaff, Ariz., named president, Arizona Associated Press Broadcasters Association.

Bill Winchell, WQWQ-FM Muskegon, elected president, Michigan News Broadcasters Association; **Paul Weisenfeld**, WVIC-AM-FM East Lansing, elected VP, and **Michael Hale**, WYGR(AM) Wyoming, elected secretary-treasurer.

J. Paul Huddleston, newsman, KROQ(AM) Burbank, Calif., named president, Radio and Television News Association of Southern California.

William R. Johnson III, manager of creative services, WMAL-TV Washington, joins ABC News there as supervisor, film production. WMAL is ABC affiliate.

Jolene Stevens, with KCAU-TV Sioux City, Iowa, appointed assistant news director.

Warren Hudelson, recent graduate, University of Minnesota school of journalism, joins KOOK(AM) Billings, Mont., as news director.

Susan R. King, news editor, State University of New York, Buffalo, joins WGR-TV Buffalo, N.Y., as general assignment reporter.

Don Van Cleave, general manager, WARV(AM) Warwick-East Greenwich, R.I., joins WGMA(AM) Hollywood, Fla., as afternoon news editor.

Roger Davis, assistant news director and co-anchorman, KVII(TV) Amarillo, Tex., joins WQXI-TV Atlanta as anchorman, noon *Pro News*.

Music

Corinne Baldassano, producer, WHN(AM) New York, appointed music director.

Jeff Salgo, public affairs director, KKDJ(FM) Los Angeles, assumes additional post of music director.

Cable

Jack L. Williams, director of programming, Teleprompter Corp., New York, joins Television Communications Corp. there in similar capacity.

R. Anthony Smith, VP-finance and administration, FCB Cablevision Inc., Irvine, Calif., named executive VP and general manager.



Mr. Dolby

Leman W. Dolby, manager, UHF department, GTE Sylvania, New York, appointed engineering manager, CATV equipment and installation operation. **Wallace T. Thompson**, senior engineer, electronic systems group, GTE Sylvania, appointed section head-

terminal devices, CATV equipment and installation operation.

Donald E. Whitheridge, director of corporate relations, American Television and Communications Corp., Denver, joins Teleprompter Corp., New York, as director of public relations. He succeeds **John Barrington** who joins Home Box Office, Inc., New York as VP-public relations. (See p. 48). **Richard L. Winters**, director of transmission engineering, Vikoa Inc., Hoboken (N.J.), joins Teleprompter as manager, Mt. Vernon, N.Y., CATV system.

Bob Vogel, with agricultural products division, Allied Chemical Corp., Baltimore, and offensive tackle, Baltimore Colts, joins Multiview Cable Co., Havre de Grace, Md., as general manager. **James R. Oldham**, technical operations supervisor, Multiview, appointed chief engineer. Multiview is limited partnership in which Comcast Corp., Bala Cynwyd, Pa., is general partner and holds management responsibility.

Elliot C. Roskow, field engineer, TeleSystems Corp., Glenside, Pa., joins Suburban Cablevision Inc., Whippany, N.J., as manager, Elkton, Md., CATV system.

Equipment & Engineering

Richard J. Elkus, chairman, executive committee, Ampex Corp., Redwood City, Calif., named chairman of the board.

Joe Blake, formerly with defunct WHDH-TV Boston, joins WCVB-TV, successor station there as chief engineer. **Ross Kauffman**, manager of technical operations, WCVB-TV, appointed assistant chief engineer.

Evert Anderson, engineering supervisor, noncommercial KCET(TV) Los Angeles, appointed acting director of engineering. He succeeds Theodore Untiedt, VP engineering and facilities, who resigns.

Michael A. LaMonica, with WBNG-TV Binghamton, N.Y. (formerly WBNF), appointed chief engineer.

Donald W. Slack, president, Environmental Music Inc., joins Tape-Athon Corp., Inglewood, Calif., as director of marketing. Tape-Athon is manufacturer of background music systems, automatic music programming devices, CATV station programming equipment, AM and FM broadcasting facilities, and recording equipment.

Allied Fields

Edward P. Noyes, media planner, The November Group, organization which handled media buys for President Nixon during 1972 campaign, rejoins American Research Bureau, New York, as Eastern television manager.

Edward L. Graf Jr., chief legal counsel, Ketchum, MacLeod & Grove, Pittsburgh agency, appointed editor and publisher, *PEAL*, publishing, entertainment, advertising and allied fields law quarterly. *PEAL* is compilation of law journal articles on legal decisions involving communications industry.

Ben Glasser, manager of systems and pro-



holiday greetings from all of us to all of you



Earl Abrams
John Andre
Laura Ann Bellamy
Dave Bennett
Theresa Betscha
Dorothy Boyd
Ann Costrell
Verna Cowan
Rufe Craten
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Willene Newman
John Poteous
Jean Powers

Don Richard
Bruce Robertson (ret)
Dan Rudy
Bob Sandor
Michael Spain
Stan Solter
Harry Stevens
Betty Talshoff
Larry Talshoff
Sol Talshoff
Hy Taah
Shirley Taylor
Shella Thacker
Eunice Weston (ret)
Harriette Weinberg
Don West
Dave Whitcombe
Len Zeidenberg

Broadcasting Publications INC.

graming, Katz Agency, New York, joins Media Payment Corp., New York, as director of systems. MPC beginning next month will handle billing, collections, credit and payment services for TV and radio stations.

Raymond A. Jones, national executive secretary, American Federation of Television and Radio Artists' Chicago local, retires Dec. 31 after 35 years of service to performers' union.

Deaths

Karl A. Bickel, 90, who as president of United Press led that news service into then controversial field of providing news for radio, died Dec. 11 at Sarasota (Fla.) Memorial Hospital after long illness. At time when many publishers were bitterly against supplying news to radio stations. Mr. Bickel was advocating it. He introduced UP (now UPI) broadcast wire in 1934, but as early as 1924 was credited with arranging for dozen stations around country to broadcast UP bulletins on election returns. In 1930 book, *New Empires*, he predicted radio and eventually TV would lead to new techniques in journalism. During his UP presidency, from 1923 to 1935, he also guided news agency into morning newspaper field and feature syndication and was outspoken champion of press freedom. After he resigned at age 53 he became chairman of

Scripps-Howard Broadcasting Co. and served in that post until 1963, when he was named chairman emeritus.



Miss Clark

Michele Clark, 29, CBS News correspondent, died Dec. 8 in the Chicago crash of a United Airlines plane. Miss Clark joined CBS News in September 1971, and was named correspondent last April. She played an active role in campaign and election-night coverage. In recent months she was a frequent substitute anchorwoman on *CBS Morning News*. Prior to joining CBS News, Miss Clark was a reporter for CBS-owned WBBM-TV Chicago. She is survived by her parents and one brother.

James H. Nicholson, 56, motion-picture producer, died Dec. 10 in Los Angeles of cancer. Mr. Nicholson was a co-founder and former president of American International Pictures, Beverly Hills, Calif., which specialized in the production of low-budget theatrical feature films and TV film syndication. Mr. Nicholson resigned as president of AIP last June. He is survived by his wife, former actress Susan Hart, their son, and three daughters by a previous marriage.

Louella Parsons, 91, Hollywood gossip columnist for some 40 years, died Dec. 9 in Santa Monica, Calif. Miss Parsons at the peak of her career was a columnist on entertainment industry happenings for the Hearst-owned International News Service and had her own network radio show, *Hollywood Hotel*, which started in 1937. She is survived by a daughter, Harriet Parsons.

David A. Silverman, 39, general manager, WSPT-AM-FM Stevens Point, Wis., died Dec. 7 at his home. Mr. Silverman, named general manager in 1969, was with the station for 20 years. He is survived by his wife, Lucie, and two children.

H. Richard Broderson, 37, air personality and production manager, WLOB(AM) Portland, Me., died Dec. 7 in a Portland hospital after a long illness. In his broadcasting career he had also been associated with WGAN-AM-FM-TV Portland, WMTW-TV Poland Spring, Me., WHYN-AM-FM Springfield Mass., and WKBK(AM) Keene, N.H. He is survived by his wife, Priscilla, four daughters, his mother and a sister.

Keith Kearney, 51, sales manager of Andy McDermott Radio & Television Sales, Toronto, died unexpectedly Dec. 3. Mr. Kearney had been with the company 15 years. He is survived by his wife, Pat, and three children.

For the Record®

As compiled by BROADCASTING Dec. 6 through Dec. 12, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Applications

■ Tallahassee, Fla.—Southern Capital Television Inc. Seeks UHF ch. 27 (548-554 mhz); ERP 552.1 kw vis., 110.4 kw aur. HAAT 967 ft.; ant. height above ground 1,000 ft. P.O. address 3303 Louisiana Street, Houston 77006. Estimated construction cost \$1,191,316; first-year operating cost \$453,200; revenue \$365,500. Geographic coordinates 30° 34' 29" north lat.; 84° 12' 05" west long. Type trans. RCA TTU-30B. Type ant. RCA TTU-36JDAS. Legal counsel Finkelstein & Firestone, Washington; consulting engineer Edward F. Lorentz & Associates, Washington. Principals: William D. Evans Jr., president (40%), Donall Myers (18%), et al. Mr. Evans has interests in Evans Advertising Agency and Diversified Arts Inc., typesetting firm, both in Houston. Mr. Myers is sales representative at KVRL-TV Houston. Ann. Dec. 5.

■ Waco, Tex.—Jarrell F. McCracken. Seeks UHF ch. 25 (536-542 mhz); ERP 48 kw vis., 9.6 kw aur. HAAT 504 ft.; ant. height above ground 430 ft. P.O. address 4800 West Waco Drive, Waco 76710. Estimated construction cost \$174,247; first-year operating cost \$127,000; revenue \$136,900. Geographic coordinates 31° 30' 51" north lat.; 97° 11' 43" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Consulting engineer R.M. Williams, Austin, Tex. Principals: Jarrell F. McCracken (100%). Mr. McCracken is president and owns 46% of Word Inc., religious book and record publisher in Waco. Ann. Dec. 5.

Start authorized

■ WGGTS-TV Greenville, S.C.—Authorized program operation on ch. 16 (482-488 mhz), 186 kw vis., 37.2 kw aur. Action Oct. 27.

Other action

■ Review board in Homewood and Birmingham, both Alabama, TV proceeding, denied request by Birmingham Broadcasting Co. for extension of time to file responsive pleadings (Docs. 15461, 16758, 16760-1). Chapman Radio and Television Co. is applicant for ch. 21 at Homewood; Alabama Television Inc. and Birmingham Broadcasting are applicants for ch. 21 at Birmingham, and Birmingham Television Corp. is applicant for mod. of CP for WBMG(TV) Birmingham to change for ch. 42 to ch. 21. Action Dec. 6.

Call letter action

■ John R. Powley, Altoona, Pa.—Granted WOPC(TV).

Existing TV stations

Application

■ WJMY(TV) Allen Park, Mich.—Seeks mod. of license to change station location from Allen Park to Detroit. Ann. Dec. 5.

Final actions

■ WESH-TV Daytona Beach, Fla.—FCC ordered Lester F. Suhler, retired director of subscription activities for Cowles Communications Inc., to testify

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in license-renewal proceeding of Cowles' WESH-TV (Doc. 19168, et al.). Action Dec. 6.

■ **KMBC-TV** Kansas City, Mo.—FCC denied petitions by F. Russel Millin and Metromedia Inc. for reconsideration of Jan. 12 ruling concerning fairness-doctrine complaint against Metromedia's KMBC-TV. Action Dec. 6.

■ **WTAF-TV** Philadelphia—Broadcast Bureau granted request to change studio location and remote control point to 330 Market Street, Philadelphia. Action Nov. 30.

■ **WORA-TV** Mayaguez, Puerto Rico—FCC denied petition by Quality Telecasting Corp., licensee, for stay of Nov. 21 grant of emergency STA to Telemundo Inc. (WKAQ-TV San Juan, Puerto Rico) to operate 100-w UHF translator to serve Mayaguez by rebroadcasting WKAQ-TV programs on ch. 22, pending commission action on Telemundo's application for regular authority to construct and operate 1-kw translator on ch. 22 in Mayaguez. Action Dec. 6.

■ ***KAMU-TV** College Station, Tex.—Broadcast Bureau granted CP to change ERP to vis. 22.9 kw, aur. 2.29 kw; change trans. location to Hensel Park, College Station; change type trans. and make changes in ant. structure; ant. height 390 ft.; conditions. Action Nov. 28.

■ **KHQ-TV** Spokane, Wash.—Broadcast Bureau granted request to operate trans. by remote control from 4202 South Regal Street, Spokane. Action Nov. 29.

Actions on motions

■ Administrative Law Judge Isadore A. Honig in Montgomery, Ala. (Alabama Educational Television Commission), in matter of renewal of license for *WAIQ(TV), denied motion filed Nov. 8 by Messrs. Edwards, Farrell and Suits to compel answers to further interrogatories directed to Alabama Educational Commission (Doc. 19422-30). Action Dec. 1.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV Proceedings, granted petition by Forum Communications to amend application to reflect new employment positions of two of stockholders (Docs. 18711-2). Action Nov. 30.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by WPIX Inc. to amend application to reflect recent minor changes in officers, directors and stockholders and other executive changes at station (Docs. 18711-2). Action Dec. 5.

Other actions

■ Review board in Las Vegas, TV proceeding, granted motion by Western Communications Inc. for extension of time through Dec. 11 to file reply to oppositions to motion to add abuse of process issue, and through Dec. 22 to file replies to oppositions to motions to enlarge issues (Docs. 19519, 19581). Western is applicant for renewal of license of KORK-TV, ch. 3, Las Vegas, and Las Vegas Valley Broadcasting is competing applicant for that channel. Action Dec. 6.

■ Review board in High Point, N.C., TV proceeding, in response to requests by Southern Broadcasting Co., applicant for renewal of license of WGHP-TV, ch. 8, High Point, and Furniture City Television Co., competing applicant for facilities, added issue against Southern, and modified issue against Furniture City to determine whether they informed commission, within 30 days, of involvement of certain of principals in antitrust suits. Action Dec. 6.

Call letter application

■ **WJMY(TV)** Allen Park, Mich.—Seeks WXON-TV.

Call letter action

■ **WWRO(TV)** Newark, N.J.—Granted WBTB-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WITV(TV)** Indianapolis (Sarkes Tarzian Inc.)—Amendment to agreement dated Dec. 21, 1971, extends agreement to Sept. 1, 1973.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full

rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **WBBH-TV** Fort Myers, Fla. (Broadcasting-Telesharing Services Inc.)—Amendment to agreement dated Feb. 20, 1970, changes amount paid by network to station for interconnection costs to \$1,300 per month, effective Oct. 1.

■ **WTVO(TV)** Rockford, Ill. (Winnebago Television Corp.)—Amendment to original agreement changes network rate to \$421, effective Jan. 1, 1973.

■ **WAVE-TV** Louisville, Ky. (Orion Broadcasting Inc.)—Amendment to original agreement changes network rate to \$1,543, effective Jan. 1, 1973.

■ **WILX-TV** Lansing, Mich. (Television Corp. of Michigan Inc.)—Amendment to original agreement changes network rate to \$653, effective Jan. 1, 1973.

■ **WGR-TV** Buffalo, N.Y. (Taft Broadcasting Co.)—Amendment to agreement dated Nov. 9, 1966, extends agreement to Sept. 10, 1974.

■ **WWNY-TV** Carthage, N.Y. (Brockway Co.)—Amendment to original agreement changes network rate to \$450, effective Jan. 1, 1973.

CBS

■ Formula: Same as ABC.

■ **WAGA-TV** Atlanta (Storer Broadcasting Co.)—Amendment to agreement dated Nov. 9, 1966, extends agreement to Sept. 10, 1974.

■ **WJW-TV** Cleveland (Storer Broadcasting Co.)—Amendments to agreement dated Nov. 9, 1966, extends agreement to Sept. 10, 1974.

New AM stations

Starts authorized

■ **WGTR** Natick, Mass.—Authorized program operation on 1690 khz, 1 kw-D. Action Nov. 10.

■ **WSDC** Hartsville, S.C.—Authorized program operation on 1490 khz, 250 w-U. Action Nov. 28.

Final action

■ Humble, Tex.—FCC granted application by Broadcast Bureau for review of action by review board released March 9 in proceeding involving four mutually exclusive applications for new daytime AM in vicinity of Houston (Docs. 19186-89). On Feb. 2, Chief Administrative Law Judge Arthur A. Gladstone approved joint agreement calling for dismissal of three of applications without requiring publication, and granted application of Artilite Broadcasting Co. Action Dec. 6.

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, granted motion by Burns, Rieke and Voss Associates and extended through Dec. 5 time to file oppositions to petition by Braverman Broadcasting Co. to amend application filed on Nov. 16; in separate action, granted petition filed Nov. 2 by Burns, Rieke and Voss Associates to amend application to show change of address for Thomas Rieke and to amend financial showing (Docs. 19596-7). Actions Nov. 29.

■ Administrative Law Judge Frederick W. Dennison

in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, due to pending procedural matters and conflict in schedule of presiding officer, canceled without date hearing now scheduled for Dec. 11 (Docs. 19596-7). Action Dec. 4.

■ Administrative Law Judge Forest L. McClennen in Cleveland, Tex. (Billy D. Pirtle, et al.), AM proceeding, granted motion by Texas Broadcasting Co. and continued date for exchange of exhibits to Dec. 15 (Docs. 19577-9). Action Dec. 1.

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, granted petition by applicant to amend application to include information on ownership interest which two of Centreville's principals will acquire in corporation formed to construct CATV system in Lexington, Va. (Doc. 18888). Action Nov. 29.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Indianapolis, Ind., Omaha, Neb., and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM-FM proceeding, having convened post hearing conference on Dec. 5, reopened record, and scheduled hearing for Dec. 21; in separate order, upon petition by Star to reopen record, scheduled further conference for Dec. 5 to discuss recently filed pleadings (Docs. 19122-5). Actions Nov. 27 and Dec. 5.

Other actions

■ Review board in Pine Castle-Sky Lake, Fla., AM proceeding, denied petition by Broadcast Bureau to add issues of failing to include all information in application and failing to inform commission of major charges against Hyman Lake, applicant for new AM at Pine Castle-Sky Lake (Doc. 19432). Action Nov. 4.

■ Review board in Bay Saint Louis, Miss., AM proceeding, denied petition by Southwestern Broadcasting Co. to add four issues dealing with misrepresentation and character qualifications against HWH Corp. in proceeding involving mutually exclusive applications of HWH, Michael D. Haas, and Gulf Broadcasting Co. for new AM's at McComb, Bay Saint Louis and Gulfport, all Mississippi (Docs. 19465-7, 19415-6). Action Dec. 1.

■ Review board in West Hazleton, Pa., AM proceeding, granted motion by Broadcasters 7 Inc. for extension of time through Dec. 11 to file exceptions to initial decision in which administrative law judge proposed denial of Broadcasters 7's application for new AM on 1300 khz at West Hazleton (Doc. 18491). Action Dec. 6.

Call letter application

■ M. W. Cooper, Midwest City, Okla.—Seeks KKMC.

Existing AM stations

Applications

■ **WMEL** Melbourne, Fla.—Seeks CP to add MEOV's to existing N pattern. Ann. Dec. 8.

■ **WFLA** Tampa, Fla.—Seeks CP to change ant. trans. site to 0.6 mile north of Route 580, 3.2 miles east of Oldsmar, Fla., and change from non-DA-D to DA-2. Ann. Dec. 8.

■ **WPRS** Paris, Ill.—Seeks CP to increase tower height. Ann. Dec. 8.

■ **KSOK** Arkansas City, Kan.—Seeks CP to increase tower height. Ann. Dec. 8.

■ **WLOL** Minneapolis—Seeks CP to change DA-D pattern from three to two towers and continue three towers at night. Ann. Dec. 8.

■ **KOTD** Plattsmouth, Neb.—Seeks CP to make changes in DA pattern. Ann. Dec. 8.

■ **WTKO** Ithaca, N.Y.—Seeks CP to change daytime

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Summary of broadcasting

Compiled by FCC Oct. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,358	5	13	4,376	51	4,427 ¹
Commercial FM	2,331	1	54	2,386	117	2,503
Commercial TV-VHF	504	1	6	511 ³	11	523 ²
Commercial TV-UHF	185	0	8	193 ³	49	255 ³
Total commercial TV	689	1	14	704	60	778
Educational FM	520	0	24	544	72	616
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	9	129	7	137
Total educational TV	206	0	14	220	8	229

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

trans. site to same site as nighttime site on Troy Road, 0.75 miles south of intersection of Troy Road, and Schoolhouse Road, south of Ithaca, and make changes in the ant. system. Ann. Dec. 8.

■ P&C Broadcasting, New Bern, N.C.—Seeks mod. of CP for AM to change ant.-trans. site and main studio location to 1.5 miles east of Bridgeton on North Carolina Highway 55, Bridgetown, N.C., and make changes in ant. system. Ann. Dec. 8.

■ WOBR Wanchese, N.C.—Seeks CP to increase height of tower by adding FM ant. Ann. Dec. 8.

■ WEET Richmond, Va.—Seeks CP to change ant.-trans. site to Osborne Road, 1000 ft. south of Goddin Street, Richmond, and delete remote control authority from main studio site. Ann. Dec. 8.

Final action

■ WBRL Berlin, N.H.—Broadcast Bureau granted CP to increase D power to 1 kw. Action Nov. 30.

Actions on motions

■ Chief, Office of Opinions and Review, in Greenwood, S.C. (Grenco Inc. and Radio Greenwood Inc.), in matter of renewal of licenses for WCRS-AM-FM and WGSW, rescheduled oral argument before commission for Jan. 3, 1973 (Docs. 19176-7). Action Nov. 29.

■ Administrative Law Judge Frederick W. Denniston in Clare, Mich. (Bi-County Broadcasting Corp.), in matter of renewal of licenses for WCRM-AM-FM, granted motion of James A. Sanzone and denied with prejudice for want of prosecution applications of Bi-County Broadcasting Corp., and terminated proceeding (Doc. 19492). Action Nov. 27.

■ Administrative Law Judge Frederick W. Denniston in Clare, Mich. (Bi-County Broadcasting Corp.), in matter of renewal of licenses for WCRM-AM-FM, to allow time for receipt of comments or oppositions to petition by applicant for reconsideration of memorandum opinion and order denying applications with prejudice and terminating proceeding, ordered effectiveness of order released Nov. 29 stayed, pending further order (Doc. 19492). Action Dec. 1.

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pa. (Gateway Broadcasting Enterprises Inc.), in matter of revocation of licenses of WKPA(AM) and WYDD-(FM), by agreement of parties at further prehearing conference held Nov. 27, rescheduled hearing for April 10, 1973, in Pittsburgh and set certain procedural dates (Doc. 19452). Action Nov. 27.

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harland Inc. [WHLN]), AM proceeding, by agreement of parties at prehearing conference held Nov. 27, rescheduled hearing on case-in-chief of all parties for Feb. 13, 1973, and set certain procedural dates (Docs. 19614-5). Action Nov. 27.

■ Administrative Law Judge Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), in matter of renewal of licenses for WJMO and WLYT(FM), ordered place of hearing moved from Cleveland to Washington with resumption of hearing scheduled for Jan. 29, 1973 (Doc. 19412). Action Nov. 22.

Fines

■ WCUM-AM-FM Cumberland, Md.—FCC ordered WCUM Inc., licensee, to forfeit \$500 for repeated violation of rules by failing to report within 30 days acquisition and divestiture of other broadcast interests by two of licensee's principals. Action Dec. 6.

■ WANT Richmond, Va.—FCC notified Old Dominion Broadcasting Co., licensee, that it has incurred apparent liability of \$1,000 for willful or repeated violation of rules by operating with power in excess of allowed tolerance, by failing to log quarterly inspections of tower lights and associated control equipment and by failing to log weekly calibrations of remote ammeter against tower base ammeter. Action Dec. 6.

Call letter applications

■ WXLN Potomac-Cabin John, Md.—Seeks WCTN.
 ■ KBGO Waco, Tex.—Seeks KRZI.

Call letter actions

■ KATN Boise, Idaho—Granted KBRJ.
 ■ WKKD Aurora, Ill.—Granted WFVR.
 ■ WGHM Skowhegan, Me.—Granted WSKW.

Designated for hearing

■ WCHI-AM Chillicothe, Ohio—FCC designated for evidentiary hearing application for assignment of license of WCHI-AM from The Court House Broadcasting Co. to Chillicothe Telcom Inc. (Doc. 19600). Issues which were designated against applicants for oral argument held Nov. 20 were enlarged to include determination whether incorrect statement contained in assignment application that Court House did not have any applications pending before commission has any effect on legal qualifications of assignor. Action Dec. 6.

New FM stations

Applications

■ Willimantic, Conn.—Windham Broadcasting Group. Seeks 98.3 mhz, 3 kw. HAAT 69 ft. P.O. address 38-C Dunfee Lane, Windsor, Conn. 06095. Estimated construction cost \$34,555; first-year operating cost \$33,261; revenue \$44,000. Principals: Kenneth N. Dawson and Randall M. Mayer (each 50%). Mr. Dawson is general manager of and has interests in WKND(AM) Windsor, Conn. Mr. Mayer is president and general manager of WHCN(FM) Hartford. Ann. Dec. 7.

■ Decatur, Ill.—Contemporary Media Inc. Seeks 95.1 mhz, 50 kw. HAAT 500 ft. P.O. address Box 1460, St. Charles, Mo. 63301. Estimated construction cost \$85,561; first-year operating cost \$65,000; revenue \$70,000. Principals: Michael S. Rice (60%) and Malcolm R. Rice (40%). Messrs. Rice own KIRL(AM) St. Charles, Mo., and have interests in KFMZ(FM) Columbia, Mo. Ann. Dec. 5.

■ Arkansas City, Kan.—KSOK Broadcasting Co. Seeks 106.5 mhz, 53.76 kw. HAAT 213 ft. P.O. address Drawer 917, Arkansas City 67005. Estimated construction cost \$33,100; first-year operating cost \$27,600; revenue \$35,000. Principal: Stauffer Publications Inc. (100%). Oscar S. Stauffer, board chairman, et al. Stauffer Publications owns KSOK(AM) Arkansas City; KGFF(AM) Shawnee, Okla.; WTBW-AM-FM-TV Topeka, Kan., and KGNC-AM-FM-TV Amarillo, Tex. Ann. Dec. 5.

■ O'Neill, Neb.—Ranchland Broadcasting Co. Seeks 92.7 mhz, 3 kw. HAAT 223 ft. P.O. address: 251 North Jefferson St., O'Neill 68763. Estimated construction cost \$23,826; first-year operating cost \$7,400; revenue: \$15,000. Principals: Gilbert L. Poese, president (80%), et al. Mr. Poese is station manager and owns 80% of KBRX(AM) O'Neill. He also has interests in KNGI(AM) Norton, Kan., and KBRB(AM) Ainsworth, Neb. Ann. Dec. 4.

Starts authorized

■ WHTB(FM) Talladega, Ala.—Authorized program operation on 92.7 mhz, ERP 250 w. HAAT 870 ft. Action Nov. 9.

■ WJDB-FM Thomasville, Ala.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 2.

■ *KRIV(FM) Rio Vista, Calif.—Authorized program operation on 90.9 mhz, TPO 10 w. Action Nov. 7.

■ KZEN(FM) Seaside, Calif.—Authorized program operation on 107.1 mhz, ERP 680 w, HAAT 570 ft. Action Nov. 20.

■ WTA1-FM Melbourne, Fla.—Authorized program operation on 107.1 mhz. Action Nov. 9.

■ *KRIC(FM) Rexburg, Idaho—Authorized program operation on 90.1 mhz. Action Nov. 7.

■ WWCM-FM Brazil, Ind.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 190 ft. Action Nov. 13.

■ *KMTS(FM) Moberly, Mo.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Nov. 9.

■ WYII(FM) Williamsport, Md.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 13.

■ KNUW-FM Great Falls, Mont.—Authorized program operation on 94.5 mhz, ERP 36 kw, HAAT 470 ft. Action Nov. 24.

■ WSLE(FM) Peterborough, N.H.—Authorized program operation on 92.1 mhz, ERP 140 w, HAAT 1,120 ft. Action Nov. 9.

■ *KLSD(FM) Lubbock, Tex.—Authorized program operation on 91.1 mhz. Action Nov. 9.

Final actions

■ *Conway, Ark.—Hendrix College. Broadcast Bureau granted 89.1 mhz, 8 w. HAAT not applicable. P.O. address Washington and Independence Streets, Conway 72032. Estimated construction cost \$3,200; first-year operating cost \$1,500; revenue none. Principals: Roy B. Shilling Jr., president, et al. Action Dec. 1.

■ Plano, Ill.—SPY Broadcasting Systems Inc. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address Route 1, Box 310, Lockport, Ill. 60441. Estimated construction cost \$18,198; first-year operating cost \$8,262; revenue \$24,460. Principals: Lawrence W. Nelson, president (93%), et al. Mr. Nelson is engineer at WIND(AM) Chicago. Action Nov. 24 (corrects Dec. 11 item).

■ *Kalamazoo, Mich.—Kalamazoo County Community Action Program. Broadcast Bureau granted 99.1 mhz, 6.7 w. HAAT 90 ft. P.O. address 2403 South Burdick St., Kalamazoo 49001. Estimated construction cost \$21,484; first-year operating cost \$35,000; revenue none. Principals: Edmund R. Morris, executive director, et al. Action Nov. 30.

■ Munising, Mich.—George A. Freeman. Broadcast Bureau granted 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 128 West Varnum St., Munising 49862. Estimated construction cost \$17,350; first-year operating cost \$3,410; revenue \$10,000. Principal: George A. Freeman (100%). Mr. Freeman owns WGON(AM) Munising. Action Nov. 28.

■ Plymouth, N.H.—Plymouth State College. Broadcast Bureau granted 91.7 mhz, 10 w. HAAT not applicable. P.O. address 14 Summer St., Plymouth 03264. Estimated construction cost \$1,920; first-year operating cost \$3,000; revenue none. Principals: Harold E. Hyde, president of college, et al. Action Dec. 1.

■ *East Montpelier, Vt.—School Board Union High School District 32. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT not applicable. P.O. address Gallison Hill Road, East Montpelier 05602. Estimated construction cost \$2,805; first-year operating cost \$2,000; revenue none. Principals: Paul K. Andrews, board chairman, et al. Action Dec. 4.

■ Putney, Vt.—Windham College Corp. Broadcast Bureau granted 88.9 mhz, 37.3 w. HAAT 100 ft. P.O. address Windham College, Putney 05346. Estimated construction cost \$5,283; first-year operating cost \$300; revenue none. Principals: Eugene C. Winslow, president of college, et al. Action Dec. 4.

■ *Roanoke, Va.—Virginia Western Community College. Broadcast Bureau granted 90.1 mhz, 4.11 kw. HAAT minus 86 ft. P.O. address 911 East Broad Street, Richmond, Va. 23212. Estimated construction cost \$57,144.97; first-year operating cost \$26,500; revenue none. Principals: Dr. Harold H. Hopper, president of college, et al. Action Dec. 4.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in Klamath Falls, Ore. (Klamath Temple and 960 Radio Inc.), FM proceeding, on request of 960 Radio Inc. and in light of applicants' joint petition for approval of dismissal agreement, continued hearing scheduled for Dec. 4 to date which will be designated at Dec. 18 prehearing conference (Docs. 19585-6). Action Nov. 30.

■ Administrative Law Judge Byron E. Harrison in Bethany, W. Va. and Paris, Ohio (Bethany College and Calvary Christian College), noncommercial FM proceeding, on motion by Bethany College, extended certain procedural dates, except hearing date of Feb. 6, 1973 (Docs. 19573-4). Action Nov. 24.

■ Administrative Law Judge Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, granted petition by Live Oak Broadcasting Co. to dismiss application, and dismissed with prejudice application of Live Oak Broadcasting Co. retaining application of WNER Radio Inc. in hearing status for issuance of initial decision (Dec. 18975-6). Action Nov. 22.

■ Administrative Law Judge Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, reopened record and incorporated letter of Nov. 15 by What The Bible Says Inc. as report of passing of Reverend Baur, and to await submission of amendment by

What The Bible Says Inc. by Jan. 15, 1973 (Docs. 18674-6). Action Nov. 27.

■ Administrative Law Judge David I. Kraushaar in Galion, Ohio (Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, granted petition by Tuscarawas Broadcasting and extended to Dec. 15 time to submit modified merger agreement or other appropriate response to presiding judge's directive in memorandum opinion and order released Oct. 30 (Doc. 19461-2). Action Nov. 29.

■ Administrative Law Judge Forest L. McClenning in Cabool and Mountain Grove, both Missouri (Cabool Broadcasting Corp. and Kickapoo Prairie Broadcasting Co.), FM proceeding, by agreement reached at prehearing conference held Nov. 28, continued hearing to Feb. 13, 1973, and set certain procedural dates (Docs. 19620-1). Action Nov. 29.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc., et al.), FM proceeding, ordered hearing to be governed by procedures set forth on record of prehearing conference, and scheduled hearing for Feb. 26, 1973 (Docs. 19624-6). Action Dec. 4.

■ Administrative Law Judge Herbert Sharfman in Sioux City, Iowa (G and G Broadcasting Inc., et al.), FM proceeding, rescheduled prehearing conference for Jan. 9, 1973 (Docs. 19632-4). Action Nov. 24.

■ Administrative Law Judge James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, granted motion by Sun City Broadcasting, reopened record; noted appearance of counsel, Daly, Joyce & Borsari, Washington, on behalf of Sun City; and noted appearance on behalf of Mr. Korngold by Cohen and Berfield and again closed record; extended to Dec. 22 time to file proposed findings of fact and conclusions of law, and to Jan. 3, 1973, time to file reply findings and conclusions (Docs. 19087-8). Action Nov. 28.

■ Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, on request by Community Broadcasters Inc., scheduled prehearing conference for Dec. 15 (Docs. 19303-4). Action Nov. 30.

Other actions

■ Review board in Live Oak, Fla., FM proceeding, dismissed various pleadings by WNER Radio Inc., applicant for CP for new FM at Live Oak, appealing rulings of presiding administrative law judge that permitted competing applicant Live Oak Broadcasting Co. to amend application, and requesting addition of several hearing issues against Live Oak Broadcasting (Docs. 18975-6). Action Dec. 1.

■ Review board in Carlisle, Pa., FM proceeding, granted petition by WIOO Inc. for extension of time through Dec. 11 to file reply to opposition to petition to enlarge issues filed by Cumberland Broadcasting Co. (Docs. 19468-9, 19471). WIOO, Cumberland and Hilton, McGowan and Hilton, are competing applicants for ch. 228. Action Dec. 6.

■ Review board in Pittston, Pa., FM proceeding, granted request by chief, Broadcast Bureau, to reschedule oral argument on exceptions and briefs to initial decision proposing denial of application of P.A.L. Broadcasters Inc. for new FM on ch. 276-A in Pittston (Doc. 17885). Oral argument was rescheduled to Jan. 16, 1973. Action Dec. 4.

■ Review board in Cayce, S.C., FM proceeding, granted motion by Lexington County Broadcasters Inc., for extension of time through Dec. 4 to file reply to opposition of William D. Hunt (Docs. 19568-9). Lexington and Mr. Hunt are competing applicants for ch. 244A. Action Dec. 6.

■ Review board in West Columbia and Columbia, both South Carolina, FM proceeding, granted petitions by West Columbia Broadcasters Inc. and Congaree Broadcasters Inc. for extension of time through Dec. 18 to file responsive pleadings to petition to enlarge issues filed by Statesville Broadcasting Co., Congaree and West Columbia are applicants for FM ch. 261 at West Columbia, and Statesville is applicant for that channel at Columbia (Docs. 19624-6). Action Dec. 6.

Rulemaking action

■ Colorado Springs, Colo.—FCC proposed, in combined rulemaking and show-cause order, amendment of FM table of assignments to substitute ch. 230 for 232A at Colorado Springs, Western Broadcasting Co., licensee of KPIK-AM-FM, ch. 232A, Colorado Springs, requested change so that it might compete with four class C FM's in city as well as with KCMS-FM ch. 274, Manitou Springs, five miles from Colorado Springs. It also requested that license for KPIK-FM be modified to specify operation on new channel. Action Dec. 6.

Call letter applications

■ Huntington College, Montgomery, Ala.—Seeks *WHCR(FM).

■ Elk Grove Unified School District, Elk Grove, Calif.—Seeks *KEGH-FM.

■ Bellevue Community Broadcasting Co., Bellevue, Ohio—Seeks WNRFR(FM).

■ Findlay College, Findlay, Ohio—Seeks *WLFC(FM).

Call letter actions

■ KALM Inc., Oak Grove, La.—Granted KWCL-FM.

■ Kerrville Broadcasting Co., Kerrville, Tex.—Granted KPFM(FM).

Existing FM stations

Final actions

■ *KRVH(FM) Rio Vista, Calif.—Broadcast Bureau granted license covering new noncommercial FM. Action Dec. 5.

■ KVOD(FM) Denver—Broadcast Bureau granted CP to use former main trans. as aux. trans. and aux. ant. at main trans. location to be operated on 99.5 mhz, ch. 258; ERP 34 kw; ant. height 7 ft. remote control permitted. Action Dec. 1.

■ WDRG-FM Hartford, Conn.—Broadcast Bureau granted license covering changes; granted license covering new aux. trans. and ant. Action Dec. 5.

■ *WTHS(FM) Miami—Broadcast Bureau granted mod. of license covering change in name of licensee to School Board of Dade County, Fla. Action Nov. 29.

■ WBUS(FM) Miami Beach, Fla.—Broadcast Bureau granted CP to redescribe trans. location to 814 First Street, Miami Beach; install new trans. and ant.; ERP 38 kw; ant. height 175 ft.; remote control permitted. Action Nov. 29.

■ WMCF(FM) Stuart, Fla.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. Action Dec. 6.

■ *KRIC(FM) Rexburg, Idaho—Broadcast Bureau granted license covering a new noncommercial FM. Action Dec. 5.

■ WDAI(FM) Chicago—Broadcast Bureau granted license covering changes; ERP 6 kw; ant. height 1,170 ft. Action Dec. 6.

■ WSDM(FM) Chicago—Broadcast Bureau granted license covering changes; granted license covering alt. main trans. Action Dec. 5.

■ WWCN(FM) Brazil, Ind.—Broadcast Bureau granted license covering new FM; trans.-studio location redescribed as White Rock Road; ERP 3 kw; ant. height 190 ft. Action Dec. 5.

■ *KWAR(FM) Waverly, Iowa—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (decrease height); change coordinates. Action Dec. 1.

■ WABD-FM Fort Campbell, Ky.—Broadcast Bureau granted license covering changes; ERP 34 kw; ant. height 230 ft. Action Nov. 28.

■ WNWY-FM Norway, Me.—Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height 360 ft. Action Dec. 5.

■ WBCN(FM) Boston—Broadcast Bureau granted license covering all. main trans.; ERP 13.5 kw; ant. height 740 ft. Action Dec. 5.

■ WGBH-FM Boston—Broadcast Bureau granted license covering changes; granted license covering use of former main trans. for aux. purposes only. Action Dec. 5.

■ WGCY(FM) New Bedford, Mass.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 50 kw, ant. height 295 ft. Action Nov. 29.

■ WOCB-FM West Yarmouth, Mass.—Broadcast Bureau granted license covering changes; studio-trans. location redescribed as 278 South Sea Avenue; ERP 14 kw; ant. height 245 ft. Action Dec. 5.

■ *KMTS(FM) Moberly, Mo.—Broadcast Bureau granted license covering new noncommercial FM. Action Dec. 5.

■ KBOW-FM Butte, Mont.—Broadcast Bureau granted license covering new FM; ERP 27.5 kw; ant. height 1,840 ft. Action Dec. 5.

■ KLYQ-FM Hamilton, Mont.—Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height minus 790 ft. Action Dec. 5.

■ WSLE(FM) Peterborough, N.H.—Broadcast Bureau granted license covering new FM; ERP 140 w.; ant. height 1,120 ft. Action Dec. 5.

■ *WHPC(FM) Garden City, N.Y.—Broadcast Bureau granted license covering new noncommercial FM; ERP 390 w.; ant. height 155 ft. Action Dec. 5.

■ WEZG(FM) North Syracuse, N.Y.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 165 ft. Action Nov. 30.

■ WCOL-FM Columbus, Ohio—Broadcast Bureau granted license covering new alt. main trans.; ERP 29 kw hor. and 25.5 vert.; ant. height 310 ft. Action Dec. 6.

■ WCVO(FM) Gahanna, Ohio—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action Dec. 5.

■ KKUL(FM) Tulsa, Okla.—Broadcast Bureau granted license covering changes; trans.-studio location 12225½ East Admiral Place; ERP 100 kw; ant. height 195 ft. Action Dec. 5.

■ *KWGS(FM) Tulsa, Okla.—Broadcast Bureau granted CP to change trans. location to 6.4 miles west northwest of center of Tulsa and 1.9 miles north of Osage, Tulsa county line, near Sand Springs, Okla.; change studio location and remote control to 600 South College, Tulsa; install new trans. and new ant.; make changes in ant. system. Action Dec. 4.

■ KQIV(FM) Milwaukee, Ore.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 600 ft. Action Nov. 30.

■ Erie, Pa., Public Broadcasting of Northwest Pennsylvania Inc.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Nov. 29.

■ WNMB(FM) North Myrtle Beach, S.C.—Broadcast Bureau granted license covering new FM; studio location 429 Pine Avenue, North Myrtle Beach; remote control permitted; ERP 3 kw; ant. height 300 ft. Action Dec. 6.

■ KBHB-FM Sturgis, S.D.—Broadcast Bureau granted CP to replace expired permit. Action Dec. 5.

■ WHVT(FM) Hendersonville, Tenn.—Broadcast Bureau granted request for SCA to transmit remote control telemetry, associated with authorized STL operation, on multiplex basis using subcarrier frequency of 67 khz. Action Dec. 1.

■ WMP5-FM Memphis—Broadcast Bureau granted license covering use of former main trans. and ant. for aux purposes only; ERP 6.6 kw; ant. height 390 ft. Action Dec. 5.

■ KBPO(FM) Beaumont, Tex.—Broadcast Bureau granted licenses covering changes; ERP 50 kw horiz., 12 kw vert.; ant. height 240 ft. horiz., 235 ft. vert. Action Dec. 5.

■ KLEF(FM) Houston—Broadcast Bureau granted licenses covering changes; ERP 100 kw; ant. height 590 ft. Action Dec. 5.

■ *WHSa(FM) Brule, Wis.—Broadcast Bureau granted license covering changes; studio location redescribed as Vilas Hall, University of Wisconsin; ERP 38 kw; ant. height 550 ft. Action Dec. 5.

■ WBIZ-FM Eau Claire, Wis.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 740 ft. Action Dec. 5.

■ WDUX-FM Waupaca, Wis.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 225 ft. Action Nov. 30.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communico Media), FM proceeding, scheduled further prehearing conference for Jan. 16, 1973, to establish procedural dates (Docs. 18805-6). Action Nov. 30.

Call letter applications

■ WMOP-FM Ocala, Fla.—Seeks WFUZ(FM).

■ WRVI(FM) Winnebago, Ill.—Seeks WYFE(FM).

■ WFBM-FM Indianapolis—Seeks WFBQ(FM).

■ WBBB-FM Burlington-Graham, N.C.—Seeks WNCB(FM).

■ WLOM(FM) Chattanooga—Seeks WYNQ(FM).

Call letter actions

■ WHMS(FM) Hialeah, Fla.—Granted WQXK(FM).

■ KWLL-FM Waterloo, Iowa—Granted KFMW(FM).

■ WHDH-FM Boston—Granted WCOZ(FM).

■ KLEX-FM Lexington, Mo.—Granted KBKE(FM).

■ *KMMS(FM) Rolla, Mo.—Granted *KUMR(FM).

■ KWIC(FM) Salt Lake City—Granted KLBW-FM.

Renewal of Licenses, Au Stations

■ WENZ Highland Springs, Va.—FCC informed Baron Radio Inc., licensee, that license has been renewed for term ending Dec. 1, 1973. Commission investigation revealed that prize for contest concluded by station in June 1970 was not awarded until Aug. 4, 1971. Action Nov. 22.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: KJNP North Pole, Alaska; WGFN(FM) and WGY, both Schenectady, N.Y.; WHAG Halfway, Md.; WNRV Narrows-Pearisburg, Va.; WPDJ Clarksburg, W.Va.; WRGB(TV) Schenectady, N.Y. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following translators: K04FT Mazama, K13BN Methow, K04EI Vancouver, K04FX Winton, Merritt and vicinity, and K07CV, K11DC and K13DA, all Azwell, all Washington; K07GM Condon, Mont.; K13AY Grace Brancroft and Soda Springs and K11KO Kamiah, all Idaho. Actions Nov. 30.

(Continued)

Modification of CP's, All Stations

- **WTUB(FM)** Troy, Ala.—Broadcast Bureau granted mod. of CP to change trans. and studio location to Highway 231 South, Troy; change trans.; change ant.; ERP 100 kw; ant. height 410 ft. Action Dec. 5.
- ***WHUS(FM)** Storrs, Conn.—Broadcast Bureau granted mod. of CP to extend time to June 10, 1973. Action Nov. 29.
- **W69AA** Hollywood, Fla.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to June 5, 1973. Action Dec. 5.
- **W64AD** North Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to June 5, 1973. Action Dec. 5.
- **WIYD-FM** Palatka, Fla.—Broadcast Bureau granted mod. of CP to change trans., ant. and transmission line. Action Dec. 5.
- **KMHI(FM)** Wailuku, Hawaii—Broadcast Bureau granted mod. of CP to change trans. location to .75 mile east of Kula Highway and 1.25 miles southwest of Kula Sanatorium, Wailuku; operate studio and remote control from 2103 Wells Street, Wailuku; change ant.; make change in ant. system; ERP 100 kw; ant. height 470 ft. Action Dec. 1.
- **KULA(FM)** Waipahu, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date to May 28, 1973. Action Dec. 6.
- **WCCM-FM** Lawrence, Mass.—Broadcast Bureau granted mod. of CP to extend time to May 10, 1973. Action Nov. 29.
- **Columbia, Mo., New Wave Corp.**—Broadcast Bureau granted mod. of CP to change trans. location to 1201 Paquin, Columbia; change trans.; change ant.; make change in ant. system (increase height); remote control permitted. Action Dec. 6.

Translators

Application

- **FCC** accepted for filing application of Escalante TV Association for FM translator in Escalante, Utah, on ch. 257, 99.3 mhz, ERP 1 w. Ann. Dec. 7.

Actions

- **K82AO** Big Fork, Mont.—Broadcast Bureau granted CP to change type of UHF translator trans. Action Dec. 6.
- **Trident**, Mont., Trident Community Club—Broadcast Bureau granted CP for new VHF translator to serve Trident on ch. 13 by broadcasting programs of KTVM(TV) Butte, Mont. Action Nov. 30.
- **K07GZ** north, east, south and west suburban Minot, N.D.—Broadcast Bureau granted CP to change VHF translator trans. location to atop Clarence Parker hotel, 14 Southeast 1st Street, Minot; make changes in ant. system. Action Dec. 6.
- **K265AA** Chemult, Ore.—Broadcast Bureau granted CP for new FM translator to serve Chemult and Crescent, both Oregon, on ch. 265 by broadcasting programs of KTMT(FM) Medford, Ore. Action Dec. 4.
- **FCC** granted CP's for series of TV translators and TV microwave relay stations that would provide television service to entire state of Nevada to Donald W. Reynolds. Mr. Reynolds controls KOLO-TV Reno, Nev., and KORK-TV Las Vegas. Action Dec. 6.

Other actions, all services

- **FCC** amended rules to regulate operation of class I TV devices (restricted radiation devices which produce on television broadcast frequencies radio frequency carrier modulated by video signal and which feeds modulated carrier to associated television receiver by conduction) and to require type approval for these devices (Doc. 19281). Action Dec. 6.

Ownership changes

Applications

- **WSUN(AM)** St. Petersburg, Fla.—Seeks assignment of license from WSUN Inc. to Plough Broadcasting Co. for \$2 million. Sellers: H. Y. Levinson, president, et al. WSUN Inc. is licensee of WSUN-TV St. Petersburg. Its parent company owns WCAR-AM-FM Detroit. Buyers: Plough Broadcasting is wholly owned by Schering Plough Corp., publicly held company. Other Plough Broadcasting stations are: WJJD-AM-FM Chicago; WMP5-AM-FM Memphis; WCAO-AM-FM Baltimore; WCOP-AM-FM Boston, and WPLO-AM-FM Atlanta. Ann. Dec. 4.
- **WOMN(AM)** Decatur, Ga.—Seeks assignment of license from WOMN Inc. to George H. Buck Jr. for \$150,000. Sellers: Vassar L. Eslinger, president, et al. Buyer: Mr. Buck (100%). Mr. Buck owns

WHVN(AM) Charlotte and 99% of WCOS-AM-FM Columbia, all North Carolina. Ann. Dec. 4.

Actions

- **KIDD(AM)** Monterey, Calif.—Broadcast Bureau granted assignment of license from Monterey Peninsula Broadcasters to Walton Radio Inc. for \$553,000. Sellers: Robert K. Sherry, president, et al. Buyer: John B. Walton Jr. (100%). Mr. Walton is sole owner of KELP-AM-TV El Paso, KDJW-AM-FM Amarillo, KBUY-AM-FM Ft. Worth, all Texas, KAVE-TV Carlsbad, N.M., and KIKX(AM) Tucson, Ariz. Action Dec. 6.
- **WBGC(AM)** Chipley, Fla.—Broadcast Bureau granted assignment of license from Broadus Radio Inc. to Sunny Hills of Chipley Inc. for \$150,000. Sellers: James E. Broadus Jr., president, et al. Buyers: William A. and Cecilia M. Masi (together 99%), et al. Mr. Masi owns Radio Coast to Coast, advertising agency. He also is general manager and has minority interest in WHBI-FM Newark, N.J. Mrs. Masi is bookkeeper at WMBI(AM) Newark. Action Nov. 30.
- **WMAF(AM)** Madison, Fla.—Broadcast Bureau granted assignment of license from WMAF Radio Inc. to Billy G. Walker for \$70,000. Seller: Norman G. Protsman, president, et al. Buyer: Billy G. Walker (100%). Mr. Walker is owner of restaurant in Perry, Fla. Action Dec. 6.
- **WGNE-AM-FM** Panama City Beach, Fla.—Broadcast Bureau granted assignment of licenses from Radio Gulf Inc. to Janus Broadcasting Co. for \$220,000. Seller: Stella H. Collins, president. Buyers: Fred Lindholm, Don McCoy (both 40%) and David A. Johnson (20%). Dr. Johnson is Santa Ana, Calif., physician. Messrs. Lindholm and McCoy are employed by WGNE-AM-FM, primarily in sales operations. Action Nov. 30.
- **KNOX(AM)-KYTN(FM)** Grand Forks, N.D.—Broadcast Bureau granted assignment of licenses from KNOX Radio Inc. to Radio Grand Forks Inc. for \$1,260,000. Seller: Justin Hoberg, president, et al. KNOX Inc. is licensee of KTYN(AM) Minot, N.D. Buyer: Peoria Journal Star Inc. (100%). Principals: Henry P. Slane, Elizabeth T. Heidrich and Commercial National Bank of Peoria. Mr. Slane is director of Peoria Development Corp., real estate firm, and Ozark Air Lines Inc., St. Louis. Miss Heidrich is vice president of Radio Lafayette Inc., wholly-owned subsidiary of Peoria Journal Star Inc. and licensee of WAZY-AM-FM Lafayette, Ind. Action Dec. 6.
- **WTOG(AM)-WOGM(FM)** Bellefontaine, Ohio—Broadcast Bureau granted assignment of licenses from WOHP Inc. to Triplett Broadcasting Co. for \$240,000. Seller: Simon Goldman, president. Mr. Goldman has interest in WJTN-AM-FM Jamestown and WDOE(AM) Dunkirk, both New York; WWYN(AM)-WWFM-FM Erie, Pa.; WVMT(AM) Burlington and WSYB(AM) Rutland, both Vermont. He is also applicant for new FM at Rutland. Buyers: Wendell A. Triplett (87%) and Robert S. Triplett (13%). Wendell Triplett is electronics manager of RCA Corp., Camden, N.J. He also has various real estate interests in New Jersey. Robert Triplett, former general manager and chief engineer of WKOV(AM) Wellston, Ohio, is employed by Dupont, Circleville, Ohio. Action Nov. 30.
- **WHBQ-FM** Memphis—Broadcast Bureau granted assignment of license from RKO General Inc. to Southern Broadcasting Co. for \$450,000. Sellers: RKO General, broadcast group owner, is division of General Tire and Rubber Co. Buyers: Southern Broadcasting is group owner. John G. Johnson, president, et al. Southern Broadcasting stations are WTOB(AM) Winston-Salem, WKIX-AM-FM Raleigh, WGHF-TV High Point, all North Carolina; WRVA-AM-FM Richmond, Va.; WSGN(AM) Birmingham, Ala.; KOY(AM) Phoenix and KULF(AM) Houston. Action Nov. 30.
- **KYAC-AM-FM** Seattle—FCC granted transfer of control of Carl-Dek Inc. from Gordon B. Sherwood Jr., Edward R. Hoppie, Marie S. Taft, Betty MacKay and Donald Dudley (as group, 100% before, none after) to Dudley Communications Ltd., partnership (none before, 100% after). Consideration: \$426,518. Principals: Donald Dudley, et al. Mr. Dudley, general manager of KYAC-AM-FM, owns 15% of Carl-Dek Inc. and will own 33 1/3% of Dudley Communications Ltd. Action Dec. 6.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Dec. 5 (stations in parentheses are TV signals proposed for carriage):

- **Decatur TeleCable Corp.**, Decatur, Ala. (WTCG-TV) and WHAE(TV), both Atlanta).
- **Storer Cable TV Inc.**, Fairfield, Calif. (KMUV-TV) Sacramento, Calif.).
- **Rosemead Cable TV**, Rosemead, Calif. (KNXT-TV) KNBC(TV), KTLA(TV) KABC(TV), KHJ-TV, KTTV(TV), KCOF(TV), KWHY(TV), KCET-TV), KMEK(TV) and KLXA-TV, all Los Angeles; KVCRT(TV) and KHOF(TV), both San Bernardino; KCSN(TV), KEWT(TV) and KPBS(TV), all San Diego; KVVU(TV) San Francisco and KBCS(TV) Corona, all California).

■ **Leacom Inc.** of Colorado, Buena Vista, Colo. (KWGN(TV), KOA(TV), KLZ(TV), KBTB(TV) and KMA(TV), all Denver; KOAA(TV) Pueblo, Colo.).

- **Foxwood Farms Ltd.**, Ocala, Fla. (WESH(TV) Daytona Beach and WDBO(TV) and WFTV(TV), both Orlando, all Florida).
- **Liberty TV Cable Inc.**, Charleston, Ill. (WILL-TV) Terre Haute, Ind.).
- **Muskegon Cable TV Co.**, Muskegon township, Muskegon Heights and Roosevelt Park, all Michigan; (WZZM(TV) and WOOD(TV), both Grand Rapids; and WKZO(TV) and WFLD(TV), both Chicago; ch. 7—local origination; WWIV(TV) Cadillac, Mich.; WMVS(TV) Milwaukee; WUHQ(TV) Battle Creek, Mich.; WKBD(TV) Detroit; ch. 4 and 13).
- **Muskegon Cable TV Co.**, Muskegon and North Muskegon, both Michigan (certification of existing operations).
- **Minnesota CATV**, Minnesota, Minn. (KWCM(TV) Appleton, WCCO(TV), WTCN(TV) and KMSP(TV), all Minneapolis, all Minnesota; KORN(TV) Mitchell, S.D.; KCMT(TV) Alexandria, Minn.; KELO(TV) and KSMO(TV), both Sioux Falls, S.D.).
- **Daves Cable Co.**, Itta Bena, Miss. (WLBT(TV) and WJTV(TV), both Jackson, WMAO(TV) Greenwood, WTVW(TV) Tupelo and WBAO(TV) Greenwood, all Mississippi).

■ **Northeastern Pennsylvania TV Cable Co.**, Archbald borough, Blakely borough, Abington township, Scott township, South Abington township, Glenburn township, Clarke Green borough, Clarke Summit borough, Dalton borough, Factoryville borough, La Plume township, Hughesstown borough, Exeter township, Pittston and West Pittston borough, all Pennsylvania. (WPHL(TV) Philadelphia and WOR(TV) and WPIX(TV), both New York).

■ **Ultracom** of Marple Inc., Marple township, Pa. (KYW(TV), WCAU(TV), WPVI(TV), WKBS(TV), WPHL(TV) and WTAF(TV), all Philadelphia; WHYI(TV) Wilmington, Del.; WOR(TV) and WPIX(TV), both New York).

■ **Lebanon Valley Cable TV Co.**, North Cornwall township, Pa. (WHP(TV) and WTPA(TV), both Harrisburg; WLYH(TV) and WGAU(TV), both Lancaster; WITF(TV) Hershey; WCAU(TV), KYW(TV), WPVI(TV), WPHL(TV) and WKBS(TV), all Philadelphia, and DYSA(TV) York, all Pennsylvania).

■ **Cablecom-General of Dyersburg Inc.**, Dyersburg, Tenn. (KPLR-TV St. Louis).

■ **Total Television**, Vancouver, Wash. (KGW(TV), KOIN(TV), KPTV(TV), KOAP(TV) and KATU(TV), all Portland, Ore.; KCTS(TV) Seattle; KNTN, KTVW(TV) and KPCC(TV), all Tacoma, Wash.).

Final actions

- **Broken Arrow, Okla.**—FCC granted application by Broken Arrow Cable Television for certificate of compliance for new cable television systems at Broken Arrow. Action Dec. 6.
- **Sand Springs, Okla.**—FCC granted application by Sand Springs Cable Television for certificate of compliance for new cable television system at Sand Springs. Opposing petitions by Leake TV Inv., licensee of KTUL-TV, and Corinthian Television Corp., licensee of KOTV(TV), both Tulsa, Okla., were denied. Action Dec. 6.
- **Sapulpa, Okla.**—FCC denied application by Sapulpa Cable Television for certificate of compliance for new cable TV system at Sapulpa. Commission said that Sapulpa's franchise fee of 4-6% was inconsistent with rules. Action Dec. 6.
- **Longview, Tex.**—FCC granted application by Lone Star Television Service Inc. for certificate of compliance for cable TV system at Longview. Opposing petition by KSLA-TV, licensee of KSLA-TV Shreveport, La., was denied. Action Dec. 6.
- **Appleton, Wis.**—FCC granted application by Fox Cities Communications Inc. for certificate of compliance for new cable television system at Appleton. Commission dismissed objections by KFIZ Broadcasting Co., licensee of KFIZ-FV Fond du Lac, Wis. Action Dec. 6.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec 12. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- **Bridgeville, Del.**—Town commission tentatively awarded franchise to General Corp. CATV, Washington.
- **LaMarque, Tex.**—Teleprompter Corp. has been awarded franchise.
- **Wayne, W. Va.**—City council awarded exclusive franchise to Wayco Inc. Firm will charge \$25 for installation and \$5 monthly.

Professional Cards

<p>JANSKY & BAILEY Atlantic Research Corporation Shirley Hwy. at Edsall Rd. Alexandria, Va. 22314 (703) 354-2400 <i>Member AFCCE</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCE</i></p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 <i>Member AFCCE</i></p>	<p>COHEN & DIPPELL CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Munsey Bldg. (202) 783-0111 Washington, D. C. 20004 <i>Member AFCCE</i></p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 <i>Member AFCE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 <i>Member AFCE</i></p>	<p>LOHNES & CULVER Consulting Engineers 1242 Munsey Building Washington, D. C. 20004 (202) 347-8215 <i>Member AFCE</i></p>	<p>ROBERT E. L. KENNEDY 1302 18th St., N.W., 785-2200 WASHINGTON, D.C. 20036 <i>Member AFCCE</i></p>
<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCCE</i></p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFCE</i></p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 <i>Member AFCE</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFCE</i></p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFCE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFCE</i></p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO <i>Member AFCCE</i></p>
<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER LAMB, INC. Communications Consulting and Engineering 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEER 9616 Pinkney Court Potomac, Maryland 20854 (301) 299-8272 <i>Member AFCCE</i></p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include names and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code count as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

Is management your thing? Move up! If you are creative, imaginative, and enjoy challenge—Don't wait—send resume to Box M-46, BROADCASTING.

Business Manager. Montana based radio-TV group wants accountant with minimum four years broadcast experience. Starting salary \$12,000/up plus fringe benefits. Resume must include experience and references. Box M-127, BROADCASTING.]

Manager for Class B FM in Milwaukee, nation's 20th market. Growing broadcast concern looking for experienced and knowledgeable applicant in programming and sales. Attractive compensation and unlimited opportunity for qualified person. Send complete resume to William R. Lynett, Box 311, Scranton, Pa. 18501.

Sales

If you're a professional in sales, highly motivated and ready for a take charge position come join our four station group. We're a young aggressive management team and can offer you a very profitable opportunity. Send resume and track record to Box M-45, BROADCASTING.

Assistant Sales Manager for AM station in border Midwest major market. Please send basic statistics to Box M-7B, BROADCASTING.

Wanted—sales person for small market station. Male or female. Qualified to perform in competitive sales situation. Guaranteed—\$200 draw against commissions. Equal Opportunity Employer. Send resume to Box M-83, BROADCASTING.

Experienced salesman for Good Music FM in Florida's growth area. Good living, commission and future. Box M-122, BROADCASTING.

Can you sell? Do you like to sell, to increase your billing, win prizes, cash bonuses, trips. If you are experienced, and a hard worker, these rewards are well within your grasp, in one of California's fastest growing markets. Box M-134, BROADCASTING.

Young, aggressive career minded salesman for Florida market of 125,000. Call or rush resume to John Meder, WRBD Radio, Box 1038, Bradenton, Fla. 813-746-9173.

Announcers

Northeastern New York State station seeks experienced morning man who can obtain and hold audience and act as Program Director. Send tape, resume, picture and salary requirements. Box M-48, BROADCASTING.

Announcers

Continued

Experienced mature announcer for modern Contemporary mid-morning. Good voice and production a must. This is a permanent position with one of North Carolina's fastest growing operations. We have AM, FM and Cable TV. Offer a real future for a man who wants to work. Will start you at \$140 with guaranteed raises. Complete resume and tape on first reply. Box M-59, BROADCASTING.

Central Virginia 1KW Progressive MOR, needs bright good voice announcer. Minority groups encouraged to apply. Good opportunity with Equal Opportunity expanding chain. Box M-96, BROADCASTING.

Immediate opening for versatile disc jockey. 10,000 watt station. Medium market. Rush tape, photo, resume. Box M-97, BROADCASTING.

KCRA, Sacramento isn't wall-to-wall anything so our talent must be special. We have one program opening—early to mid-afternoon. We are now healthy but not dominant during this period. If you think you are better than most of KMPC and flexible enough to KHJ it, I'd like to hear you, especially if you're available. Salary: open. Opportunity: equal. Contact: Johnny Hyde, KCRA Radio, 310 10th St., Sacramento, Calif. 95814. 916-441-5272.

The man we are looking for is a pro capable of constant communication with his audience. He is informative and entertaining. His is by instinct a morning drive man. He is a performer. In any city people talk about his show. He is a winner. Is this you? If so, contact Jim Palmer, WCVS Radio, Springfield, Ill.

Help Wanted . . . Morning Mayor! After 15 years our Morning Mayor is moving to another city. Only pros need apply. Salary open. Send tape and info to Jim Blake, WHFB, Box 608, Benton Harbor, Mi. 49022.

Announcer who can perform light studio maintenance engineering. No FCC license required. An Equal Opportunity Employer. Write, Jim Shaheen, WBNF-AM/FM, Binghamton, NY 13902.

Florida Coastal FM going 100,000 watts seeks single Progressive Rock. Low starting pay but future, nights 10:30 PM to 6:00 AM to start December 27. Send tape and resume, Hudson Millar, WOJV, Fort Pierce, Fla. An Airmedia station. Equal Opportunity Employer.

This may be the break you are waiting for. Just show above average potential. Submit resume and tape to General Manager, WTWA, Box 591, Thomson, Ga.

Immediate opening for experienced morning man. Salary commensurate with quality of performance. Fringe benefits. Contact Bill Orr, WVOS Radio, Liberty, N.Y. Equal Opportunity Employer.

ABC owned FM stations look for Rock 'N Stereo on air talent. Send tape and resume to Dale Pon, 1330 Ave. of the Americas, New York, NY 212-LT 1-7777.

Technical

Chief Engineer for Southwest Virginia AM-FM-Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Start \$150. Send complete resume in first letter. Box L-195, BROADCASTING.

Chief engineer with directional experience. The station is located in a Southeast suburban market and the position pays up to \$18,200 for a person with good technical experience and emotional stability. There is no real hurry but if you are interested, please send a resume, references and picture to Box M-19, BROADCASTING.

Chief, AM directional where engineering is considered our most important product. Excellent equipment. Good working conditions. Send salary requirements and resume in first letter. Box M-95, BROADCASTING.

Engineer. Seattle Classical Music station has opening for qualified engineer with experience in thorough preventive maintenance of RCA AM 1KW xmtr, plus adequate voice and experience in classical board work. Send resume, references and tape to Box M-103, BROADCASTING.

Chief Engineer—young pro specializing in Top 40 audio. Major station East Coast. Box M-119, BROADCASTING.

Chief Engineer for established major deep South 5KW AM, and 100KW Stereo FM. Exceptional opportunity for a young sound specialist with a super-sensitive ear for top quality audio. Facilities include brand new studios. Excellent fringe benefits, including a house. Salary commensurate with ability. Send picture, complete resume, including references, to Box M-139, BROADCASTING.

Technical Continued

Somewhere there's an experienced young man dedicated to radio looking for challenge and opportunity to build a career. Must be conscious of sound not just equipment. Ability to voice commercials helpful. We'll need convincing. Rockies. Box M-140, BROADCASTING.

Chief Engineer who knows preventive maintenance and repair of studio and transmitter equipment. Immediate opening. Las Vegas 5,000 watt non-directional daytimer. Call or write Cy Newman, KVOV, 702-564-2591.

Man with first ticket. WAMD, Aberdeen, Md. 21001.

Opening for Chief Engineer for Albany, Georgia, AM-FM. Must be strong on maintenance. Send resume to WAJM, Cordele, Ga.

News

Leading Southeastern 50KW metro is seeking a public affairs oriented News Director. Our selection will be based on experience in News, Public Affairs, Specials, Awards, as well as your capability to direct and lead a news team. We offer excellent starting salary and fringe benefits. An Equal Opportunity Employer. Box M-70, BROADCASTING.

Wanted! Working newsmen for new station. Excellent money for right man. Send tape, resume, and picture. Box M-77, BROADCASTING.

News Director for 5,000 watt, news oriented, CBS affiliate. Competitive market. Responsible for directing three newsmen. Previous ND experience and solid delivery desired. Send resume and tape that will be returned. Box M-91, BROADCASTING.

Self motivated newsmen who enjoys digging for news. Requisites: professional delivery, creativity, stability, play-by-play optional. Excellent opportunity in a Midwest growth market. EOE. Tape and resume to Box M-120, BROADCASTING.

Experienced news director to head four man department. Top rated network affiliate in upper Midwest. Send resume and tape to Box M-126, BROADCASTING.

Newsmen. Good opportunity in Pennsylvania college community. Must be able to dig, write, and broadcast local news; and have voice and ability to tape inside and outside. All replies must include tape. Equal Opportunity Employer. Box M-130, BROADCASTING.

Contemporary station in college town needs news person for afternoon drive. Write, produce and deliver the news with your creative touch. Some outside reporting also. Experience required. Expanding news. Position open now. Write or call News Director, WAZY, Lafayette, Indiana.

Programing, Production, Others

Need experienced Program Director for medium size Midwest market. Knowledge of Modern Country format helpful but not essential. We want a creative person with strong personality that can guide and motivate people to their fullest potential. Salary negotiable. Fringe benefits. Box M-64, BROADCASTING.

Copywriter—sir personality for young, fast-growing N.Y.-N.J. Metropolitan MOR daytimer. Searching for male-female applicant to split talents between writing and air shift. Send resume, air check and sample copy to Box M-128, BROADCASTING.

Program Director start immediately. Top FM rocker in Chicago. Experienced in writing production and knowledge of FCC rules. If you cannot deliver top ratings, this is not for you. Send tape and resume to the attention of Charles E. Manson, WGLD, 408 South Oak Park Ave., Oak Park, Ill.

Bookkeeper. Full charge, wanted in mid January for growing suburban New York City AM station. Experienced in payroll reports, general ledger and financial statements. Write Box 1490, Greenwich, Conn. 06830.

Situations Wanted Management

Manager, strong on sales, with 15 years radio/television experience. During past three years developed new business from \$0 to \$400,000 annual sales. Family man, will relocate. Salary negotiable. Write Box M-39, BROADCASTING.

General Manager seeks position of responsibility. Excellent track record proven in P/L in 50KW Stereo operation in Midwest. 20 years experience in all facets of commercial radio. Looking for salary, commission and or override commensurate with the authority in programming, sales and public relations within your policies. Box M-89, BROADCASTING.

Manager, 31, wants opportunity to program, produce and promote. Will manage programing, sales, production and do necessary board shift. Box M-101, BROADCASTING.

Management Continued

14 years successful radio, TV station and syndication sales and station management. Excellent track record and credentials. Capable of group sales or management direction. Desires sales or management challenge with aggressive station or group with growth potential. Box M-112, BROADCASTING.

I want to be operations manager for a Southern station owner who wants his to be the best, the very best, in his competitive market. Box M-136, BROADCASTING.

Broadcast journalism opportunity sought by Air Force Captain leaving service after four years of military management. BA in Journalism, MBA in Management. Listed media experience. Box M-137, BROADCASTING.

Sales

Mature salesman-announcer 1st ticket seeks permanent position. Can start immediately 301-488-4395.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Dependable, hard working announcer. New England area. Seven years experience. First phone. Employed. Seeking opportunity. Good references. Box M-25, BROADCASTING.

Prefer Country or EL in Ohio, Kentucky, Indiana area. First phone, 22, single. Good news. Excellent references. Box M-99, BROADCASTING.

Experienced, cooperative, first phone, professional training. Desire position in MOR or Progressive MOR in Northeast or Middle Atlantic area. Write now for tape and resume to Box M-100, BROADCASTING.

Attention Midwest and East. Recently left area want back. Solid references. Seventeen years all around experience. Finest background. Veteran with college. Strong on news, airwork and gathering. Like nights. Box M-107, BROADCASTING.

Major markets: Presently employed medium market. Have numbers, programing experience and talent. \$215 minimum. Young, married, stable, degree. Invest one lousy stamp. Box M-125, BROADCASTING.

In 6th year of play-by-play and looking for full-time work in sportscasting or combine with selling, production, dj or copywriting. Have had recognition in Sports Illustrated for work. Also four years of college radio with two as manager. Will gladly relocate. Call collect. Dave, 715-834-8806.

Professionally trained, experience limited, middle age, hard worker, will relocate. Looking for a permanent job. 3rd endorsement. Give me that first break. Fred Brown, 733 Chandler Dr., Dayton, Ohio 45426.

Professionally trained, Spanish and English announcer. 22 years old, will go any place. George Vargas, 331 Mill St., Southington, Conn. 06489. 747-5769 or 621-0596.

First phone announcer 7 years, AFRTS-commercial, married, 26. Rod Fausey, 99 Soi 101 Sukumvit, Bangkok, Thailand.

Available soon, experienced announcer, 29, married, CW MOR. Write Announcer, c/o Latowski, Marquette PO, Marquette, Mich. 49855.

Announcer 3rd New Yorker, great sportscaster, news-caster, copywriter. College grad, young, experienced. Mike, 63 Tilrose Ave., Melverne, NY. 212-RE 2-3665.

Technical

Chief or Assistant. Now Chief Operator, acting CE, 5 KW major. Directional training, experience 5 years. Young, married, college. Permanence, \$220 minimum. Box M-131, BROADCASTING.

Top sound engineer from Israel. 9 years experience all phases studio-field work radio, TV many languages —experienced reporter, editor. E. Shatten, 110-11 Queens Blvd., Forest Hills, NY 11375.

News

Merry Christmas! Start 1973 right with skilled, thoughtful, experienced general practitioner of broadcast journalism. Good communicator, good administrator, good worker, good wages. Degree, early 30's, major markets. Will consider larger mediums in exotic places. Box M-75, BROADCASTING.

Almost 4 years experience. 5 figure earnings. No more room for advancement. Have you got a better job? Box M-98, BROADCASTING.

News pro. Needs new news challenge. Six years experience. Have family, will travel. Prefer directorship. Box M-105, BROADCASTING.

News Continued

Help—Need a break anywhere inside/outside news, third phone, 2 years college radio. 1-313-534-0251.

17 years experienced pro wants sports director position. Play-by-play all sports. Exceptional delivery and voice. Wes Unold, 206 Long Acres, Jacksonville, NC 28540. 919-347-2639.

Four years experience. Available for immediate employment in your news department. Heavy emphasis on local news. Can also be utilized as dj and/or talk show host. Ed Campbell, 370 C River Rd., Nutley, NJ.

Sports: Pay-by-play, sports specials, interview, MOR air personality. Currently employed in LA area, available immediately. Contact Fred Manfra, 2633 E. La Palma, #143, Anaheim, Calif. 714-778-3126.

Programing, Production, Others

Production, promotion, copywriter, major market radio and advertising agency experience. Proven ability to write—produce radio spots that sell. Also extensive client contact and promotion background. Box M-121, BROADCASTING.

17 year pro wants program director job. Enjoys early morning shift. Exceptional production. Sports and news. Call Wes Unold, 206 Long Acres, Jacksonville, NC 28540. 919-347-2639.

Programer-Broadcaster, 13 years experience. Versatile, on or off air. Will relocate. Top references. Steve Dunn, 203-288-1412.

TELEVISION

Help Wanted Management

Promotion Manager. Network affiliated TV station in major upper Midwest market. Great opportunity for self motivated person who isn't afraid of work. Apply Box M-58, BROADCASTING.

Aggressive Newsmen and Photographers who are not afraid to work, and who would be dedicated to building the best television news organization any place. Network affiliated TV station, top 20 market, located in upper Midwest. We want people who are excited about news work. Apply Box M-67, BROADCASTING.

Imaginative and creative television analyst age 26 to 35 who knows a great deal about what makes television news successful and is willing to learn more. Requirements: Master's Degree; skill to communicate effectively both verbally and in writing; attractive personality. Offered: growth, financial and professional, national exposure, autonomy, excellent working and living environment. Box M-93, BROADCASTING.

Director of broadcasting, large Midwestern university, in charge of AM-FM-TV broadcasting and film production; works with on-campus instructional TV. Required: administrative ability, production experience, imaginative conception of educational broadcasting. Box M-108, BROADCASTING.

Director of Marketing. Group broadcaster needs 5 MBA graduates to fill newly created positions at our 5 television stations. Station sales experience desirable. Candidates selected will be in charge of all marketing services at each station and be groomed for top level management positions. Send resume to Box M-115, BROADCASTING.

General Sales Manager. Top 10 market VHF network affiliate. Income range \$45,000 to \$50,000 per year. Rush resume to Box M-116, BROADCASTING. Completely confidential.

Sales

Station in top 10 TV markets looking for bright young sales trainee. He is self motivated, isn't afraid to work, has basic intelligence, and can take guidance well. He must sacrifice to start, but long term rewards are excellent. Major independent chain. Send resume and other pertinent information to Box M-110, BROADCASTING.

TV Salesman. Chicago network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box M-114, BROADCASTING.

Announcers

Second Banana for top children's television show to do bits and commercials. Should have puppet experience and voice range for different characters on the show. Call Ben Hevel, Assistant General Manager, WCPO-TV, 500 Central Ave., Cincinnati, Ohio 45202. 513-721-9900. An Equal Opportunity Employer M/F.

Technical

Master control room operator with first phone needed for Coastal Carolina VHF. Switching video tape machine and film chain operation involved. Excellent company benefits. Equal Opportunity Employment. Box M-135, BROADCASTING.

Engineer with first phone for Southwestern VHF. Experience not required but must have trade school or military training. Basic starting salary \$126.93 with annual increases, paid holidays and vacation plus other benefits. Send brief resume to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, NM 87106.

Studio Engineer. Must be experienced in operation and maintenance of all studio, video and audio equipment. Must have minimum five years experience and first class FCC license. Position offers excellent working conditions and most modern equipment. Send resume and salary requirements to A. Van Dintereen, Maintenance Supervisor, WHRO-TV, 5200 Hampton Blvd., Norfolk, Va. 23508, Equal Opportunity Employer.

Television Engineers. We are looking for 2 television maintenance engineers. One man must have heavy studio experience including VTRs. The other should be good general maintenance experience including transmitters. We offer opportunity to join progressive triple outlet with liberal benefits and good pay scale. Replies confidential. George Hillier, WVEC-TV, 110 N. 3rd St., Norfolk, Va. 23510.

1st Class TV engineer for progressive small market network station. No experience required, will train the right man. Contact Chief Engineer, 606-255-4404.

Needed immediately: systems techs with at least 5 years experience with 1200's, TR-70's AVR-1's cameras (Broadcasting color), HS 100's and 200's in Chicago area. Positions are with an international production house. Full benefits and salary commensurate with experience. Please send resume to Editel Productions Inc., 1920 North Lincoln Ave., Chicago, Ill. 60614.

Broadcast Engineer with sound radio and television experience to work with management consulting firm on station valuation matters in Washington, D.C. Age no handicap. Please call Horace Gross, Frazier, Gross & Co., Inc. 202-338-1720.

News

Announcer/weatherman—Ohio CBS affiliate. Group owned. Announce three weekdays and perform weather forecast on weekend news programs. Experience necessary. Send resume, salary requirements and VTR (or picture if VTR unavailable) to Box M-24, BROADCASTING. An Equal Opportunity Employer.

Wanted: Experienced television news editor for network affiliate in major California market. Successful applicant must be professional newsmen and capable administrator. He will be expected to play leadership role in further developing the station's outstanding news effort. Station offers excellent salary and attractive fringe benefits in an outstanding family community. Send full details of educational background, work experience, availability and salary expectations to Box M-90, BROADCASTING.

Medium size TV market has news opening. Seeking qualified all around reporter with anchor ability. Full company benefits. An Equal Opportunity Employer. Send tape, resume and salary requirements to Box M-109, BROADCASTING.

Programing, Production, Others

Public Affairs and News Producer-Director needed for established top 10 market VHF station. Experience and innovative personality absolutely necessary. Send resume and references. Box M-123, BROADCASTING.

Master Control Switcher. Top rated TV facility requires a man well grounded in master control switching. Salary open and we offer very liberal benefits. Replies confidential. George Hillier, WVEC-TV, 110 N. 3rd St., Norfolk, Va. 23510.

Situations Wanted Management

Operations-Program Manager. Available for move to larger market or challenging opportunity. 17 years in V-UHF-TV, three news stations. All phases programing, operations. Results-oriented. Accustomed to much responsibility. Presently employed. Excellent references. Box M-133, BROADCASTING.

Situations Wanted Sales

College Grad with heavy production and engineering credentials wants chance at TV sales. He's no fool and knows where the money is. Looking for opening with opportunity for advancement in medium or metro market. All inquiries answered. Box M-74, BROADCASTING.

Sales Continued

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Announcers

Free Lancer. Professional TV commercial announcer works special assignment for stations, agencies, advertisers. Seasonal or pilot productions, staff substitute, sponsor image revamps, promotion campaigns. Top references, solid credentials. Box M-129, BROADCASTING.

Technical

Engineer, first phone, experience AM, FM and TV. Presently employed. Experienced installation and maintenance. Technical school graduate. Resume and photo. Box M-111, BROADCASTING.

News

A reporter with all the tools who wants to be a part of a news operation that works hard at being No. 1 and can bring a little glamor to the on-the-air look. If that's you, let us know about you. A top 25 net VHF. An Equal Opportunity Employer. Box M-50, BROADCASTING.

Young, aggressive working newsman to co-anchor top 60's market upper Midwest network affiliate. The man we seek may now be weekend back-up man just waiting for "that opportunity." Resume and VTR required. Box M-53, BROADCASTING.

Missouri J-school grad, 4 years radio experience, can gather, write and deliver news. Photo, resume available. David Vincent, Route 3, Columbia, Missouri. 314-445-1045.

Programing, Production, Others

Female desires challenging position with growth potential in TV or radio. BS communications 15 months radio producer, copywriter and 4 months associate producer of half-hour TV show both in 3rd market. Currently doing free lance public relations in New York. Willing to relocate. Box M-41, BROADCASTING.

Looking for a woman? Highly motivated, no-nonsense woman director wishes to direct. Box M-43, BROADCASTING.

Assistant Promotion Manager on way up. Independent Top-Ten. Must be brilliant and creative in on-air, audience and sales promotion. Opportunity as big as your ability. Rush. Box M-66, BROADCASTING.

TV Art Director-Promotion Director (now employed) desires comparable position in top 25 market or management. Hard working, creative, experienced as art director promotion director, photographer-production background. Contact Box M-102, BROADCASTING.

Film maker. 10 years television documentary film background. Desires to make environmental, medical or educational news features or half hour studies on a staff basis. Any location. Box M-113, BROADCASTING.

Young lady with BA in Comm. Arts wants job at small television station starting in February, 1973, in Del, NJ, Md, or Pa. Box M-124, BROADCASTING.

Young, aggressive, and creative Producer Director wants position at PTV or ETV station, but will consider others. 5 years experience all phases TV and 16mm film production. I can produce and direct your studio productions and or film projects. BA, single, will relocate. Box M-132, BROADCASTING.

CABLE

Help Wanted Technical

CCTV facility needs experienced technician to assume responsibility for equipment performance. Contact High/Scope Foundation, Ypsilanti, Mich. 48197. 313-485-2000.

WANTED TO BUY EQUIPMENT

Need Marconi camera chains blk and white Mark IV or V. Need lenses Taylor Hobson Varitol V or III. Reply E. Panos, 2334 Lawrence Ave., Chicago, Ill. 60625. 312-784-5000. 2-6 P.M.

We need used 250. 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

GR 916-AL RF Bridge, like new condition. \$750.00 Box M-86, BROADCASTING.

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Profile

CBS's Arthur Taylor: new hand on the helm

One of the most critical moments in the life of a large institution occurs when command passes from the first to the second management generation. It came to Juan Trippe and Pan-Am. It came to David Sarnoff and RCA. It is soon to come to Bill Paley, Frank Stanton and CBS.

More than most companies, CBS has been mindful of the crisis in that transition. It has been grooming successors for more than a decade: Jim Aubrey, Jack Schneider and Charles Ireland the penultimate three on an escalating scale of urgency as the retirements of Messrs. Paley and Stanton grew more imminent. For reasons ranging from the bizarre to the tragic, all fell short of selection. Now, with the deadline but months away, the heir apperency has come to one not even a contender a few months ago. Absent some further, and certainly unexpected, twist of fate, the man who will captain this billion-dollar communications empire is Arthur Robert Taylor.

Mr. Taylor would be comfortable with the nautical allusion, although those familiar only with his boating career might think he is accident prone. In 1970, showing a prospective buyer around a boat he then owned, he fell down the hatch and shattered a heel. And last July, between his election and the time he reported to "Black Rock," his present, 40-foot fiberglass yawl made an untimely swerve in docking, sending him jumping to the pier and fracturing his other heel.

Mr. Taylor has shown no such tendencies in his business career. It is impeccably free of accidents, except perhaps for any that might advance it—such as his choice of "The Insull Empire" for his master's thesis in American economic history, which developed in him a beginning knowledge of finance and led in time to his becoming a trainee at First Boston Corp. There, with or without the aid of accidents, he became a vice president within five years and a member of the board, one of the youngest in the company's history, three years after that.

His boating accidents were atypical, but his reactions to them say something about the man. The one last July did not keep him from reporting for CBS duty on time, although his leg was heavily cast and he still shows a limp. After the one in 1970, a friend has recalled, he got up, finished his selling job "and then promptly went into shock." Mr. Taylor is a persevering man.

He also is a fast riser, having gone from a First Boston trainee in 1961 to CBS president in 1972, at the age of 37—the same age, CBS'ers like to point out, that Frank Stanton, now vice chairman, had attained when he became president.



Arthur Robert Taylor, president, CBS Inc., New York; b. July 6, 1935, Rahway, N.J.; BA magna cum laude, Renaissance history, Brown University, 1957; admissions officer, assistant in department of political science and MA in American economic history, Brown, 1961; trainee, The First Boston Corp., New York, 1961; member of underwriting department, 1962; assistant vice president, 1964; coordinator, new client development, 1968; member of board, 1969; vice president-finance, International Paper Co., New York, 1970; executive vice president, chief financial officer, director and member of executive committee, 1971; elected president and director, CBS Inc., July 12, 1972; m. Marion (Sandy) McFarland, June 13, 1959; children—Martha, 11; Ann, 8, and Sarah, 4; trustee, Bucknell University; member, Phi Beta Kappa and Council on Foreign Relations.

As Mr. Taylor told a CBS-TV affiliates board meeting a few weeks ago—presumably alluding to the fact that Chairman William S. Paley, 71, and Dr. Stanton, 64, both have contracts providing for their retirement next March 31—"CBS is about on the threshold of having a very young management team."

In what direction will that management team move? Mr. Taylor says CBS would certainly like to invest more in broadcasting, but can't because of "the regulatory situation." So its diversification will move along broad lines already laid out, in areas in which CBS can bring its expertise to bear. CBS, he feels, should not dilute its present communications image. "Nor do we want to conglomeratize or mongrelize," he adds.

Mr. Taylor has been practicing what he calls "total immersion" in CBS affairs during his on-the-job training. "My coat's off, shirtsleeves rolled up, and I'm deep in the operation," he reports. He puts in long days, arriving at the office

about 7:45 a.m. and leaving about 6:30 p.m., except for about three late nights.

Mr. Taylor feels that CBS group and division officers ought to have considerable freedom to run their affairs, but he takes a keen interest in their operations. Associates say he usually tends to accept their recommendations, although often not without some pointed questions and sometimes only after sending them back to do more research on a given point.

"He's not one who forms an opinion in advance and people had better not divine what it's going to be," said one close associate. "He's very open-minded. He's good to work for if he has confidence in you—but you'd better be sure you're right."

Those who work closely with him say it's hard to pick out any specific areas that seem to get most of his attention. "To an extent," said one, "it depends on what the problems are at any given time. All the groups and divisions report to him and he works with them all, but the fires naturally take priority."

In his own view, the president's role is one that respects the abilities of the divisional heads but "is not divorced from operational affairs" and engages, rather, in a "partnership."

Mr. Taylor says he has felt "more comfortable" with CBS than with any other corporation ("I feel almost as if I've come home"). He characterizes his new association as one that has thrust him deeper into his interest of public affairs and government.

And he has been quick to identify with the CBS esprit: "It is extremely easy to become very proud of CBS, the organization and the company. It is the champion in its field. I feel we have an obligation to continue the leadership—the responsibility to continue to win bears heavily in my thinking."

The man who soon will be charged with continuing to win for CBS has some of the qualities that distinguish his predecessors, but is not a carbon of either. He shares with Mr. Paley a quickness for finding flaws in a balance sheet, and—it may be hoped—some of the entrepreneurial genius the chairman has exhibited in bringing CBS to its present eminence. He shares with Dr. Stanton an intellectual bent and an interest in the humanities, and—it may be hoped—some of the statesmanship that has made the now-vice-chairman the principal spokesman for broadcasting. But he is his own man, and one can anticipate that a CBS under his hand will take a new tack. It is apparent from his selection that both Mr. Paley and Dr. Stanton want it that way.

It is said of Arthur Taylor that "his favorite relaxation finds him with his hand on the tiller and a favorable wind at his back." The same description might be applied to his corporate posture on the 35th floor.

Editorials

Cost of music

In a time of constantly and almost uniformly rising costs, a 14% reduction in any component expense is a welcome novelty. Radio-station operators therefore must be cheered by the news, reported here last week, that the All-Industry Radio Music License Committee has negotiated a rate reduction of approximately that magnitude with the American Society of Composers, Authors and Publishers.

As is the case with compromises, the reduction—from 2% of station revenues (after specified deductions) to 1.75%—is less than the committee tried to get and more than ASCAP wanted to grant. Whether it is as large as it should be is a question that arises naturally but cannot be answered easily or with any assurance, because no one yet has produced a definitive answer to an even more fundamental question: How much is music worth to radio?

The evidence suggests that radio's use of ASCAP music has declined by more than 14% since the last ASCAP contracts were negotiated—by about 35%, in fact. On that basis alone, 14% would not seem enough. But there are other considerations, realistic as well as musical, to be taken into account. The decisive factor presumably was the belief of the committee—which includes representatives of some of the most knowledgeable groups in radio—that the cost of getting more would exceed the additional relief that might be obtained.

The reduction does bring ASCAP's rates closer to parity with those of Broadcast Music Inc., which under a stair-step formula negotiated four years ago will rise to 1.7% as of Jan. 1. But parity here is a relative thing, for the same evidence suggesting a 35% decline in the use of ASCAP music also suggests that almost two-thirds of all radio music is licensed by BMI. That imbalance, assuming it continues, is sure to be a focal point in negotiations for a new BMI contract a year from now, and the outcome, then as now, will depend on a multiplicity of factors including—unless someone invents that formula for measuring the value of music—the skills of the negotiators.

“Sock it to 'em”: FCC motto

The administration is economy bent. President Nixon is cutting overhead and hopes to cut the White House staff in half. Price and wage controls continue, in the effort to curb inflation. But evidently the FCC hasn't heard. It is bucking for a 20% increase in budget, from \$36 million for fiscal 1973 (which began July 1) to \$42 million for fiscal 1974.

The FCC, alone among government agencies, has a gimmick. It will simply increase the fees it charges licensees by one-third, with broadcasters, who get socked most, to be asked to pony up nearly \$13 million, for license fees for radio and TV as well as filing fees for every type of transaction, along with an increased levy on station sales of from 2% to 2.6% of sales price. Cable, the neophyte among services, would be called upon to kick in nearly \$3 million.

All this is designed to defray the entire cost of running the FCC, with a little extra to boot. Only licensees of the FCC are whacked for the whole regulatory tab. They are the fall guys. They pay their federal taxes like all others who derive service, such as it is, from the government they underwrite.

It would be equitable and just for those who pay the FCC's overhead to have a voice in determining what they get for their money.

We suggest that the FCC appoint an ad hoc committee representing each significant segment among its licensees

(broadcast, common carrier, cable, safety and special) to make a survey of the agency's operations and personnel. What about allegations of feather-bedding and absenteeism? Is it essential to maintain a full-time Review Board to sit as a junior FCC and do the work that used to be performed well by a motions commissioner? What about special units that are created along with consultancies but never seem to complete their special missions?

We doubt whether the FCC will move in this direction under its own power. It needs a shove from the administration, Congress or preferably both.

The no-word word

In the simplistic world inhabited by admirers of easy answers, drug advertising is the fashionable target of the moment. The reasoning goes like this: Drug addiction is a national problem. Drugs are advertised on television. If television advertising were eliminated, the problem would disappear.

The error in this reasoning, of course, is that the word “drug” no longer has any serviceable meaning. In present usage it can be an aspirin tablet, a vial of penicillin, a snort of cocaine, a syringe of heroin or a glass of Lafite Rothschild, 1961. Unless one is willing to believe that all of such concoctions are more alike than different in medical and social application, there is no point in talking further about “drugs” in a generic sense.

Distinctions must be made finer if the dialogue on drug abuse is to lead to anything but pointless and perhaps destructive action. The “drug” advertising now broadcast by television and radio is confined to home remedies of the least complicated sort—all cleared by the federal government for general marketing. Nowhere is there any evidence that such medications create serious addictions or pose dangers to health, except in massive and suicidal overdose.

The drugs that are genuine sources of national concern are either manufactured and marketed illegally—the heroins and derivatives—or manufactured for dispensing by prescription—the amphetamines, the barbiturates. None of these can be found as much as mentioned on the air except in public-service messages warning of their dangers.

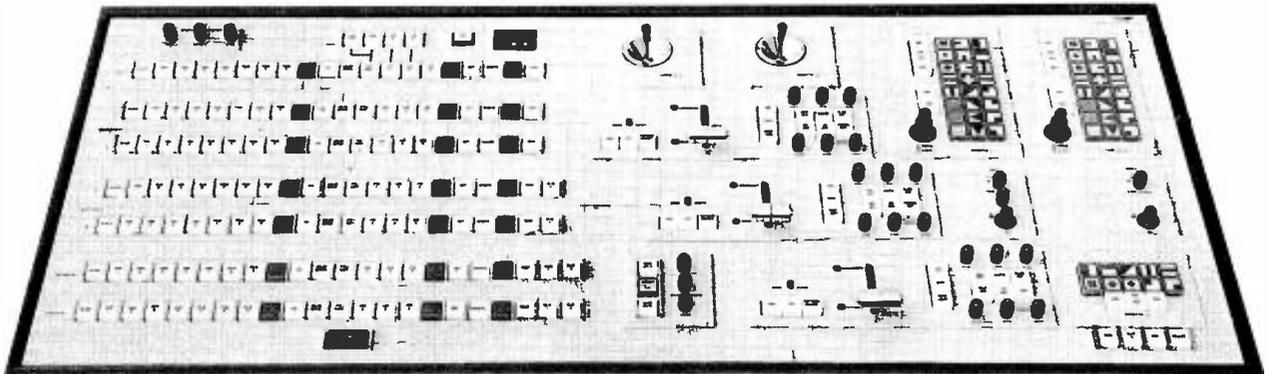


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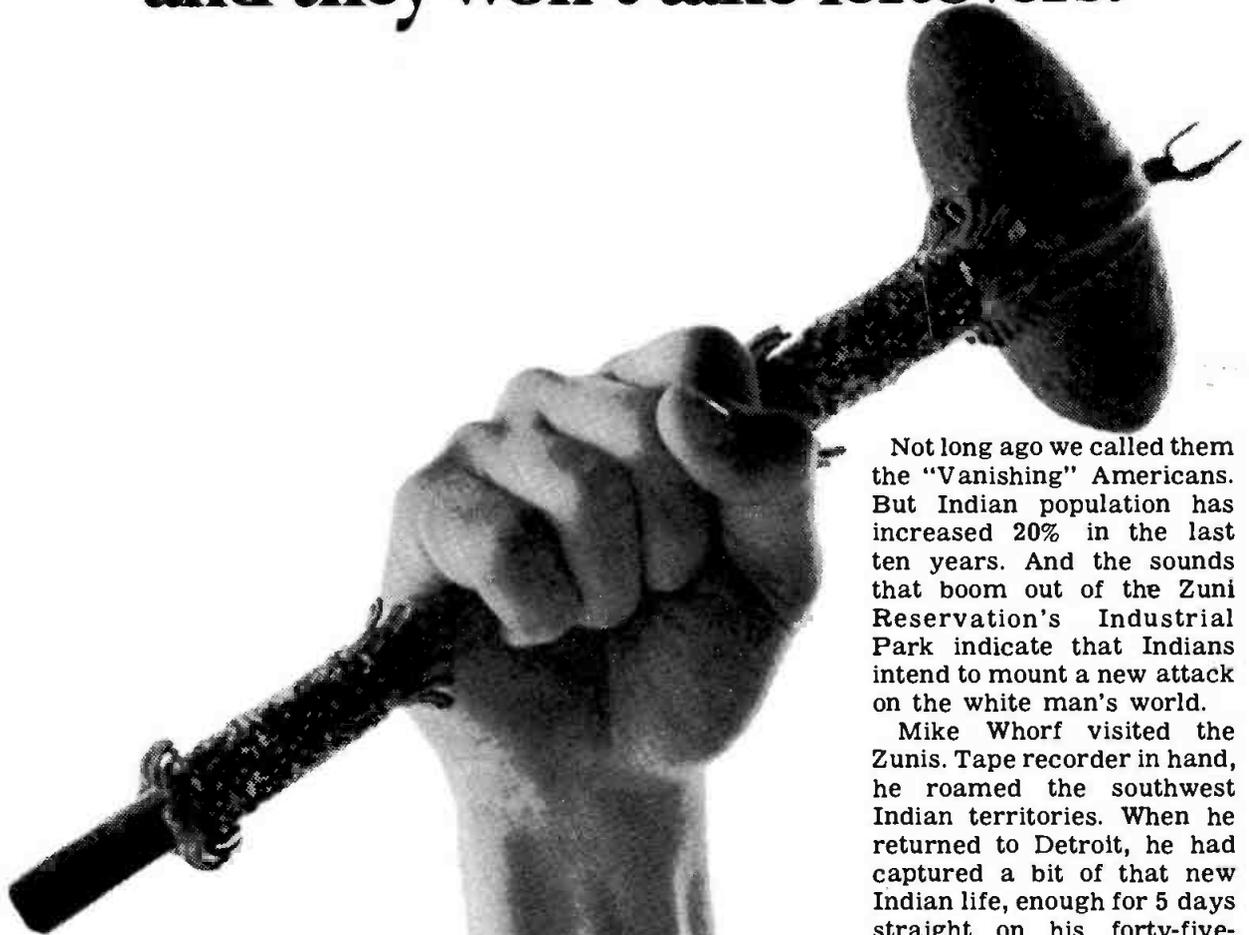
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Mike Whorf visited the Zunis. Tape recorder in hand, he roamed the southwest Indian territories. When he returned to Detroit, he had captured a bit of that new Indian life, enough for 5 days straight on his forty-five-minute radio program, "Kaleidoscope," on WJR. Mike presented the reality of a people balanced between an expanding future and a bright but rapidly receding past.

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