Post-Newsweek first victim in 1973 challenge season
Exclusive analysis tracks broadcasting’s media share

We’re changing our names, too...

but not our spots on the dial

WDSU AM/FM, a New Orleans earmark for 50 years, will now be known as WGSO-AM and WQUE Stereo 93. WDSU-AM and WDSU-FM are changing their names but not their spots on the radio dial. The same great listening (only better) will still be the 1280 and 93 spots in New Orleans.

SERVICES OF COVENANT BROADCASTING CORPORATION OF LOUISIANA
Represented by BLAIR 6 RADIO
A happy Tale of ONE City
The Broadcasters Promotion Association awarded HRP the 1972 Gold Certificate of Excellence for our market presentation, “A Tale of One City”.

Designed to convince the advertisers to buy the Southern New England Television market more efficiently, this prize-winning “tale” makes the point that this area is really one maxi city, one retail market, self-contained and created by the distribution patterns of major food chains and wholesalers.

HRP first won BPA honors in 1967 for that year’s outstanding sales presentation. In 1970, we again took top honors with our trade campaign, “Television Innovators”. Our 1971 presentation, “Chinese New Year” brought us our third BPA award.

HRP. The only TV Representatives to win more than one BPA award.
Mr. Donald P. Campbell
Vice President & General Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

Dear Mr. Campbell:

We are so excited about the response we received from the television documentary, "John F. Kennedy: Years of Lightning, Day of Drums", I wanted to share my good fortune with you. The response was so overwhelming and complimentary, we are still receiving plaudits from our customers even though the show was viewed the evening of November 21st...that's a full three weeks ago.

Attached please find some of the letters which believe me, are just a sample of the many we received and are still receiving daily. We had ordered 10,000 commemorative medals of John F. Kennedy, and by 10:30 the next morning, after the telecast, 5,000 were gone, and the other 5,000 were depleted by the end of the day. If this is any indication of the pulling power of TV, Hamburgers will be taking a long hard look at our media mix for next season.

The goodwill incurred is immeasurable. We have always taken an aggressive role in the well-being of our community. Our 122 years of leadership attests to that, and Hamburgers couldn't be more proud or gratified in presenting this important tribute of our late President to the citizens of Baltimore. We look forward to the second presentation of this show on WMAR-TV sometime next November, and know the response will be equally gratifying.

Thank you and your staff for all the help and promotion you gave this worthwhile documentary. It is also a tribute to your good judgment in presenting this show on your station.

Sincerely,

Allan J. Knopf
President

In Maryland Most People Watch
WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
Amon Carter’s Fort Worth broadcasting-publishing empire will be sold to Capcities, LIN in $115-million package.

Creating that home-town feeling for a major metropolitan savings & loan.

Post-Newsweek TV’s in Jacksonville and Miami are the first 1973 targets of license-renewal challenges; Nixon supporters are prominent in the attack. Latest cases highlight dilemma as industry looks to new Congress for relief while 143 stations stand in limbo.
These stations are making Spot TV and Spot Radio more profitable for stations, agencies and advertisers.  

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  Stations get faster payment of national receivables. Collections cost less in dollars, time and aggravation. Credit decisions are more informed, therefore, more precise.

  Agencies and advertisers have one central source for order and billing information for hundreds of stations. Processing and forms are standardized.

  By making it easier and more profitable for agencies and advertisers to buy and account for Spot media, stations can sell more Spot time.

With Media Payment, stations, agencies and advertisers have a broadcast advertising clearinghouse—a place to classify, store, distribute, audit and reconcile the millions of commercial broadcast units processed annually.

  A broadcast advertising clearinghouse means direct, responsible people-to-people communication and compatibility in electronic data communications. The development of pre-billing audits and reconciliations. Faster, more accurate billing. And eventually, one conduit for transmission of commercial instructions.

Want more information on how Media Payment can make national Spot more profitable for you? Call or write me or Sales Director Warren Middleton or Treasurer Pete Kelly. Media Payment Corporation, 245 Park Avenue, New York 10017. 212/972 2480

[Signature]

Media Payment Corporation . . . a service you can bank on
Announcing the Janus Awards for Excellence in Financial News Programming

The Mortgage Bankers Association of America (MBA) presents the Janus annual awards program to recognize radio and television broadcasting stations whose financial news programs have made a significant contribution to community understanding of commerce and finance during the 1972-73 season. The competition is designed to encourage broadcasters to provide authoritative, regularly-scheduled programs characterized by informed, comprehensive coverage of financial news. It is likely that the content of a good program will expand the economic knowledge of the audience. A distinguished panel of judges from the academic, business, and journalistic communities will select the award-winning entries. The award statuettes will be presented to the winning stations during the MBA National Conference in New York in April, 1973. Winners may exploit the award in appropriate promotion of the station or winning program.

If your station aired a good financial show series between July 1, 1972, and February 1, 1973, call MBA today (202-833-3370) requesting an entry form and guidelines, or mail coupon.

Robert L. Gray, Director of Public Relations
Mortgage Bankers Association of America
1125 Fifteenth Street, N.W.
Washington, D.C. 20005

Please send entry form and guidelines to:

Station call letters
Attention of

Street

City State Zip
Wraps off?

FCC is considering temporarily waiving antiphoning rules for cable-television systems in same markets, such as New York, where companies using new technologies are transmitting movies and other events for pay, without restriction. Commission has been stymied for months in resolving issues raised by Sterling Manhattan Cable's request that commission bar Trans World Communications from using telephone lines to transmit movies for fee into New York hotels as well as by proposal of Columbia Pictures (parent of Trans World) to feed movies and other material, also for fee, into hotels in several other cities (“Closed Circuit,” Oct. 30, 1972).

FCC has been inclined to deny Sterling complaint and grant Columbia's application while at same time it issues rulemaking to determine how such services are likely to develop, what impact they may have on other communications systems, and what restrictions, if any, should be imposed on them. However, commission, apparently moved by Cable Television Bureau arguments, is now concerned over fate of cable systems competing with unrestricted services during pendency of rulemaking. As result, waiver of antiphoning rules is seen as way of evening odds. Commission is expected to act this week.

Hard bargaining

Negotiations between Office of Telecommunications Policy and television networks over “voluntary” cutback of reruns are getting nowhere. Networks feel they have nothing to gain, great deal to lose by yielding to White House pressure outside regulatory process. One network says no suggestion advanced so far by OTP chief Clay Whitehead would cost it less than $1 million annually in profits.

OTP isn't giving up. Next escalation of pressure will be new study of network economics citing continuing climb in profit picture. It should emerge in next two weeks.

Fogbound

Confusion surrounding Nixon administration's proposed bill on license renewal may be lifted somewhat this week. Clay T. Whitehead, OTP director, whose tough speech last month criticizing network news operations appears to have misled many regarding purpose and details of bill ('BROADCASTING,' Jan. 1), plans to discuss measure itself in speech before National Academy of Television Arts and Sciences in New York on Thursday. He is not expected to take back what he said in Indianapolis speech about importance of licensee responsibility. But, if present intentions hold, speech will focus on bill as legislative matter. Additional insight into his thinking is expected in response to letter from Mark Evans, Metromedia Inc., who as head of National Association of Broadcasters took force on license renewals, has asked for clarification of speech as it related to bill.

Meanwhile, in view of proposed bill, observers saw considerable irony in speculation that one or more of last week's challenges to Post-Newsweek stations in Florida (see page 16) were somehow linked to Nixon administration's anti-pathy to associated Washington Post. If enacted, bill would afford incumbent licensee considerable protection against kind of challenges being mounted against Post's stations.

Pitch is in

RKO General, pursuing one-to-a-market approach in broadcast-station ownership, reportedly has made offer of $4.5 million for KSTP-AM Minneapolis-St. Paul and is awaiting answer from Hubbard Broadcasting Co. chairman-founder, Stanley E. Hubbard. Station, founded in 1928, is on 1500 khz with 50 kw full time. It is NBC affiliate, and was first station in Hubbard group, which also comprises KSTP-FM-TV, KOA-AM-FM-TV Albuquerque, N.M., WOTO(AM) Cyprus Gardens, Fla., and WTOG-TV St. Petersburg, Fla.

Next dance

One down, another to go: With agreement reached on new radio-station music license contract with American Society of Composers, Authors and Publishers ('BROADCASTING,' Dec. 11, 1972, et seq.), All-Industry Radio Music License Committee starts talking this week with Broadcast Music Inc. about new BMI contracts. Current ones expire Dec. 31 this year. With reduction gained from ASCAP and contract-escalated increase in BMI's effective first of this year, two services' rates are almost on par: ASCAP's is now 1.725% and BMI's 1.7%.

Numbers game

Representatives of National Organization for Women had private meeting with FCC members last Thursday to discuss job that commission is doing in prohibiting broadcasters from discriminating in employment practices against women and minority-group members. NOW representatives, Wilma Scott Heidi, president, criticized technique commission now uses to check for discrimination (it takes closer look at renewal applicants whose records indicate they employ no blacks or women or show decrease in employment in those categories) and suggested use of discrimination index as alternative.

In index system number of women and minorities in top jobs at station would be measured against percent of women and minority groups in market's labor force. (Example: station in area where women account for 40% of labor force would be expected, according to theoretical ideal, to have eight women among 20 top job holders.) Stations would then be ranked according to their discrimination index, and commission could decide how many of them warranted further attention.

In the family

Professional consultants, including engineers and lawyers, may find hard going with long-time licensee clients if they participate in preparation of applications opposing license renewals of old-line stations with good records. inkling of this came last week when engineering firm was advised to forgo association with one of applications for WJXT(TV) facility of Washington Post Co. (story page 16) or lose account.

Moving out

There will be vacancy on majority side of House Communications Subcommittee if Democrats approve bid just made by Representative Robert O. Tiernan (D-R.I.) for seat on powerful Appropriations Committee. Mr. Tiernan, who has been on Communications unit of Commerce Committee since his election to Congress in 1967, has been champion of long-range funding for public broadcasting and late last year offered bill for loans to cable systems to expand into rural areas.

Magnuson peeled?

Among new faces around Corporation for Public Broadcasting board meeting this week (Jan. 10) will be Irving Kristol, named by President Nixon to fill vacancy left by death of Saul Haas, Seattle broadcaster. He was interim appointment, which has given rise to questions from Capitol Hill about validity of any votes he may cast before Seattle confirmation. Murmuring has been low key, but there's evident unhappiness that Democratic vacancy went to Nixon-lean- ing conservative instead of, for example, someone like Dorothy Bullitt of KING Stations, who was Senate Commerce Committee Chairman Warren Magnuson's candidate for post.

Riding again

American Bakeries Co., Chicago, is reportedly launching extensive radio campaign shortly on behalf of its Merita bread, having signed for 52-week sponsorship of original network series of yore, The Lone Ranger, in 41 southern markets, including Miami, Richmond, Jackson- ville, Fla., and Charleston, S.C. Transaction was made by Charles Michelson Inc., New York, program distributor, and Vid Media International, New York, and marks first multi-market deal on Ranger in 22 years.
Fort Worth media deal hits $115 million mark

Carter family's WBAP-AM-FM, along with newspaper, will be sold to Capcities for $80 million; LIN gets WBAP-TV for $35 million

Fort Worth broadcasting and publishing interests of Carter Publications Inc. were near sale last week to Capital Cities Broadcasting Corp. and LIN Broadcasting Corp., for total of $115 million. Agreement in principle was reached Friday (Jan. 5) in Fort Worth by chief executives, including Amon Carter Jr., Thomas Murphy of Capcities and Donald Pels of LIN.

Capcities is buying WBAP-AM-FM and Fort Worth Star-Telegram for $80 million. LIN is buying WBAP-TV for $35 million. Gross figures include commissions to media broker Charles Dunbar of Palm Beach, Fla., and E. F. Hutton Co., representing seller, Howard Stark was consultant to Capcities on radio sale and Vincent Manno consultant on newspaper. Buyers are to pay FCC transfer fees. There were reports that Hutton, large Wall Street investment firm (with which Robert Pauley, one-time president of ABC Radio and later of Mutual, is now associated) had been given guarantee of more than $1 million fee by Carter to find buyer for properties—which under late Amon Carter's will had to be sold in package.

Included in Capcities' acquisitions are two Fort Worth suburban publications, semi-weekly Arlington Citizen-Journal and shopping guide in Oak Cliff.

Carter Publications is principally owned by Amon Carter Foundation (23.34%); Mr. Carter Jr. (19.08%); Ruth Carter Johnson, daughter of senior Carter (19.08%), and Nenetta Burton Carter, widow of senior Carter (15.54%). Lesser stockholders include Abe Herman, attorney; Jack Campbell, general manager of company, and Jack L. Butler, editor of paper.

Ownership of Star-Telegram would be major addition to Capital Cities' current publishing interests, and WBAP-AM-FM would bring company's radio stations to FCC's full seven-station limit in AM and to within one of that limit in FM. Its current radio stations—in addition to five V's and one U in television—are WRRW-AM-FM Albany and WKBW-AM Buffalo, both N.Y.; WPTF-AM-FM Providence, R.I.; WPAT-AM-FM Paterson, N.J.; WJIR-AM-FM Detroit and KPOL-AM-FM Los Angeles. Capcities' publishing interests are Fairchild Publications Inc., publisher of Women's Wear Daily and other trade publications; Oakland Press (formerly Pontiac Press); Pontiac, Mich., and Belleville (Ill.) News Democrat.

WBAP-AM is major-area station on 820 kHz with 50 kw. WBAP-FM is on 96.3 mhz with 85.8 kw and antenna 1,440 feet above average terrain. WBAP-TV would be added to LIN broadcast roster that currently consists of WAN(DV)-Decatur, Ill.; WAVY-TV Portsmouth-Norfolk-Newport News, Va.; WIP(AM)-Philadelphia; WAKY(AM)-Louisville, Ky.; KEEL(AM)-Reno, Nev.; WBB(AM)-WBF(R)FM Rochester, N.Y.; WIL-AM-FM St. Louis and KILT-FM Houston.

WBAP-TV, on channel 5, is the NBC-TV affiliate for Dallas-Fort Worth. Both Capital Cities and LIN Broadcasting are publicly owned companies. Their shares are traded on the New York Stock Exchange and over the counter respectively. LIN is reportedly financing the WBAP-TV purchase through a group of New York banks.

PBS fights back at efforts by CPB for more control

Public Broadcasting Service board told Corporation for Public Broadcasting last week that latter should not try to operate network and that PBS is opposed to moves that seem to lead toward centralized control. This is gist of statement made by new PBS chairman Robert F. Shenko, KLRN-TV Austin, Tex., at news conference Friday (Jan. 5) after two-day PBS board meeting in Washington. CPB board meets Wednesday (Jan. 10).

Mr. Shenko said CPB is moving toward total control of public broadcasting, contrary to the intent of Congress. He said new PBS statement to that effect is being circulated to public-station managers over weekend and it will be made public this week.

Programs PBS board voted to recommend for renewal in 1973-74 season were these, among others: Public Affairs 1973, Firing Line, Wally Koon's Review, Black Journal, and For the Record. These are not among 26 listed for funding by CPB last month although at that time CPB said it was still considering additional public affairs and cultural programs (Broadcasting, Dec. 18, 1972).

Hartford N. Gunn Jr., president of PBS, said he had been told by William F. Buckley Jr. that CPB officials had told him (Mr. Buckley) that Firing Line would not be funded in new season because CPB was opposed to "personalities" and "topicalness" in public-affairs programs. Late last week, Mr. Buckley indicated he plans to seek private financing to keep his program on public broadcasting, or, in alternative, would consider commercial TV, which is where his program started.

PBS said its program recommendations were based on $45 million appropriation level, as specified by CPB. But confusing situation further was report by National Association of Educational Broadcasters to members over weekend that best guess for new fiscal budget for CPB will be $35 million (down from current $45 million). NAEB also reported that appropriation for facilities grants may be pared to $8 million, down from earlier prospect of $13 million and far below $25 million appropriated by Congress last year but which was vetoed by President Nixon. That bill, for all of Health, Education and Welfare Department funds, also contained $45 million for CPB.

FCC sets up rulemaking on public availability of station program logs

New rules requiring radio and television stations to make their program logs available for public inspection have been proposed by FCC.

Under proposed rules, program logs, which are not now required to be maintained in stations' public files, would have to be retained by licensee for two years or length of license term, whichever is greater. (Present rules require logs to be kept on file—but not for public access—for two years to facilitate possible FCC investigations). Commission said after new license is granted stations could destroy logs that are at least two years old. Because of considerable bulk of these documents, FCC recommended that they be filed at some other public place, such as library, rather than at station.

Proposal was initiated at request of National Citizens Committee for Broadcasting, which also wanted commission to institute more stringent record-keeping rules regarding non-entertainment programming. Commission said latter request needs further study, but that public-access provision can be acted on now. It expressed hope that proposed rule would encourage "continuing dialogue" between licensees and members of community, as opposed last-minute adversary relationship between those interests at license-renewal time.

Comments on proposal are due Feb. 2; replies on Feb. 16.

Dispute over Tijuana FM's may be close to settlement

U.S.-Mexican agreement providing for allocation of FM commercial and non-commercial stations within 200 miles of each side of Mexican border has been ratified by Mexican Senate, U.S. was notified on Friday (Jan. 5). U.S. is treating measure as executive agreement that does not require Senate action.

Officials note that effective date of
agreement will not be known until Mexican president signs agreement and it is formally published in accordance with Mexican law.

However, ratification by Mexican senate presumably clears away last obstacle to Mexican government's moving against two Tijuana FM's that San Diego broadcasters say are competing with them by beaming American-style programing into their market.

Along with FM agreement, two countries signed "special arrangement" which says that stations established under main agreement "within the jurisdiction of each [government] will be assigned and operated for the basic purpose of providing an effective service to nationals within its frontiers."

Mexican government informed U.S. State Department in August that investigation would be made to determine whether Tijuana stations, both operated by Paul Schafer, former owner of Schafer Electronics Corp., are violating Mexican law (BROADCASTING, Aug. 14, 1972).

Later, State Department officials informed Mexican government would take "appropriate action," in light of its obligations under its international agreements, including new side agreement, and its own laws (BROADCASTING, Nov. 13, 1972).

State Department officials on Friday said ball was still in Mexicans' court on Schafer issue.

FCC says its OK only is necessary for interstate MDS systems

FCC has held that applicants for omnidirectional microwave stations in Multi-point Distribution Service need not seek state certification if applicants intend to provide interstate service.

Commission laid down new policy in emerging MDS field in order that rejected petitions by MDS applicants seeking dismissals of competing applications on ground they had not been certified by state public utilities commissions. Applications are for microwave stations in Charlotte and Winston-Salem, both North Carolina, and Jacksonville, Fla.

MDS is means of transmitting closed-circuit television signal or other information from central location to multiplicity of customer-selected points. Commission proposed establishment of MDS, in rule-making notice issued last April, after receiving increasing number of applications proposing relay service for closed-circuit television.

Petitioning MDS applicants said that public utilities commissions in their respective states have asserted regulatory jurisdiction over intrastate common-carrier service provided through omnidirectional microwave facilities. Accordingly, they said, competing applications should be dismissed for lack of state certification.

But commission, in unanimous decision, held that while MDS may involve service largely intrastate in its initial development, substantial portion is likely include transmissions between states. Because of this and "unique characteristic" of MDS, commission said, it should retain full control over selection of licensees where interstate service is to be involved. It also said, however, that if interstate service is not initially anticipated in MDS application, state certification, when required by state, will be FCC prerequisite.

Going to hearing: WCVI

License-renewal application of WCVI(AM) Connellsville, Pa., has been designated for hearing by FCC to resolve issues including question of whether station principal used facilities to serve vested interest. Commission said inquiry into WCVI operation, initiated following complaint by local citizen group calling itself Freedom Committee, raised "serious questions" as to whether Connellsville Broadcasters Inc. is qualified to remain license.

Principal issue to be resolved in hearing, commission said, is whether licensee President Dr. Cam T. Troile, who is chief of staff at Connellsville State General hospital, encouraged programing on WCVI concerning government's moving against health care offered by that institution that was designed to protect his private interests. Other allegations against licensee include fraudulent billing, fairness-doctrine violations, improper identification of political announcements and questions regarding maintenance and availability of station files.

Sole victim in renewal batch

Last week was deadline for objections to renewals of stations in Florida, Guam, Puerto Rico and the Virgin Islands, and only one station there, WCMQ(AM) Miami, was hit by petition to deny. Filing against Spanish-language facility was CMQ Corp., itself local Spanish-language program distributor. Firm told FCC that station's use of those call letters is "attempt ... to palm off its product and to trade upon the reputation of CMQ" in anti-Spanish market. FCC said it would be FCC prerequisite.

Spot checks

Inaugural Committee last Friday (Jan. 5) was considering recommendation by its vice chairman, Mark Evans, Metromedia vice president, that it delete from inaugural public service tapes references to medallions being made and sold by Franklin Mint. Mr. Evans said since this is commercial venture it should not be included in spots that have been sent to TV and radio stations around country publicizing inaugural ceremonies and plugging sale of medallions. This feature has caused objections from some broadcasters, although there have been no objections to use of spots otherwise.

OTP will still be there

Office of Telecommunications Policy was expected to escape major impact of sharp cuts in Executive Office that were to be announced last Saturday (Jan. 6). Exact size of cut in OTP staff probably will not be known until later this month when President sends Congress his budget for fiscal 1974. But indications were OTP's staff cut will be among smallest in Executive Office. Some offices are expected to be eliminated entirely, some are due for extensive reductions in size, by as much as 50% in some cases. OTP now has authorized staff of 63. There were also fresh reports last week that OTP's director, Clay T. Whitehead, will remain on job.

NAB asks GAO for fairness

National Association of Broadcasters asked General Accounting Office last Friday (Jan. 5) to remove "discriminations" against broadcasting in Federal Election Campaign Act of 1971. Candidate, it was pointed out, may spend all his funds in nonbroadcast media, but only 60% in TV and radio. And, it was also noted, broadcasters must charge candidates only lowest unit rate, while other media are permitted to charge comparable rate. Recommendations were made by Vincent T. Wasielowski, NAB president, in answer to request for comments from Philip S. Hughes, director of federal elections at GAO.

Mr. Wasielowski also made two other suggestions: Remove "reasonable access" provision that applies only to broadcasting and revise certification provisions by eliminating need for certification when passing mention is made by one candidate in support of another candidate and to permit access to air by nonparty groups or persons acting independently.
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This week


Jan. 9—Panel on buying radio and television time, National Association of Broadcasters Convention, Los Angeles (see story, page 6). Los Angeles Convention Center, Los Angeles.

Jan. 10—FCC meeting, FCC headquarters, Washington.

Jan. 11—Joint board meeting, National Association of Broadcasters, Canyon Hotel, Palm Springs, Calif.

Jan. 12—Deadline for receipt of entries in George Foster Peabody Broadcasting Awards. Contact: School of Journalism, University of Georgia, Athens, 30602.

Jan. 13—Meeting, board of directors, Corp. for Public Broadcasting, WMPR(TV) Owning Mill, Md., and Hunte Valley Inn, Owings Mills, Md.


Jan. 16—Seminar on broadcast sales management principles, sponsored by Brown Institute and KSMAM(D) Shademaker, Minn. Brown Institute, S123 East Lake Street, Minneapolis.

Jan. 17—Annual midwinter conference, Florida Association of Broadcasters, Daytona Plaza hotel, Daytona Beach.


Also in January

Jan. 15—Deadline for entries in annual television news/film competition sponsored by National Press Photographers Association and University of Oklahoma School of Journalism, Contact: Bruce Minson, School of Journalism, 860 Van Fleet Oval, University of Oklahoma, Norman, Okla.

Jan. 15—Final date for filing comments on FCC notice of inquiry and notice of proposed rulemaking concerning the operation of AM and FM stations in the prime-time access rule.

Jan. 15—Open meetings of steering committee, Cable Television Federal/State/Local Advisory Committee, San Diego City Administration building, room 200, 200 C Street, San Diego.


Jan. 16—Annual winter meeting, California Broadcasters Association, El Mirador hotel, Palm Springs.


Jan. 19—Society of Motion Picture & Television Engineers seventh annual winter television conference, Sonesta Beach hotel, Key Biscayne, Fla.

Jan. 21—Midwinter meeting, Alabama Broadcasters Association, Downtowner hotel, Dothan.

Jan. 23—Georgia radio-television institute, sponsored by Georgia Association of Broadcasters and Henry W. Grady School of Journalism, Georgia Center for Continuing Education, University of Georgia, Athens.


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


Feb. 1—Meeting, Minnesota Associated Press Broadcasters, Minneapolis Press Club, Minneapolis.


Feb. 1—Deadline for entries in 41st annual Sigma Delta Chi Distinguished Service Awards contest. Awards are offered for notable performance in print and broadcast journalism, Entry blanks may be obtained from Sigma Delta Chi, 414 North Wabash Ave., Chicago 60601.

Feb. 2—25th annual radio-TV news seminar, Northwest Broadcast News Association, University of Minnesota School of Journalism and Mass Communication and Hotel Dyrckman, Minneapolis.


Feb. 8—Fourth national Abe Lincoln Awards, presented by Southern Regional Radio and Television Commission to honor broadcasters for outstanding contributions to community service. Featured speaker: Julian Hoffman, President, NBC. Tarrant county convention center, Fort Worth.

Feb. 8—Seminarn meeting, Arkansas Broadcasters Association, Ramada Inn, North Little Rock.

February

Major meeting dates in 1973


May 16-20—Annual convention, American Women in Radio and Television. Americana, Bal Harbour, Miami Beach.

Vicious cycle
Editor: The past months have manifested an alarming usurpation of congressional and FCC prerogatives and a creeping erosion of First Amendment rights of broadcast companies that schedule national news and documentaries. Station managers had best not be misled by the enticing trade-offs suggested recently by Office of Telecommunications Policy director Clay Whitehead.

God help the local stations who attempt to “balance” what they judge to be unbalanced. I for one will challenge in writing, to local station managers and to the FCC, such counterbalancing which in my judgment creates a new imbalance. And I will demand that inquiry be made of such stations’ further efforts to rebalance. My point: Local managers will unwittingly hurl themselves into a jumble of balance—counterbalance—rebalance claims if they think Whitehead’s remarks hint that they should cavalierly cavalier with national newspaper organizations, based wholly on local perspective. —James A. Brown, assistant professor, telecommunications, University of Southern California, Los Angeles.

Back to haunt
Editor: I see in your magazine where Senator Frank Moss asserts that advertising panders to base instincts, avoids complete truth and is an inferior product—Michael Fred Pierce, news director, KSNI(AM) Halley, Idaho.

Bad diagnosis?
Editor: In reference to “The no-word word” editorial (Dec. 18), I believe that you partially missed the point of critics of drug advertising on television. The “no headache is going to make me scream at my child” approach is too simply solved by taking a pill. Life’s problems can easily be eliminated. All we have to do is find the right pill, capsule or formula.

There is nothing wrong with advertising proprietary drugs on TV, but I hope our industry, including the networks, will exercise stronger policing action to make sure that the drug is presented in the proper light.

Television advertising is not directly responsible for the drug problem any more than it is responsible for the 9,000-10,000,000 people who have an alcohol problem, but it does have an obligation to make sure advertising doesn’t oversimplify the solution to life’s problems.—James W. Hunt Jr., PGW Inc., Golf, Ill.

While station burns
Editor: We had a rather warm Christmas here, with a fire in the facilities last week. The crews of KWCPC(AM)-KFMM(FM) kept broadcasting while much of the building was burning. At one point Program Director Biean Calkins was broadcasting from the lower floor and could view the firesmen battling the blaze on the floor above him.

Only 40 minutes of broadcast time was lost on KFMM. None was lost on the AM operation. I was in the University of Iowa hospital recovering from surgery but was able to listen to the staff describe

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BROADCASTING magazine was founded in 1931 by Broadcasting Publications Inc., using the title THE BROADCASTER. The News Magazine of the Fifth Estate, BROADCASTING was acquired in 1932, Broadcast Reporter in 1933, Television * in 1957, and BROADCASTING-TELECASTING was introduced in 1946.
Monday Memo

A broadcast advertising commentary from J. R. Lee, vice president, N. W. Ayer & Son, Chicago

Down-home feeling in ads for a big-town savings and loan

When your corporate name is First Federal Savings & Loan of Chicago and you want to tell the eight million people in the greater Chicago area that you are dedicated to helping them improve their lives through better financial planning, that Chicago is a good place to live, that First Federal is an important part of a beautiful, vibrant, growing city and most important of all you want to make your name and corporate image stand out above the crowd, you go to television.

Most of the major banks and savings and loan associations of Chicago use television heavily, usually in strong flights to support a promotion of some sort. The result is often a confusion of claims and a weakening of corporate identity or image. And if anyone needs a good public image, it's a financial institution.

Without going into First Federal's complete rationale, or revealing our overall marketing strategy, it is important to say that we wanted First Federal to set itself apart from the crowd and to present, with strength and consistency, a "face" and character such as a financial institution sorely needs: one of understanding human needs and emotions, the things in life that make financial planning and security so important.

These are things we felt we should not preach or lay out in a logical A, B, C fashion, if we wanted to achieve viewer response and empathy.

Our approach enveloped several major considerations: to be human, warm, interesting and even entertaining, and of course to register the name of the client: "First Federal Savings & Loan of Chicago . . . the saving place."

Another important factor, we felt, was to associate these commercials with important, eye-catching scenes of Chicago—and there are some—because the people of Chicago love their city.

As I have indicated, we did not take savings plans, interest rates or friendly guards as our subjects. We used people—young, old, black and white, in situations and surroundings with which the viewer could relate and identify.

And while ours is a Chicago story, the effectiveness of our approach is that it can be done in a similar way to identify with the home town of any local financial institution, emphasizing and playing on the same kind of local interest and pride.

The current series of four First Federal of Chicago commercials now running portrays a diversity of human activities. A young couple and their bridal party at their wedding rehearsal, shot right in the church; a black child at Chicago's famous Lincoln Park "farm," an actual working farm with cows, goats, horses and other animals, right within a mile or two of the Loop; a retired or about-to-be-retired couple on their modest sailboat in Belmont harbor, again within minutes of downtown Chicago; and a family at the famous Field museum.

The examples are pretty self-evident: the newlyweds who need to plan for their financial future, the children's parents who need to plan for their family's security, and the older couple who had obviously planned for their retirement.

Importantly, the key ingredients of the four commercials lay in the careful development of original words and music to tell the story and set the mood—with a surprise closing in most of the commercials where the "pullback" revealed the proximity of downtown Chicago of what seemed to be a small farm wedding, a little girl on a remote farm, or a couple on a boat far from the city. This technique offered the opportunity of showing warm, simple, human situations in quiet, personal situations that were miraculously backdropped by the beautiful skyline of Chicago. Obviously, what we were accomplishing here was to strongly associate the people in the commercials—as well as First Federal Savings & Loan—with Chicago.

As an example of the impact of this approach, a young couple wrote to one of the newspapers to see if they could uncover the source of the music from the wedding rehearsal commercial. The newspaper contacted First Federal and asked us to provide the words and music in response to the young people's request. It is our understanding that they used this music for their own wedding. This is only one of the many fine responses we have had from the general public as well as from important people in the Chicago civic scene.

The advertising and financial community has also recognized our effort. The commercials earned recognition from the Chicago Financial Advertising Club by taking down a top award at the annual dinner this past fall.

Credits for the creative effort are many, but I will mention here only Richard Roderick, vice president and creative director, who headed a team within the agency that composed the lyrics and music; Joel Prusoff, writer and supervising editor; Larry Haaker, supervising editor; Larry Ziskind, director, who supervised the shooting of the commercials; and many others. I would like to take some small personal credit for the character of these commercials by recalling the day I said, "Let's shoot some commercials in Chicago for a change—that's where our market is. You can't recreate our Chicago skyline in a Burbank studio."
KPRC Radio is a dominant factor in Texas' largest and fastest-growing city, Houston. In fact, you have to get up pretty early in the morning to get ahead of KPRC. Because it's on the air a full hour earlier than the competition each day with four hours of drive time news. And radio drive time is no small thing in Houston, which has more automobiles per home than Los Angeles. KPRC is news, with Houston's largest radio news staff. Houston's only station-originated weather service. Houston's only year-round play-by-play sports. (Last year: 325 major events.) All this helps explain why we're gratified that KPRC has just named CBS Radio Spot Sales as its new station representative. But maybe it's only natural that KPRC would sign with us. We get up pretty early in the morning ourselves.

CBS Radio Spot Sales
Representing America's Most Influential Radio Stations
Conservatives apply against ‘Post’ stations in Florida

Three groups go for Jacksonville, another for Miami—all aspiring to get stations under local thumbs

For months, broadcasters had been holding their breath, waiting to see who would be hit next with a competing application aimed at taking their property away at renewal time. Last week, the lightning struck Post-Newsweek’s Stations—and with unprecedented fury.

Three applications were filed for Jacksonville, Fla., channel 4, on which Post-Newsweek has operated WJXT(TV) for 20 years, and one for Miami channel 10, on which it has operated WPLG-TV for more than three years.

The scatter-gun attack surprised Washington communications attorneys. One said taking on Post-Newsweek is like taking on "the toughest job"—and not only because of the size of the operation, which includes the Washington Post, Newsweek Magazine, WTOP-AM-TW Washington and WCKY(AM) Cincinnati, besides the two Florida television stations. He said Post-Newsweek has "done a job for itself and its viewers."

The managers of the two stations expressed confidence the challengers would be turned back. Robert W. Schellenberg, of WJXT, and James T. Lynagh, of WPLG-TV, said their respective stations have met and exceeded every objective test the FCC has considered using for determining whether a station warrants renewal of its license.

The competing applicants would appear to have the advantages that go with local ownership and a lack of ownership in other media. However, Messrs. Schellenberg and Lynagh said in separate statements that if the two Post-Newsweek stations lost their licenses, most of the licenses of the country’s radio and television stations would be in jeopardy.

Post-Newsweek’s connection with The Washington Post along with the backgrounds of some of the individuals involved in the applications were being factored into the speculation as to the reason for the interest the Post-Newsweek stations attracted.

The Post has been one of President Nixon’s sharpest critics. One of the principals of one of the channel 4 applicants, George Champion Jr., president and 33% owner of Florida Television Broadcasting Co., was the President’s chief fund raiser in Florida during the campaign. Cromwell A. Anderson, the president and 11% owner of the Miami channel 10 applicant, Tropical Florida Broadcasting Co., had been one of a group of businessmen friendly with the President who filed, and then withdrew, a competing application three years ago. He is a law partner of former Democratic Senator George Smathers. Another 11% owner, Edward N. Claghton Jr., of Coral Gables, who is in the hotel and motel business, made his home available to Vice President Spiro T. Agnew and his party during the Republican convention in Miami, when it was found to be one of several in the area that met the Vice President’s security and other requirements.

In addition, a Washington attorney who is the former general counsel of the Committee to Re-Elect the President acknowledges that he put several individuals, who eventually organized one of the channel 4 applicants, Trans-Florida Television Inc., in touch with his old law firm, Steptoe and Johnson, after they had expressed an interest in filing an application. However, the attorney, Glenn J. Sedam Jr., said he did not talk to anyone in Jacksonville "until after the campaign and after the election." He said he is now "between jobs, doing a little practice and some work for the inaugural." He also said the contest for channel 4 "will be a straight adjudicatory deal before the FCC: there is nothing political in this. That’s not the way you get a license."

Mr. Champion, whose father is a retired board chairman of the Chase Manhattan Bank and is now a director of Storer Broadcasting Co., said his work in behalf of the President would not enter into the license application. "I would never tell him [Mr. Nixon] that we are making an application," he said.

He described his group as "concerned citizens who feel the needs of the community will be better served by a television station which is community-owned. Many community leaders feel that channel 4, WJXT, is not responsible to the community."

Similarly, Mr. Anderson, speaking of WPLG-TV, said that "local ownership can more properly respond to the needs of the community."

(At the White House, presidential news secretary Ron Ziegler said, "No. Absolutely not," when asked by reporters if the President or any of his aides in any way had encouraged Mr. Champion or members of his group to file an application for channel 4 in Jacksonville.)

At one point, Mr. Champion, who has real-estate and banking interests, and Edward Ball, who is said to be one of Florida’s wealthiest financiers and is co-trustee of extensive duPont holdings, were approached with an invitation to join the Trans-Florida application. The approach was made by Fitzhugh Powell, now president and co-chairman of the board of Trans-Florida and, with 33% of the stock, its largest single owner.

Sources say that the invitation was turned down and Messrs. Champion and Ball formed their own group after Mr. Powell rejected their proposal that they acquire majority control. Mr. Ball is now chairman and 33% owner of Florida Television and, according to some observers, the prime mover in the organization. A third principal owning 33% is Raymond K. Mason, investment banker, who is vice chairman. The application also lists four others, including a black woman legislator, who own .238% each.

Mr. Ball’s late sister, Jessie Ball duPont, endowed the Alfred I. duPont Awards in broadcasting in memory of her husband. The duPont awards, given annually, are administered by the Columbia University Graduate School of Journalism. Mr. Ball, who is 84, is a trustee of the Alfred I. duPont estate.

WJXT, which maintains aggressive renewal outlook. Three measures identical to the license-renewal legislation supported by the National Association of Broadcasters were introduced as the 93d Congress got under way last week. The bills were offered by Democratic Representatives Bill Alexander (Ark.) and John W. Davis (Mont.) and Republican Senator Richard Schweiker (Pa.) on Jan. 4. The NAB legislation, first embodied in a bill offered in the 92d Congress by Representative James T. Broyhill (R-N.C.), extends the current renewal period from three years to five years, eliminates, in a renewal hearing, the incumbent will be granted renewal if he can demonstrate that his past performance "has reflected a good-faith effort" to serve his community and that he "has not demonstrated a calous disregard for law or the commision’s regulations."

Meanwhile, the administration’s license-renewal bill, which is yet to be introduced, has received a Democratic endorsement: he says he favors it. However, the commission has not yet formulated its position. The administration bill’s existence was disclosed by Clay T. Whitehead, director of the Office of Telecommunications, in a speech in which he criticized network news programming and said local stations should stop "passing..."
news and editorial policies, has clashed with Mr. Ball on several occasions. Along with WPLG-TV and the Miami Herald, it supported Governor Reuben Askew's ultimate successful effort to put a corporate income tax bill through the state legislature—a measure Mr. Ball had opposed.

The Jacksonville station's reporters made a national impact in 1970, when they broke the story on the white-supremacy speech U.S. Supreme Court nominee G. Harrold Carswell had made in 1948. Although then-U.S. District Court Judge Carswell repudiated the speech, it figured in the Senate's rejection of his nomination to the high court.

Mr. Powell, who also had political connections—he was area coordinator for Alabama Governor George Wallace during his try for the Democratic presidential nomination—indicated how he feels about WJXT in a petition to deny its renewal application he filed last month and then withdrew when the competing application was submitted. The petition, signed by 25 and 26 other Jacksonville area residents, accused the station of slanting and suppressing the news. It also asserted the station's editorial policy "seems to be diametrically opposed to the best thinking and judgment of the local government officials after due and deliberate consideration and are transmitting opposing views upon practically every critical issue that confronts the governmental agencies, thereby causing further strife and turmoil within the community."

Other principals in the Powell group are John M. Busby, who owns loan companies and is a real estate developer, vice president and 14% owner; J. Malcolm Jones, investment banker, treasurer and 19% owner, and S. Perry Penland, an attorney, who is secretary and treasurer and a 19% owner. Two of the directors who will be given 5% interest each in return for their services as assistant program managers are black—Arnolja A. Williams, a housewife, and the Rev. Richard L. Wilson.

The third competing channel 4 application was filed by St. Johns Broadcasting and was the general partner. It is owned equally by Winthrop Bancroft, an investment banker; Edward L. Baker, who is in banking, real estate and insurance, and George D. Auchter III, an executive of a general contracting company.

Besides Mr. Anderson and Mr. Clagh-erton, the Tropical Florida application for Miami channel 10 lists eight principals, seven of them also owning about 11%. One is another partner in the Smathers and Thompson law firm, Michael Weintraub. Another is R. Leslie Cizek Jr., vice president and director, whose father and brother, John, are principals in Multi-state Communications Inc., which is seeking to supplant RKO General Inc. as licensee of channel 9 in New York, on which WOR-TV now operates. Two are representative of minority communities—Dr. Raymond Walker Jr., a black, and Francisco de la Fuente, who has real estate investments, a Cuban refugee who is now a television citizen.

Tropical Florida and St. Johns Broadcasting are both represented by Welch and Morgan, the Washington communications law firm that has made a specialty of competing applications. It had also represented the group that filed a competing application for channel 10 in 1970. Moreover, the attorneys involved in the other applications were formerly associated with that firm—Herbert E. Forrest, of Steptoe and Johnson, and Forbes Blair, of Bilger and Blair, counsel for Florida Television.

Whatever the outcome, the proceeding is likely to be a costly affair. Trans-Florida is budgeting $250,000 for legal fees, each of the others $200,000.

Why broadcasters have come to dread renewal time

Attacks against 'Post' stations at renewal deadline point up predicaments of other outlets at mercy of petitions to deny

In a political climate replete with citizen dissent, the license-renewal process has become the broadcasters' triennial nightmare. The Washington Post was hit last week from the right by rival applicants for licenses in Florida (see page 16). The much more common experience is for broadcasters to be opposed from the left, or from minority coalitions, with petitions to deny the renewal of licenses. Right now 143 radio and television licenses are in limbo pending the buck;" in terms of responsibility, to the networks. The bill, however, resembles the NAB-backed bill in providing for five-year licenses and for protection against competing applications at renewal time.

The Congressional activity in the license-renewal arena as it relates to the administration bill—could affect the consideration by the commission of its proposals for revamping its license-renewal procedures and policies. Chairman Burch said the commission would keep in touch with Congress on the matter, and would not adopt final rules if it appeared Congress was about to dig into the subject. However, he also said the commission would move ahead if it appeared that Congress was not going to act. The commission is considering two separate but related packages of proposals. One deals with procedures aimed at institutionalizing relations between citizen groups and the FCC. The commission is scheduled to hold a special meeting on that package on March 1. The other provides for guidelines for determining what stations merit an advantage when they are opposed by competing applicants at renewal time. The guidelines for determining the different kinds of programming—would be barred by the administration bill, and no date for a special meeting on the matter has been set. The resolution of petitions to deny their renewal: 54 AM stations, 46 FM's and 43 TV's. One, WOIC(AM) Columbia, S.C., has had its renewal deferred for a period longer than the standard three-year license term. The challenge filed in 1969 by a local minority coalition. Five others have been on the deferred list since 1970, and since 1971. Of the more than 2,000 eastern-seaboard stations that filed for renewal during 1972, citizens opposed the renewal on 42 AM's, 37 FM's and 28 TV's.

The first citizen activity in 1972 began in March, when the Rev. Everett Parker and his United Church of Christ Office of Communication petitioned the commission to hold proceedings on the renewal applications of all Massachusetts television stations. The church group centered its argument on statistical data obtained from the 11 stations' annual FCC equal-employment reports which were asserted to show a pattern of exclusionary practices.

The commission responded in relatively short time—two months and 24 days—with the conclusion that it would not be justified in instituting a hearing on the basis of one year's computations. (A year's figures are apparently a group of Washington blacks challenging the renewal of WMAI-TV there later in the year resulted in a U.S. Court of Appeals ruling that a mere recitation of station employment statistics is insufficient to make a prima facie showing of discrimination.) At that time, the only one station from New England remained deferred —WCCC(FM) Hartford, Conn., which a rival station had accused of technical violations.

In May, the third-party movement displayed its greatest show of strength, at least numerically. Challenges ranged from several attacks from diverse interests against New York's network-owned TV stations to a local coalition's assault on little WSFK(FM) Poughkeepsie, N.Y. Likewise, the New Jersey local pleadings heralded the emergence of several special-interest organizations as forces to reckon with in the renewal process. The National Organization for Women (NOW) filed an unprecedented and lengthy challenge against WABC-TV New York, accusing the ABC-owned facility of ignoring the specific needs of females in its programming and employment practices. A number of New Jersey civic groups, in a campaign spearheaded by the Rev. Thomas P. Morris (D.-N.J.) joined forces to challenge W CBS-TV and WNEW-TV in New York and to threaten action against that city's four other VHF's. Their efforts led to the signing of outside agreements with all six New York V's, looking toward expanded coverage of news and public affairs in New Jersey. The Williams group, in return, dropped litigation.

Environmentalists, too, made their presence known. Citizens for Clean Air and Friends of the Earth jointly filed against WNEW-TV and WNBC-TV, charging fairness-dioctrine violations in allegedly unbalanced treatment of ecological issues. And minorities, traditionally the
promised economic resources to the station.

The September pleadings, involving stations in the District of Columbia and three nearby states, contained an apparent clash between inner city and suburban challengers. From one direction, Aligned Citizens United for Television Equity, a coalition of suburban organizations, claimed that Washington's four VHF stations had dedicated an insufficient amount of programming to specific interests in Maryland and Virginia. But at the same time, the black Communications Coalition claimed that those same stations had failed to meet the needs of inner-city blacks while concentrating their program resources on the area's white population majority (through Washington proper is 71% black, the entire market is about 75% white). The coalition also petitioned against 10 other Washington-area stations. WRC-TV, an NBC facility, came in for a third challenge from NOW.

Stations outside the Washington area did not do well, either. In the south, a coalition of six minority groups, including the National Association for the Advancement of Colored People, filed a blanket petition against 17 of the 24 stations in Richmond, Va. Like the earlier Philadelphia pleading, the Richmond challenge centered around allegations of employment discrimination. In Baltimore, WMAR-TV was accused of failing to convey elements of the "black experience" in its programming. And in rural Bluefield, W. Va., WHS-FM-TV was accused of failing by a coalition of miners and minority groups for allegedly failing to meet the needs of residents of Appalachia.

Although the November round of filings related to stations in both Carolinas, no challenges were forthcoming against stations identified in the forthcoming challenge to stations in North Carolina, every station in the state capital of Columbia—with the exception of WOIC(AM), whose 1969 renewal application is still pending—were named in a joint petition by NOW and the Women's Equity Action League. The pleading, the third such document originating from NOW, alleged that the Columbia stations had all ignored the needs of the female audience. And, a Charleston, S.C., minority organization concentrated on the performance of WCLE in that city. The station discriminated against its peers in programming, ascertainment and employment. For broadcasters, charges such as those sound all too familiar.

Scoreboard: the stations in limbo

Whatsoever the progress the government may claim in laying out ground rules for the renewal process, there is still a mountain of backed-up renewal cases in which the commission has failed to make a dent. The stations deferred, including (in parentheses) the month and year in which they were due for renewal, follow:

Krop(AM) Pleasanton, Tex. (August 1971); KDFW-TV Dallas (August 1971); KDFM-TV Beaumont, Tex. (August 1971); KFRC(AM) San Francisco (December 1971); KQAM(AM)-TV Albuquerque, N.M. (December 1971); KGTO-AM San Francisco (December 1971); KKEF(AM) San Francisco (December 1971); KKMA(AM) Pryor, Okla. (June 1971); KHMO-AM-FM Longmont, Colo. (April 1971); KMOD(AM)-FM Tulia, Tex. (September 1971); KUSA(AM)-FM San Francisco (December 1971); KNME-TV Albuquerque, N.M. (October 1971); KOA(AM) Denver (April 1971); KOB-TV Albuquerque, N.M. (October 1971); KOLS(AM) Pryor, Okla. (June 1971); KVIX-TV San Francisco (December 1971); KSBE-TV Salinas-Monterey, Calif. (December 1971); KSBV-TV San Luis Obispo, Calif. (December 1971); KTVV(AM) Los Angeles (December 1971); KTVI-TV St. Louis (February 1971); KTVU(AM) Oakland-San Francisco (December 1971); KWAC(AM) Bakersfield, Calif. (December 1971); KYAM-AM-FM Philadelphia (August 1972); WABC-TV New York (June 1972); WASH(AM) Washington (October 1972); WAXC(AM) Rochester, N.Y. (June 1972); WABP(AM)-FM Bluefield, W.Va. (October 1972); WBBF(AM) Rochester, N.Y. (June 1972); WC4U-AM-FM Philadelphia (August 1971); WCBS-TV New York (June 1972); WCCF(AM) Hartford, Conn. (April 1972); WESC-TV Charleston, S.C. (December 1972); WCOS-AM-FM Columbus, S.C. (December 1972); WDas-AM-FM Philadelphia (August 1972); WDCA-TV Washington (October 1972); WDUQ(AM) Pittsburgh (August 1972); WDVR-FM Philadelphia (August 1972); WDFL(AM) Chester, Va. (October 1972); WETA-FM-TV Washington (October 1972); WEJO(AM) Rochester, N.Y. (June 1972); WESB(AM) Richmond, Va. (October 1972); WFAA-AM-FM Fort Worth (August 1971); WFCF(AM) Harrisburg, Pa. (August 1972); WFL(AM) Philadelphia (August 1972); WFLN-AM Philadelphia (August 1972); WGAY-FM Washington (October 1972); WHAM(AM) Rochester, N.Y. (August 1972); WHAM(AM) Port Washington (August 1971); WHEC(AM) Rochester, N.Y. (June 1972); WHIS-AM-FM Bluefield, W.Va. (October 1972); WHLW(AM) Lakewood, N.J. (June 1972); WHYW-FM Wilmington, Del. (August 1972); WIBG(AM) Philadelphia (August 1972); WIFH(AM) Philadelphia (August 1972); WICI(AM) Chester, Va. (October 1972); WICQ(AM) Carlisle, Pa. (October 1972); WIOQ(AM) Philadelphia (August 1972); WIP(AM) Philadelphia (August 1972); WISC-TV Madison, Wis. (December 1970); WJWAM-FM Ashland, Va. (October 1972); WKBQ(AM) Harrisburg, Pa. (August 1972); WLEE(AM) Bristol, Tenn. (October 1972); WLMR(AM) Garden City, N.Y. (June 1972); WMAL-AM-FM-TV Washington (October 1972); WMMR(AM) Philadelphia (October 1972); WNEW-TV New York (June 1972); WOIC(AM)-FM-TV Columbus, S.C. (December 1972); WMAR(AM) Rochester, N.Y. (June 1972); WOR-TV Rochester, N.Y. (June 1972); WOIC(AM) Columbus, S.C. (December 1969); WOL(AM) Cleveland (December 1972); WTQ-FM-TV New York (June 1972); WQAM-AM-FM Pittsburgh (August 1972); WQXL(AM) New York (December 1972); WQAM(AM) Columbus, S.C. (December 1972); WRC-TV Washington (October 1972); WRC-P-FM Philadelphia (August 1972); WRS-AM-FM Pennsylvania (August 1972); WRFR(AM) Philadelphia (August 1972); WRIN-FM New York (June 1972); WRL-F(AM) Richmond, Va. (October 1972); WRL(AM) Richmond, Va. (October 1972); WSBK-FM Philadelphia (August 1972); WSPK-FM Poughkeepsie, N.Y. (June 1972); WSYR-TV Syracuse, N.Y. (June 1972); WTAF-TV Philadelphia (August 1972); WTEL(AM) Philadelphia (August 1972); WTOP-AM-TV Washington (October 1972); WTOP(AM) Washington (October 1972); WTOP(AM) Richmond, Va. (October 1972); WUHY(AM) Philadelphia (August 1972); WVB(AM) Richmond, N.Y. (June 1972); WVVBT(AM) Richmond, Va. (October 1972); WWDB-FM Philadelphia (August 1972); WWBT(AM) Richmond, Va. (October 1972); WWOR(AM) Rochester, N.Y. (June 1972); WWOR-FM Rochester, N.Y. (June 1972); WWVY(AM) Philadelphia (August 1972); WYOR(AM) Rochester, N.Y. (June 1972); WXY(AM) Columbus, S.C. (December 1972); WYSP(AM) Philadelphia (August 1972).
Code matters will dominate this week's meeting of the National Association of Broadcasters' board meetings in Palm Springs, Calif., Jan. 9-12.

At the top of the ledger in the minds of most observers is the recommendation from the TV code review board that would, in effect, reduce, if not remove, multiple-product advertising in 30-second spots.

And on the next level is the outcome of a recommendation by the special code-evaluation committee that radio membership in the NAB automatically include code subscription at no extra charge.

Both are expected to generate intense consideration, and the outcome, as one broadcaster put it, depends on how much pressure for adoption is applied.

On the suggested revised multiple-product advertising code provision, there were indications last week that Alberto-Culver and perhaps other major advertisers would make face-to-face presentations to the TV board in opposition to the measure.

At issue is the recommendation of the time-standards subcommittee of the TV code review board that the present multiple-product advertising section of the TV code be reworded to require that products or services advertised be related and interwoven. Related is defined as products or services "having a common character, purpose or use."

The battle over split 30's has been going on for over a year. It came up officially for the first time at last January's TV board meeting in Florida. It reached its present level with the current use by Alberto-Culver of a 30-second spot selling Brunettes Only hair coloring and Calm 2 deodorant. It was a major subject of unofficial talk at the meeting last November of the Television Bureau of Advertising.

The move to combine NAB membership and radio code membership was endorsed by the association's executive committee last month. Needing approval of the radio board, the proposal would automatically make every NAB radio member a subscriber to the radio code. Stations would be required to certify their adherence to code standards on an annual basis. However, NAB member stations that did not desire to comply would not be forced to do so. The radio code would be free to decline, but there would be no reduction in NAB membership fees in that event. Contrariwise, stations that were not members of the NAB would be accommodated if they wished to be code subscribers.

The cost of radio-code activities would be borne by the association's general funds. Radio-code fees last year totaled about $200,000—and this, in the opinion of some observers, may prove to be a sticking point in carrying out the recommendation.

Other recommendations by the special evaluation committee that was headed by Daniel Kops of the Kops-Monahan Stations, New Haven, Conn., that are sure to stir debate deal with the need for specified radio-code time standards in the light of the unofficial time limits on commercials that are used by the FCC at renewal time. The commission normally asks for explanations when radio stations show that they are accepting, or plan to accept, more than 18 minutes of advertising per hour. The recommendation would interwoven the need for expensive monitoring of radio-code stations to determine whether they are adhering to code standards.

One other subject, an off-shoot of code matters, is the potential for combining the separate code offices now maintained in Washington—one for radio, under Thom Winkler, and the other for TV, under Richard Burch. This is considered almost a foregone conclusion, especially if the radio board agrees that NAB membership includes code affiliation at no extra charge.

The NAB executive committee recommended, subject to radio board approval, that the radio code board continue with 11 members, but suggested that three should be from the radio board, two from the networks and six at large. There had been suggestions that the radio code board membership be reduced to nine.

Because TV-code affairs are the most extensive and expensive of the association's self-regulatory activities, a move has been undertaken to revise TV-code fees. This took the form last month of the naming of a committee by TV board chairman Peter Storer of Storer Broadcasting Co., to study these charges. A special recommendation issued by the Kops committee recommended that TV-code fees be related to station spot sales instead of the highest hourly rate that is now in effect.

The radio board also may have an inkling of the thinking of a special committee that was appointed late last year by the radio code board to review and revise program standards in the light of present mores. Earlier last year, a TV code review board subcommittee suggested making more up-to-date and more liberal the wording of the TV code—except in one category, violence. This too will be considered by the TV board.

And the TV board undoubtedly will want to discuss proposals that were made at the TV code review board meeting last October that ordered guidelines to be developed to cover advertising in all children's programs. Those are scheduled to be furthered after submission of a year-long survey of children's advertising by a special consultant. This is expected to be available in almost final form for members of the TV board this week.

On another front, that of structure, the TV board no doubt will weigh two petitions, both dealing with membership on the board. One, from INTV, the group of independent TV stations, asks for at least one directorship to represent non-affiliated stations. The other, from the association's own secondary market TV committee, also asks for representation on the board.

Among other items on the agenda: a proposed 1973-74 budget of $3.7 million, up $200,000 from this year's fiscal budget; consideration of the growing sentiment aimed at prohibiting the advertising of proprietary drugs on TV and radio; prospects for license-renewal legislation, especially in light of the administration-backed bill announced last month by Clay T. Whitehead, director of the Office of Telecommunications Policy, and the conditions he seemed to place on support for this relief; CATV and copyright, now heading for the congressional mill (see page 36); the proposed increase in FCC fees that would in essence increase charges to broadcasters by one-third: the FCC's fairness-policy considerations; newsmen's privilege legislation in the Congress, and the course of FCC radio re-regulation.

BAR reports: television-network sales as of Dec. 10

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<tr>
<td>Monday-Saturday</td>
<td>6,7-3 p.m. 101 2,276,800</td>
<td>4,827 89,500,500</td>
</tr>
<tr>
<td>Sunday</td>
<td>6,7-3 p.m. 13 361,100</td>
<td>649 14,950,900</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m. 380 22,355,000</td>
<td>19,426 923,257,300</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m. 136 2,442,900</td>
<td>7,416 101,143,500</td>
</tr>
<tr>
<td>Total</td>
<td>2,057 $41,812,700</td>
<td>99,004 $1,713,587,300</td>
</tr>
</tbody>
</table>

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.
Broadcasting came back in 1972

Bates study of expenditures in all advertising media finds increased spending in network TV and radio and spot television, although spot radio was off.

The slide in network and spot-television spending by national advertisers was halted in 1972 and national TV advertising started a new upward climb.

The shifting patterns in national advertising expenditures, costs and cost-per-thousand have been recorded by Ted Bates & Co., New York. Bates's analysis was prepared for BROADCASTING and the results released last week.

The new Bates study offers encouragement for broadcasters. Television and network radio's estimated expenditures all show increases while spot radio is the only broadcast-advertising medium declared soft. Television, according to the Bates agency, is keeping pace with a remarkable surge forward in total national spending for the year. Total spending was estimated to be up about 10% from $5.911 billion in 1971 to $6.496 billion in 1972. The gain—to a new record—represents the largest percentage increase in total ad spending since 1966.

Network television, Bates estimates, was up 10% and spot television increased about 11%. Spot radio was down approximately 4% (the only "media element" with a smaller dollar total in 1972 than in the previous year,
Bates analysts pointed out) and network radio increased almost 12%.

Bates said that TV's "resilient" showing last year was especially encouraging for the networks, noting that two primary causes for the losses in 1971 had been overcome. The advertising agency said cigarette dollars and billings lost through prime-time-access rule changes were more than offset by increased use of TV by retailers and small-budget advertisers.

In print, Bates estimated 1972 gains for magazines at 9%, newspapers and supplements at 14%. For outdoor, the agency projected a 12% rise.

Bates said the Life magazine failure will not necessarily affect magazine investments in 1973. But the agency also said: "Similar events in the past resulted in some reinvestment of a magazine's advertising dollars into other media. However, we estimate a good portion of Life's revenue will be channeled into other magazines."

The 1972 cost trends show percentage increases in print, radio and outdoor. In television, the changes were mixed, with costs generally lower in spot television, about level with 1971 in network daytime and up substantially in network nighttime. All 1972 network and spot television audience levels increased. In costs-per-thousand, there were declines in 1972 in daytime television (both network and spot), in evening spot TV and in network radio. All other media C-P-M's moved up.

For 1973, Bates anticipates a 7% increase in daytime and nighttime network TV costs and a 4% increase in audience, with a resulting 3% rise in C-P-M. Spot-
TV costs are expected to rise about 5% in both day and evening and also show 4% increases in audience for a 1% gain in C-P-M. Spot radio, with costs expected to rise 4% and audience 2%, will have about a 2% gain in C-P-M. Network radio is expected to have a 1% reduction in its C-P-M based on increases of 2% in cost and 3% in audience. Magazines are expected to move up 1%, newspapers 4%, supplements 2% and outdoor 7% in C-P-M's.

Bates selected 1968 as its base year for its analysis as compared with the choice of 1960 in past years. The agency said it changed because of the availability of common source material from that point in time to the present. It was also noted that while 1968 tended to be a soft year for television, media expenditures that year showed an average rate of growth from the previous year.

Charts on this and the preceding two pages show how each medium has performed against base year, 1968. Index is 100. Trends are shown for national advertising expenditures, audience size, cost-per-thousand, cost-of-unit purchases.

**ACT study offers plan to delete commercials from children's shows**

Proposal would have institutional advertisers, foundations, government agencies picking up tab with time and facilities given by broadcasters

A blueprint for telecasting children's programs without commercials in five to seven years was unveiled last Thursday.
The news conference was attended by Peggy Charren, ACT president, and Evelyn Sarson, its executive director. Mrs. Sarson said the study, titled "Children's Television: Economics and Public Policy," will be submitted to the FCC, which is considering rulemaking in the area of children's television (see page 31).

As Dr. Melody envisages it, the first steps in the phased program would be the acquisition of about $2 million from alternative sources; an agreement by each network to carry one hour weekly of children's programs without commercials and each local TV station to present children's programs without commercials. Another stipulation would be that networks would assume the costs of distribution and transmission of programs, while local stations would contribute the air time.

Dr. Melody noted that the timetable for achieving children's TV on commercial outlets without commercials could be flexible. Depending on the availability of outside financing, he said, the objective could be attained in four years instead of seven, and conversely could be stretched to 10 years.

The study takes note of industry objections that carrying children's programs without commercials would cause serious financial hardships. Dr. Melody replied that the phasing-out of commercials over a period of years would ease the transition and, moreover, he claimed, broadcasters would save the costs for sales and promotion if commercials were eliminated. He said these costs amount to about 50% of broadcast expenditures.

Dr. Melody was asked if he had sounded out sources of alternative financing. He said he spoke to a number of institutional advertisers, foundations and government agencies and reported that all groups said "they might be interested" but acknowledged that "they were not about to say yes right away."

Y&R loses its cranberries

Young & Rubicam, New York, will face 1973 without the Ocean Spray cranberries account, which bills about $4 million (96% in TV). Harold Thorkelsen, president of the Hanson, Mass., food company, announced that he was consolidating Ocean Spray's juice business at Ted Bates & Co., New York. Bates has had the cranberry juice cocktail account since 1968. Now it will acquire the Cranapple juice account with Y&R. Y&R has resigned the balance of the account, including cranberry sauce, which has not been reassigned yet.

No rush through the breach in feminine-product advertising

Most companies are cautious, citing Kotex study showing adverse female reaction to ads; some, however, do take advantage of relaxation in NAB Code

Last Nov. 1 was the date set by the National Association of Broadcasters Code Authority for acceptance of menstrual-product advertising to begin on code TV stations. With national television advertising open to them at last, would the giants of the feminine-hygiene industry line up at the code office waiting for the green light? Not so. Two months have passed since the barriers were taken down and only two products are now using code TV stations: Confidets sanitary napkins (Scott Paper Co., Philadelphia) and Carefresh fringes (Johnson & Johnson, Milltown, N.J.).

Confidets has been the leader in its field, having advertised on noncode TV stations two years prior to the NAB's decision to revise the code. BBDO, New York, created a 30-second spot that emphasized the convenience of the disposable bags enclosed in each package of Confidets. With minor revisions, the Code Authority approved that commercial and Confidets hit the networks' playing field with a vengeance: According to figures supplied by the Television Bureau of Advertising, Confidets spent $621,500 in spot TV for the first 10 months of 1971 and $489,300 for the same time period in 1972; in the last two months of 1972, however, Confidets spent $500,000 on the three networks alone, according to BBDO. It averaged a total of eight to 10 exposures a week on network daytime television. When late-night fringe exposures are added in, the weekly average number of network exposures goes up to 12.

BBDO reports that each network has its own qualifications on times it will air such spots: NBC will sell Confidets daytime ("housewife" time) 10 a.m. to 4 p.m., but will not permit the same spot to run in late-night fringe before midnight NYT (figuring that the post-11 p.m. fringe time in New York is only 10 p.m. in Chicago); ABC will not sell time to Confidets in any program with a large youth audience but places no restrictions on local TV; and CBS shrinks housewife time to 11:30 a.m. to 3:30 p.m. NYT for Confidets messages but...
Moss vows to get little cigars off air

Senator Frank Moss (D-Utah) last week repeated a pledge he made last fall to introduce legislation in the 93d Congress to ban broadcast advertising of little cigars (BROADCASTING, Sept. 25, 1972).

At a joint news conference in Washington last Thursday (Jan. 4) with the National Industries Council on Smoking and Health, Senator Moss said the bill would be co-sponsored by Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.). The measure, said in those terms, he insisted, can it be understood. The first and most obvious effect of counteradvertising will be to impose substantial additional cost on broadcasting and advertising, at least and slow advertising, thus reducing revenue. By almost any calculation, this will wipe out the overall profit margin of both radio and television. Ultimately this will drive all broadcasting to a dependence on government subsidy or support and thus to a greater government control.

"Presumably this will happen slowly. While the process is taking place, broadcasters will be increasingly subject to the influence and control of the most militant and persistent counteradvertising advocates. These groups will have reason to believe that government agencies which adopt their counteradvertising proposal despite the strong objections to it will continue to be responsive after control of broadcasting has moved from management to government . . ."

The move for counteradvertising on TV and radio was denounced last week as a "political power play" that would "change advertising from an instrument of competition in a free economy to a servant of government and an instrument of propaganda for government-sanctioned viewpoints."

The denunciation was delivered Thursday (Jan. 4) by Lee Loewinger, Washington attorney and former FCC commissioner, who has been among the proposal's most outspoken critics, in a luncheon address before the International Radio and Television Society in New York. His 41-page address, abbreviated in delivery, arrayed its legal, logical, economic and other arguments in a summation titled "The Politics of Advertising" that will be published by the Television Information Office and distributed in February.

Mr. Loewinger hit hard at what he called the "power politics" behind the proposal, which was originally advanced by the Federal Trade Commission. Only

Network billings continued up last November

Advertiser investments in network television hit $200.6 million in November 1972, a 14.4% increase over the comparable 1971 period. For the 11 months, investments were 11.6% over the same period a year ago. In days, weekly daytime was up 18.6% in November, nighttime increased 13.4% and weekend daytime up 12.3%. The network billings were compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

| Network television time and program estimates by day parts and by network (add $000) |
|-----------------------------------------------|--------|--------|--------|--------|
| November 1971 | January-November 1972 | % change | January-November 1972 |
| Daytime | $61,485.6 | $71,532.8 | +16.4% | $484,413.5 | $563,856.2 |
| Mon.-Fri. | 39,586.4 | 46,938.2 | +12.3% | 326,414.8 | 367,472.2 |
| Sat.-Sun. | 21,898.2 | 24,594.6 | +12.3% | 157,998.7 | 191,989.5 |
| Nighttime | 113,917.1 | 129,035.5 | +13.4% | 995,550.2 | 1,087,957.9 |
| Total | $175,382.7 | $200,568.3 | +14.4% | $1,478,993.7 | $1,651,814.1 |

*Revised.

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

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Electronic billboards, which had been attracting the attention of motorists on Interstate 95 outside Washington, have been removed. The signs had been come under fire from motorists and environmentalists alike. The signs were part of a new "Free World" campaign by the American Broadcasting Company, which had hoped to extract a far greater audience. However, the signs have been replaced with other materials.
FTC makes one stick, is rebuffed on another

Fleischmann's to tone down claims, but in Wonder Bread case, law judge says children aren't gulled by TV

Standard Brands Inc. and its advertising agency, Ted Bates & Co., both New York, have agreed to modify health claims for Fleischmann's margarine. The agreement was made in a proposed consent order provisionally accepted by the Federal Trade Commission last week.

The order is for settlement purposes only and does not constitute an admission of violation by the firms.

The FTC noted that the proposed order would not preclude claims that Fleischmann's margarine can be used as part of a diet to reduce serum cholesterol. The order prohibits Standard Brands from claiming that corn oil is higher in polyunsaturated fats and lower in saturated fats than any other oil available for use in margarines or other food products. It stresses that any use of so-called scientific evidence that premature heart and artery diseases in adults is causally related to diet during childhood must disclose that among experts there are differences of opinion on this relationship.

Meanwhile, the FTC staff was studying an initial decision issued by an FTC law judge recommending dismissal of the commission's complaint againstITT Continental Baking Co. that alleged false nutritional claims in advertising of Wonder Bread. The decision, issued Dec. 27, 1972, by Judge Raymond J. Lynch, found that consumers exposed to Wonder Bread advertising do not perceive Wonder Bread as being more nutritious than other breads and that none of the challenged advertising contained representations alleged in the FTC complaint that was issued in mid-1971.

The initial decision may be accepted, rejected or modified by the FTC.

A key element in the proposed decision rebuted claims by the commission staff that children were over-impressed with the TV commercials cited. The law judge referred to a study showing that by ages 5 to 7 children begin to be skeptical of TV commercials, and that by age 8 they "generally exhibit a clear, consistent and widespread realization that TV commercials cannot be taken as literally true."

Business Briefs

Ties in with movie history. First Federal Savings and Loan Association of Hollywood, Hollywood, through E. W. Baker Inc., Birmingham, Mich., is using former movie performers Arline Judge, Richard Arlen and George Raft in radio campaign that will run through March 11 and involve some 600 spots on 11 Los Angeles stations. Copy lines for spots, created and produced by Chuck Biore Creative Services, Hollywood, include references to famous movies in which performers appeared and tie in with information that First Federal has been in business since 1934. Time placements were made by Western Media, Los Angeles.


Stouffer's campaign. Stouffer foods (division of Litton Industries, Solon, Ohio, is currently breaking with new spot TV and radio campaign in 24 major markets to promote line of 35 different frozen foods. Among new commercials, via agency, Ketchum, MacLeod & Grove, New York-Pittsburgh, is 30-second message, "Our Gang," with motif patterned after "The Godfather" movie sequences. That commercial, for frozen lasagna, has four men seated at a dining room table; the leader tastes the food with the others watching, after having warned the "host" that "It better be good, Tony."

Getting together. Milan, Howard & Dunne, New York-based ad agency, has merged with Humbert Jones, New York. MH&D billed $500,000 in 1972, 10% of which was in broadcast media. Charles F. Dunne, president of MH&D, joins H&J as vice president and account supervisor.


WRG picks up. Sun Oil Co., St. Davids, Pa., has consolidated its Sunoco gasoline and DX motor products with Wells, Rich, Greene, New York. DX account was with Gardner Advertising, St. Louis, recently acquired by WRG. Sunoco had been at William Esty, New York. Combined billings of two brands is approximately $14 million.

Should radio split from the NAB?

Charging present organization is geared more to TV, Screen Gems' Mogul says RAB could do better

The idea that radio broadcasters ought to have their own trade association, instead of being part of the National Association of Broadcasters—an attitude that has been expressed from time to time since TV became the dominant broadcast medium—surfaced again last week. This time it came from a broadcast executive and one-time advertising-agency official.

Emil Mogul, executive vice president of the Screen Gems radio stations, would have radio stations withdraw from membership in the NAB, an organization he described as dominated by TV broadcasters and organized specifically to meet the needs of the TV community.

According to Mr. Mogul, Screen Gems' own radio stations have resigned from NAB because, among other things, the NAB has failed to contribute to the radio industry's general welfare. NAB officials generally were noncommittal about Mr. Mogul's suggestions, although Burns Nugent, executive vice president for station relations, disagreed with Mr. Mogul's premise. He claimed the NAB staff spends more time quantitatively on radio matters than on TV affairs.

Mr. Mogul made his remarks at a year-end luncheon held in New York for business associates. He suggested that the Radio Advertising Bureau fill the breach, assuming greater industry leadership, opening a Washington office and acting as radio's spokesman in the nation's capital.

The Screen Gems executive, who at one time owned an advertising agency, said radio ought to embark on an annual advertising campaign to acquaint advertisers and agencies with "the scope, impact and potential" of radio. He said the campaign could be carried on a $500,000-a-year budget, and suggested that it initially appear in New York, Detroit, Chicago, San Francisco and Los Angeles.

Also recommended by Mr. Mogul was a system of local radio councils that would be established in the top-50 markets to counter what he said was radio's "poor trade image" caused by business practices of various stations. (He was critical specifically of a trend by national advertisers to instruct agencies to buy at local rates, warning that an obvious result would be to dry up national-spot buying.)

Mr. Mogul indicated that he would expect RAB to get up more steam. "RAB is operating on four cylinders in an eight-cylinder situation," he said. "We need our own organization to stand up and fight for our industry."

Screen Gems owns five radio stations and five TV outlets: KCPX-AM-FM-TV Salt Lake City; WAPA-TV San Juan and...
Eaton's Miami AM on carpet at FCC

WFAB joins seven sister stations in hearing status

The FCC has ordered that an eighth station in the group owned by Richard Eaton's United Broadcasting Co. be designated for a license-renewal hearing. The station, WFAB(AM) Miami, is accused of fraudulent billing.

In an order issued last week, the commission stated that, in view of the information before it, it "is unable to find that a grant of the [WFAB] renewal application would serve the public interest, convenience and necessity." It specified that if the administrative law judge assigns to the case fails to find denial of renewal an appropriate penalty, United may be assessed the maximum forfeiture of $10,000.

The commission also ruled that the outcome of the WFAB proceeding will be contingent on the outcome of FCC hearings involving seven other Eaton stations. Those stations are WOOK(AM) and WFP(AM)-TV, both Washington; WJMO(AM)-WLYT-(FM) Cleveland Heights, Ohio; WMUR-TV Manchester, N.H.; WMET(TV) Baltimore and KECC(TV) El Centro, Calif. The Eaton organization is attempting to sell the three television stations and has requested that the commission waive the hearing orders for those facilities. The commission has not acted on that request.

United also owns, either directly or through subsidiaries, WPAN-FM Washington; WISD-FM(KLPL)(FM) Baltimore; WINK(AM) Rockville, Md., and KEVZ(FM) San Mateo and KAL-(AM) San Gabriel, both California.

IBFM sets conference dates

Robert E. McAuliffe, new head of the Chicago-based Institute of Broadcasting Financial Management, has announced that the annual IBFM conference will be held Sept. 30-Oct. 3 at the New Orleans Marriott hotel. Board of directors meetings are scheduled for Jan. 18-19, Miami; April 12-13, New Orleans, and July 12-13, Denver. Mr. McAuliffe, formerly president of the San Simeon Corp., Chicago television and film production company, recently joined IBFM as executive director and executive vice president of the institute's subsidiary organization, Broadcast Credit Association. He succeeds Warren Middleton who joined Media Payment Corp., New York, as sales manager. IBFM is an association of fiscal officials in broadcast organizations.

Sonnderling buys two and sells two

Group owner trades Los Angeles AM-FM for Houston combination

The FCC has approved a $3-million station-transfer deal involving four stations and that many corporate entities. The transaction brings to group owner Sonnderling Broadcasting KIIK-FM Houston, Pasadena, Tex., from Leroy J. Gloger of Houston. In return, Mr. Gloger will receive Sonnderling's KFOX-FM Los Angeles, and he will spin off those properties to two separate firms, KFOX(AM) to Wal-son Communications and KFOX-FM to Cosmic Communications Inc.

The agreements among the affected companies call for Walton to pay Mr. Gloger $1,175,000 for KFOX(AM). Cosmic will pay $1,200,000 for KFOX-FM. For the Houston properties, Mr. Gloger will receive from Sonnderling a total of $2,950,000 plus an additional $500,000 for the building housing the KKKK-FM studios. The assets and facilities of KKKK-FM are included in that total.

Sonnderling's current station inventory includes WLKY-TV Louisville, Ky. (which it is selling to group owner Combined Communications Corp.); WAST(TV) Albany, N.Y.; WOPA(AM)-WGLD(FM) Oak Park, Ill.; WDAE(AM)-WADL(FM) Memphis; WWRL(AM)-WLOL(AM)-WMDU(FM) New York; WOL(AM)-WMDU(FM) Oak Park, Ill.

Walton Communications is principally owned by John B. Walton Jr. The Walton organization owns and operates KF-AM-FM El Paso, KBUY-FM Fort Worth, KAVE-TV Carolbad, N.M., and KIKK(AM)-TV Tucson, Ariz. Mr. Walton also has a minority interest in KIDD(AM) Monterey, Calif.

Cosmic is a new firm organized by three San Francisco businessmen, W. John Driscoll, Edward L. Scarff, John J. Pascoe and Wayne K. Van Dyck. All are associated with the Rock Island Corp., a San Francisco investment firm controlled by the Weyerhauser family. They have no other broadcast interests.

KFOX(AM) (licensed to Long Beach, Calif.) operates on 1280 kHz with 1 kw daytime. KFOX-FM is on 100.3 mhz with 58 kw horizontal and 3.7 kw vertical and an antenna 1,180 feet above average terrain. KKKK(AM) is a daytimer on 630 kHz with 250 w. KKKK-FM operates on 95.7 mhz with 40 kw and an antenna 700 feet above average terrain.

Changing Hands

Broadcasting

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

* Wkop-AM-FM Binghamton, N.Y.: Sold by Andrew Jarema to Tennex Broadcasting Corp. for $600,000. Tennex Broadcasting is the licensee of WSK(AM) Elmira, N.Y. Its principal is Charles P. LeMieux Jr., owner of the Tennex Sports Co., Norwalk, Conn., manufacturer of
sports equipment. Wkop(TM) operates full time on 1360 khz with 5 kw day and 500 w night. Wkop-FM is on 99.1 mhz with 33 kw and an antenna 440 feet above average terrain. Broker: Keith W. Horton Co., Elmira.

- Wfps-FM) Columbia City, Ind.: Sold by Fidelity Broadcasting Inc. to Thomas F. Jurk and Stephen Ray Klabin for $100,000. Mr. Jurk was formerly an announcer-engineer with WCRW(AM) Chicago. Mr. Klabin is a recent graduate of St. Edwards University, Austin, Tex. WFps operates on 106.3 mhz with 3 kw and an antenna 106 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 46):
- Kikk-AM-FM Houston-Pasadena, Tex.: Sold by Leroy Gloger to Sonderling Broadcasting Co. for $2,950,000 (see facing page).
- Kpok-AM-FM Los Angeles: Sold by Sonderling Broadcasting Co. to Leroy Gloger as partial consideration for Kikk-AM-FM (see above), and spun off to Walton Communications (for AM) for $1,175,000 and Cosmic Communications Inc. (for FM) for $1,200,000 (see facing page).
- Wlkw-AM-FM Providence, R.I., and WBNy(AM) Buffalo, N.Y.: Providence stations sold by General Cinema Corp. and Buffalo stations by Niagara Frontier Broadcasting Corp. to McCormick Communications Inc. for $1 million and $588,000, respectively (see below).

Cablecasting
- Americus, Ga.: Cablevision Co., Americus, sold by Robert E. Lashley Jr. and Mrs. Martha M. Dykes and others to Storer Cable Communications Inc., subsidiary of Storer Broadcasting Co. for undisclosed amount. System, begun in 1969, serves 1,750 subscribers in community about 60 miles southeast of Columbus, Ga. Acquisition by Storer brings to over 90,000 number of subscribers to Storer cable system in Florida, California, Georgia and Alabama. Storer is also group broadcasters, owns six TV and six radio stations.

McCormick picks up three radio stations
McCormick Communications Inc., Boston, has won FCC approval of the purchase of its first three broadcast stations. The commission authorized the new firm to acquire Wlkw-AM-FM Providence, R.I., from General Cinema Corp. for $1 million and WBNy(AM) Buffalo, N.Y., from Niagara Frontier Broadcasting Corp. for $588,000.

The Wlkw purchase was completed Dec. 28 and the WBNy transaction is expected to be closed shortly, it was reported.

McCormick Communications, which is headed by William M. McCormick, for-
ONE NAME THAT GIVES
YOU TWO
ADVANTAGES
IN CATV
FINANCING

TAKE
Walter E. Heller
International
Corporation
One of the world’s
largest business
finance companies.

ADD
Oak Industries Inc.
A leading producer
of CATV equipment.

YOU GET
Heller-Oak
Cable Finance Corp.
A very special finance
company that has
confidence in cable
with funds and expertise
to develop an individual
financing program for
any size cable need
including systems,
equipment, and expansion of
services. Ask for our
"Confidence in Cable"
brochure or for one
of our representatives
to call on you.

Call or write:
Heller-Oak
Cable Finance Corp.
Samuel L. Eichenfield,
Vice President
105 West Adams Street
Chicago, Illinois 60690
(312) 346-2300
Or
Loren N. Young, Vice President
Crystal Lake, Illinois 60014
(815) 459-5000

THAT GIVES
Call
ADD
IN
CABLE FINANCE
Crystal
Loren
West
Walter
Heller
finance companies.
One of the
Corporation
International
-Ask for our
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leading producer
expansion
program for
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Adams
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WOK
CORP.
311-8
and
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Consumer
1.  Residents
15-
ago
that
marketing.

Parker played 'warped'
numbers game—TIO
Churchman’s claim of bad
record on minority employment is rebuffed
The Television Information Office took
sharp issue last week with the contention of
the Office of Communications of the
United Church of Christ that the broadcast-
ing industry’s record of employment of
minority group members is “dismal” (BROADCASTING, Nov. 27, 1972).

Roy Danish, director of the TIO, counter-
claimed that minority employment in each
of nine major occupational categories has risen substantially, pointing out that
total employment at the 609 stations
analyzed by the church group grew by
only 452, while the number of minority
workers increased by 611.

He charged that the report issued by the
Rev. Everett C. Parker, director of the
Office of Communication, used “warped” statistics. Mr. Danish cited, as
an example, that Dr. Parker reported a
1% increase in employment in the
category of officials and managers.

“Properly, this should be described as
an increase of one percentage point,” Mr.
Danish contended. “Minority employees in
this top category increased by 25% dur-
ing the period studied, accounting for one
person out of every four who were
hired.”

Mr. Danish said “this same misleading
technique” was used throughout the
study’s findings. He explained the report
claimed that in the top-10 television mar-
ketss, minority population totals 34%
while minority employment amounts to
only 14.5%. Mr. Danish said that the
UCC report used population figures for
the city of licensure only; while “actually
and legally a station’s service area is de-
fined by the extent of its primary signal
and not by city limits.” He noted that the
District of Columbia has a minority pop-
ulation of 72% while the area served by
its TV stations has a minority population
of 22%.

“The Church of Christ study should
not be faulted for attempting to help
remedy a situation which is of deep
concern to all responsible broadcasters,” Mr.
Danish said, “but Dr. Parker appears to
have a failing adherence to the spirit of
sound research and fair play in a matter
where both are much needed.”

Covenant revamps in N.O.
Two New Orleans radio stations last
week were identifying themselves with
new calls—as WSGO(AM) and WQVE(FM)
in place of WDSU-AM-FM New Orleans.
The change took place following FCC ap-
proval last month of the stations’ $1.3-
million purchase by Covenant Broadcast-
ing Corp. from Royal Street Corp.
(BROADCASTING, Dec. 11, 1972). Also
new at the stations was an announcement by Fred E. Walker, Covenant’s president,
that James R. Luck, formerly assistant
sales manager of AVCO’s WOAI(AM) San
Antonio, Tex., and with AVCO since 1967 at WLW(AM) Cincinnati, has been ap-
pointed vice president in charge of Cov-
enant’s New Orleans operations. Cov-
enant is a subsidiary of Broad Street
Communications, New Haven, Conn., li-
censee of WELI(AM) New Haven and
owner of several cable systems through
another subsidiary.

The selling of Quello
Michigan agency head elicits support
from state’s congressional delegation
for broadcaster’s FCC candidacy
A campaign by James H. Quello, retired
Michigan broadcaster, for a seat on the
FCC has taken on the tine of an adver-
sising campaign.

And, in fact, an advertising man seems
to be orchestrating the drive, at least the
Michigan sector; he is Jack Parker,
chairman of Parker, Wilcox, Fairchild &
Campbell advertising agency in Saginaw,
Mich. Mr. Parker has secured evidence
of support for Mr. Quello from most of
the Michigan congressional delegation
including Democratic Senator Philip A.
Hart and Republican Senator Robert P.
Griffin. Senator Hart indicated he didn’t
think his recommendation would carry
much weight with a Republican White
House. But he said he favored the appointment. Senator Griffin, on the
other hand, said that “Jim would be a
fine addition to the commission and you
may be sure I am doing all I can on his
behalf.”

A large majority of Michigan’s 19 con-
gressmen endorsed Mr. Quello’s can-
didacy for the FCC vacancy—due to occur
June 30 when the term of Commissioner
Nicholas Johnson ends. Included in the
House recommendations was one from
Republican House leader Gerald R. Ford
(R-Mich.), who said he had been on
record at the White House for some
months “with my own enthusiastic en-
dorsement...” Another supporter, Rep-
resentative Elford A. Gederberg (R-
Mich.), commented: “I too am familiar
with the fine background which Jim has
in communications and I believe that he
would make an excellent addition to the
commission.”

One congressman, a Democrat, took a
toll similar to that of Senator Hart. This
was Representative William D. Ford (D-
Mich.), who spoke highly of Mr. Quel-
lo’s qualifications for appointment to the
FCC, but expressed doubts at the use-
fulness of his recommending the move
to the President, since, Mr. Ford said,
“I have been one of the leading critics in
Congress of many of President Nixon’s
programs and policies.”

Also endorsing Mr. Quello to Con-
gress and cabinet officers were Michigan
Governor William G. Milliken and De-
troit Mayor Roman Gribbs, as well as
ABC told to sever tie with XETV

Commission action sparked by plea of San Diego U seeking affiliation

ABC and XETV(TV) Tijuana, Mexico, last week were pondering their next move in the wake of an appeals court decision upholding the FCC order terminating their 17-year affiliation.

The commission, in denying renewal of ABC's authority to feed its programing to the Mexican station, had in mind to persuade ABC to affiliate with a San Diego UHF, KCS-TV, a few miles to the north (BROADCASTING, June 5, 1972).

However, ABC was said to be considering further court review.

XETV was said to be awaiting a decision on ABC's strategy before settling on its own. But the station was reported ready to continue the court fight even if ABC drops out.

The commission had denied renewal of an authorization it had given ABC routinely every year since 1955 on the petition of KCST, an independent station in a market where the only other two stations are VHF's that are network affiliates. KFMB-TV is affiliated with CBS, KOOO-TV with NBC. KCST wanted the ABC affiliation, and the commission, in its order, made it clear it expected the realities of the situation to bring about that result.

The court, in a brief, unsigned order, said the commission did not act improperly in "taking into account ... what it conceived to be the public interest in having a third local network outlet in San Diego, as distinct from continuing to rely on a foreign station to supply that service."

The court noted that in 1955 XETV was the only outlet available to ABC.

The commission was "well within the bounds of its statutory authority in weighing the advantages and disadvantages of allowing the permit to expire," the court said, adding: "Those were cast largely in terms of the merit of having a local licensee, as against the possible shrinkage of the number of viewers having access to a UHF, as distinct from a VHF station."

And the balance finally struck, the court said, was neither arbitrary nor insufficiently articulated.

The court also supported the commission on the second of the two considerations on which it denied renewal of ABC's authority—the "deficiencies in the programing performance of the Mexican station." The court said that the commission was within its authority in using the standard, and that the record justified the conclusion.

FCC clears out deferred Pittsburgh renewals

The FCC has informed the Pennsylvania Human Relations Commission that it will no longer defer the renewal applications of 14 Pittsburgh stations that are being investigated by the state agency for alleged practices of employment discrimination.

In a letter to Homer C. Floyd, PHRC executive director, the commission noted that it has refrained from acting on the stations' renewals since last August at the state agency's request. PHRC is investigating a complaint by Lue Edna Morgan that each station discriminated against her by refusing her employment on the basis of race, sex and age. Ms. Morgan is a black woman over the age of 40. She also contends the stations carry on generally discriminatory employment policies.

The commission told Mr. Floyd that
ABC pays the price for next Olympics; NBC still cries foul

$25 million committed for rights to telesat 1976 summer games; Olympic committee indicates other network applied too late

ABC last week was granted exclusive U.S. television rights to the 1976 Olympic games for the record amount of $25 million.

The agreement was announced in Montreal last Wednesday (Jan. 3) shortly after the contract was signed. Roger Rousseau, president of the Organizing Committee for the Olympics, which will be held in Montreal from July 17 to Aug. 1, said the $25-million figure includes TV rights and facilities and is almost twice the $13.5 million ABC paid for the 1972 summer games in Munich.

Mr. Rousseau and ABC officials were in Montreal and answered questions by newsmen in that city and in New York. The latter heard details via a closed-circuit hook-up. Most queries centered on the complaint by NBC that the Organizing Committee had sought to award the rights to ABC through secret and noncompetitive procedures (BROADCASTING, Jan. 1).

Replies by Mr. Rousseau, Roone Arledge, ABC Sports president, and Marvin Josephson, president of International Financial Agency, consultant to the Organizing Committee, stressed that all networks had been informed during the Munich Olympics last summer that the Organizing Committee was open to presentations. They all made the point that until mid-November no U.S. broadcasting organization except ABC had accepted the Organizing Committee's invitation and that by that time ABC had provided detailed information on its plans and had given evidence of its expertise in Olympics coverage.

Another point made by the three executives was that there was never any intention to open up the rights to Olympics coverage to competitive bidding. They claimed there is no precedent for this practice in previous Olympiads and said the trend in all sports negotiations is to select a network on the basis of various criteria, including familiarity with a particular type of coverage, expertise in a specific sector and technical facilities to be offered.

Mr. Rousseau indicated that NBC's response arrived at a date too late to be considered seriously, though he added that "the door wasn't closed" until the actual contract was signed.

NBC issued a statement saying that "NBC continues to believe that the procedures used to award American television rights to the 1976 Olympics are contrary to the best interests of the people of Canada, the American television audience and the games themselves. The organizing Committee's unwillingness to follow the procedure of open bidding raises serious questions, which are still to be answered."

NBC had lodged its earlier complaint with the International Olympics Committee. An NBC spokesman said there would be "no further comment" from his company at this time.

The ABC agreement must be approved by the International Olympics Committee, but observers felt this was merely a formality in view of the $25 million sum and ABC's acknowledged prowess in Olympic telecasting.

Mr. Arledge told the news conference that the total package would be in the neighborhood of $40 million, including $25 million for rights and facilities and $15 million for time, talent and associated expenses. He added this $40 million is hopefully the amount advertisers would pay for sponsorship of the 1976 summer Olympics, but said "we don't expect to recoup it all." Total costs for the Munich games were said to be about $23 million and ABC is understood to have lost $2.5 million to $3 million. ABC provided 64 hours of satellite coverage of the 1972 Olympics and 45 1/2 hours of the 1968 summer games from Mexico City. Mr. Arledge said in 1976 ABC will present more hours of total coverage than it provided last year.

An attempt to rock the Saturday ratings

That's the beat being used by ABC-TV in musical mini-series to teach math to youngsters

ABC-TV, which Nielsen rates as number two in Saturday-morning children's programming, is trying harder to unseat leader CBS. The latest weapon is deceptively small. Multiplication Rock is a series of nine three-minute musical cartoons that present multiplication tables in every up-to-date musical idiom from country-and-western to slow-and-funky soul blues.

The characters have such names as Lucky Seven Sampson, Figure Eight and Little Twelve Toes.

ABC was able to program these mini-shows by cutting three minutes out of every other children's program between 8 a.m. and 2 p.m. NYT on Saturdays and 10 a.m. to 12 noon NYT on Sun.

Family portrait. This is the cast of characters (numbers zero through 12) in ABC-TV's new musical cartoon feature Multiplication Rock.

When it implemented its equal-employment requirements in 1969 it stated that "not every complaint of an isolated action, even if substantial, will warrant deferring action."

Commissioners Nicholas Johnson and Benjamin Hooks dissented in the 5-2 action, with Mr. Johnson claiming the majority showed "considerable disrespect" for PHRC activities. He likened the FCC action to the commission's granting a station renewal in the face of a pending petition to deny and claimed the action precludes PHRC from "filling the void where we euphemistically describe as our 'equal employment opportunities program.'"

Stations involved are KQV(AM), WDVE-FM, WEDO(AM), WAMO-AM-FM, WJAS-AM-FM, WTAE-TV, KDKA-AM-FM-TV, WITC-TV, WQED-TV, and WQEX-TV. The letter to Mr. Floyd was sent Dec. 20, and all outlets in question were renewed two days later.

Tunney succeeds Spong. The new president of the Senate Commerce Committee is John V. Tunney (D-Calif.), who was approved for the slot last week by the Senate's Democratic Caucus. The 38-year-old senator will fill the vacancy on the committee created last November when Senator William B. Spong (D-Ohio) was defeated in his bid for re-election. Senator Tunney served in the House from 1964 to 1970, when he was elected to the Senate. No other assignments of new members to the Senate committee are expected. Vacancies on the House Commerce Committee are expected to be filled this week.

Programing
days. According to Lee Polk, ABC director of children's programming, their program suppliers gave them little resistance but it is costing the network a substantial sum of money to customize the lengths of shows for ABC. The icing on the cake in this learning adventure is that the network had little trouble finding sponsors for the series: General Foods, White Plains, N.Y. (through Grey Advertising, New York), and Nabisco, New York (through William Esty, New York), have each purchased half-sponsorship of *Multiplication Rock*.

The series premiered last weekend (Jan. 6-7) with programs on "My Hero Zero," "Elementary, My Dear," "Three Is a Magic Number" and "The Four-Legged Zoo." Each program is shown twice a day on Saturday, three programs on Saturday and one on Sunday. The schedule is available at all times (NYT) Saturdays at 8:25 a.m., 9:25 a.m., 10:25 a.m., 11:55 a.m., 12:25 p.m., 1:25 p.m.; and on Sundays at 10:55 a.m. and 11:55 a.m. There are plans for adding to the series of musical cartoons on American government and English grammar to the rotation, probably next fall.

*Multiplication Rock* is produced by Scholastic Rock, a wholly owned subsidiary of the New York-based advertising agency of McCaffrey & McCall. All programs in the series were prepared by The Bank Street School of Education, New York. Agency President David McCall had the original idea for *Multiplication Rock* when he observed that his 10-year-old son could not remember multiplication tables for school but had no difficulty remembering virtually every rock lyric on the top-40 charts. He discussed the idea with M&M Senior Vice Presidents George Newall, copy, and Tom Yohe, art. M&M recommended composer Bob Dorough who, armed with textbooks on the new math, went off and wrote the 10 songs in the series.

At that point, M&M figured on releasing the songs as records only. (There are still plans for going ahead with albums. But when Bob Dorough, account supervisor for ABC-TV (an M&M client), heard them, he told the group that ABC was looking for entertainingly educational children's material. With that, Tom Yohe created a three-minute cartoon around the song "Three Is a Magic Number.""

With the approval of ABC-TV President James Duffy, the series *Multiplication Rock* was produced. Scholastic Rock has already produced several pilot films for projected series dealing with American history—"Bill," a character trying to get through a session of Congress, and "Preamble," which is literally the preamble to the Constitution; and English grammar—"A World Without Verbs," which shows a world that can't move.

Mr. McCall discussed this diversification move by M&M, noting that many of the larger agencies were running into business difficulties managing companies outside the ad industry and emphasized that where we're doing something where we're in control, we're doing what we do best, we're using our usable muscles."
ing series on KTLA(TV) Los Angeles. Program, It's Your World, will have Mr. Linkletter interviewing show business personalities and experts of field of nutrition. Food items will be cooked on show and recipes made available to viewers. Half-hour bi-weekly program starts Jan. 16.

In late slot. ABC-TV has chosen contemporary music series In Concert, which had two trial runs last year, as one of formats to alternate with Dick Cavett and Jack Paar in 11:30 p.m.-1 a.m., NYT, period. Series will be aired every second Friday, beginning Jan. 19.

One for the fans. National Football League Commissioner Pete Rozelle made good on his promise to lift the local TV blackout in Los Angeles of the Super Bowl VII game Jan. 14 if stadium tickets were sold out 10 days in advance. Mr. Rozelle's announcement last week said the sell-out of 90,182 tickets was reached 11 days before the day of play. The commissioner had come up with his plan on the Super Bowl last October as one means of diverting pressure from Congress and elsewhere that the pro league lift TV blackouts of home games. The game, which is to be played at the Los Angeles coliseum at 3:30 p.m., NYT between the Washington Redskins and Miami Dolphins, will now be telecast on NBC-owned KNBC(TV) as well as nationally.

The Colonel's quote...

"The FTC charges the cereal companies with using advertising to bar would-be competitors from the market...Advertising is a means of competing—not a method of monopolizing. Monopolists don't advertise. Competitors advertise."

Yale Brozen
Professor of Economics
University of Chicago, 1972

Broadcast Journalism

White House sniping at news media draws PTV censure

Segment charges Nixon is sending 'surrogates to discredit press'

Public television carried a program segment last week that examined the critical barbs being tossed at network-TV news by Clay T. Whitehead, director of the White House Office of Telecommunications policy.

And climaxing the segment, titled "The Whitehead Watch," was a commentary that asserted "there is no longer much question that shackling the American press is a major goal of the Nixon administration."

The final remarks were voiced by Carey Winfrey, producer of the Behind the Lines program of which the Whitehead portion was a part and which was distributed nationally by the Public Broadcasting Service. Referring to Mr. Whitehead, Mr. Winfrey said President Nixon is "sending out surrogates to discredit the press" and cited the OTP director's recent criticism of network news.

"Beyond the parade of officials called out to denounce it, Mr. Nixon himself remains disdainfully aloof from the press," Mr. Winfrey said. "He has given fewer press conferences than any President in history. He has approved crippling increases in magazine postal rates. He has vetoed long-range funding for public television. And, in our view, at least, he continually confuses the press's proper adversary role with something he calls Eastern liberal bias."

Within the program segment was a clip showing Mr. Whitehead making the Indianapolis speech in which he said the administration planned to send to Congress legislation affecting local broadcasters (Broadcasting, Jan. 1). Mr. Whitehead said the proposal would extend station licenses from three to five years but added that station management should be held responsible for all of the programming on local outlets, regardless of the origination of the program. (This responsibility is now imposed by FCC rules and policy.)

NBC News correspondent John Chancellor said he felt the administration is trying to divide the local stations and the networks and regretted the suggested legislation because it threatened stations with the loss of their licenses unless they followed "some plan which is at the moment very vague."

FCC Commissioner Nicholas Johnson, also appearing on the program, said the U.S. has no national newspaper and called the network news departments the only institutions capable of "taking on the President of the U.S." He said that is why Mr. Nixon is focusing on these departments, "trying to make them less powerful."

Norm Heffron, director of news, KING-TV Seattle, said he believed the networks handle news fairly and impartially. Ancil Payne, president of KING-TV, said that he was concerned that pressure has been placed on the adversary relationship between the government and the press with the threat related to station licensing.

Don DeGroot, station manager, WWJ-TV Detroit (an NBC affiliate), discussed the station's Newswatch program which is carried three times a week and rebuts a segment of the previous evening's NBC news. Mr. DeGroot said the station's management had felt for a long time that network news had "a high degree of bias," and introduced Newswatch as a counterbalance last year.

"We're not opposed to people hearing the liberal or the leftist side of things," Mr. DeGroot stated. "We only say that then they ought also to be able to hear the right or the conservative side because they really ought to be able to get a balance so they can make up their minds legitimately."

Calif. extends protection

The California law to protect journalists who refuse to reveal confidential sources has been broadened under a bill signed into law by Governor Ronald Reagan. The new bill, apparently prompted by the imprisonment of Los Angeles Times reporter William T. Farr for refusing to identify his sources of a story, extends newsman's immunity from being held in contempt of court when sources

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of information are withheld to include testimony before grand juries. Previously California law protected newsman in dealings with the legislature, a judge, or any governmental administrative body.

The bill has no effect on the Parr case. It was introduced by Assemblyman William T. Bagley (R-San Rafael). Covered by the bill are publishers, editors and reporters for newspapers, wire services, television and radio stations.

Governor Reagan, on signing the bill, said: "I believe in the First Amendment to the United States Constitution which guarantees the freedom of speech and press. [This] legislation is in keeping with that amendment and strengthens the newsman's privilege. A free press is one of this country's major strengths. And the right to protect his source of information is fundamental to a newsman in meeting his full responsibilities to the public he serves."

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**War of words continues over Whitehead speech**

**Producer of new 'Reasoner Report' figuratively thumbs his nose at administration pressures**

Ernest Leiser, the producer of ABC-TV's new weekly public-affairs series, *The Reasoner Report*, said last week that in response to what he termed "pressure" by the Nixon administration, "I hope my employers at ABC say, 'To hell with you, Mr. Nixon' and 'To hell with you, Mr. Whitehead.' We're not going to cave in to that kind of pressure on my show."

Mr. Leiser made these remarks at a news conference Thursday (Jan. 4) in New York. Also at the conference was Harry Reasoner, the co-anchorman of ABC's evening news show, who will be featured on *The Reasoner Report*. He said, "All administrations have used pressure and antagonism in their dealings with the media, but with Nixon the pressure and antagonism are much more apparent, more obvious, cruder than with other administrations."

Mr. Leiser said that the new half-hour show, to be seen Saturdays at 6:30-7 p.m. on ABC, will deal "in depth" with "subjects like the government's intrusion into the content of TV news."

Mr. Reasoner then pulled a sheet of paper out of his pocket, which contained a list of the cities whose ABC-TV affiliates had not yet indicated they were going to carry the show, and jokingly urged the reporters from Buffalo and Baltimore, who—along with a number of other out-of-town TV reporters—had been flown into New York by ABC, to put pressure on the ABC stations in those cities.

**ASNE sharply criticizes bill proposed by White House as danger to free flow of information**

The chairman of the freedom of information committee of the American Society of Newspaper Editors last week...
went to the defense of broadcasters whose First Amendment rights he said were being threatened by the Nixon administration.

Robert D. Fitchenberg, who is executive editor of the Knickerbocker News-Union-Star, in Albany, N.Y., issued a statement attacking the draft bill disclosed by Clay T. Whitehead, director of the Office of Telecommunications Policy, last month as "one of the most ominous attacks yet on the people's right to free flow of information and views."

He said White House "plans to substitute its judgment on what is news and fair comment for the judgment of the public and the TV broadcasters."

An aide to Mr. Whitehead, Brian Lamb, said in reply that it "is very disturbing to see a committee going by that name and supposedly upholding the highest professional standards of accuracy making statements so clearly erroneous and so clearly misinformed."

Mr. Whitehead, in his speech, charged network newsmen and operations with bias and said local stations should assume greater responsibility for the network programming they air. However, the bill which would extend license periods to five years from three, does not tie that kind of responsibility to license renewal.

Moves in new Congress for newsmen's privilege

Schweiker introduces promised bill and ANPA submits draft legislation

The American Newspaper Publishers Association last week submitted to Congress its recommendations for newsmen's privilege legislation. And, in another development, Senator Richard Schweiker (R-Pa.) introduced a bill to protect journalists' confidential sources and information from government subpoena.

The ANPA proposal would provide newsmen with an unqualified privilege from subpoena and would apply to any state or federal investigation or proceeding. The draft bill, sent last Wednesday (Jan. 3) to all members of Congress—including Senator Sam Ervin Jr. (D-N.C.) and Robert W. Kastenmeier (D-Wis.), who head subcommittees charged with newsmen's privilege legislation—was the result of ANPA's legal studies and consultations with a number of print and broadcast organizations.

The Schweiker bill, introduced last Thursday (Jan. 4), applies only to federal proceedings. It provides absolute protection for newsmen's information and sources before grand juries, agencies or departments and Congress, and affords qualified protection before federal courts.

The qualified protection would apply in criminal court cases only if the person seeking the information could show that (1) the information probably relates to a specific law violation; (2) the information cannot be obtained elsewhere, and (3) there is a "compelling and overriding interest in the information."

Members of the International Brotherhood of Electrical Workers were back at their CBS jobs last week after a compromise agreement ended their eight-week strike.

The terms of the agreement, especially on the NUB issue of jurisdiction over new and emerging technologies, seemed likely to become a factor in forthcoming negotiations between ABC and NBC and their own technicians, who are represented by the National Association of Broadcast Employees and Technicians.

The details, as reported unofficially last week, were generally regarded as representing a CBS gain—an interpretation that was also supported by open opposition to the pact by some union figures in New York. Apparently responding to such criticism, New York members voted 364 to 206 to reject the agreement, but members in six other cities turned the nationwide outcome in favor of acceptance by a vote of 561 to 309.

On the issue of jurisdiction over graphic display devices, such as those used to project election returns, newscasts and the like, the union was said to have granted limited exceptions to its jurisdiction to permit their use by non-technical people having special skills in such areas. For its part, CBS agreed that such nontechnical personnel will be the same type of people who were employed in the past to create similar effects by nonelectronic means.

In the case of devices used to project freehand displays, such as the moving lines on weather maps, on-air personnel and others with unusual expertise will be permitted to work under CBS jurisdiction. CBS agreed, however, to use its best efforts to provide opportunities for technicians to improve their skills in the use of such devices and to continue to use technicians to install, maintain and repair these devices.

In the electronic editing of video tape, the union reportedly won basic jurisdiction with assurance that a technician would always be assigned to the system when it is operating, but CBS won the right to let the director operate the editing pen. Under current programs produced by outside packagers in CBS facilities or produced outside for broadcast on CBS, on programs not produced at CBS facilities or for initial broadcast on CBS, the producer is free to decide who operates the device.

On automation, a key issue was said to involve jurisdiction over preparation and entry of instructions to computers that perform functions formerly performed manually by technicians. The union was said to have been given a statement of CBS's intentions as to automation over the three-year term of the contract and, relying on that statement, to have agreed that nontechnical people may handle these in nontechnical areas with two exceptions: In radio, technicians will feed changed instructions within two hours of airtime, and in television, within approximately 15 minutes of airtime. CBS also agreed that at least six months' notice of any decision to automate its WABC-FM New York or WBBM-FM Chicago and to make special provisions for union members displaced directly by automation.

Employees laid off because of automation are to get three months' pay in lieu of notice, and also will get double the contractual severance pay. Those eligible for and voluntarily taking early retirement are to get three months' pay in lieu of notice; severance pay, continued coverage under CBS noncontributory life-insurance plan to age 65, continued coverage under the comprehensive medical insurance plan at their expense to age 65 and participation in improvements in the CBS pension plan's early-retirement feature if approved by the CBS board.

CBS also was said to have won the right to let executives record programs off the air in their offices and to play them back in their own or other executives' offices, and to play back other program material—provided it was recorded or dubbed by a technician—for purposes of legal review or for news-policy or content review but not for editing. Playback by nonunion personnel for news-policy or content review is to be limited to the four most senior news executives at CBS News in New York, the most senior executive at each domestic news bureau and the two highest news executives at each CBS-owned TV station. Moreover, such material may be played back in its entirety only once.

In the area of TV journalism, CBS apparently won some additional flexibility in granting meal periods for technicians on news assignments by agreeing to a new schedule of penalties for shortened, delayed or missed meals. This had been a key issue.

The agreement was also said to call for retaining the special film-editor category (including freelance film editors, whom the union had wanted to eliminate); reducing the minimum number of technicians required to be employed in film editing and cutting in New York from 41 to 31; a giving up by CBS of its limited right to subcontract film editing in the third year of the contract and the granting of jurisdiction to IBEW when staff technicians are used in news gathering in the continental U.S. (except Alaska).

In radio journalism, most of the old restrictions on the radio reporters' freedom to cover news stories with audio

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records were reportedly removed.

Union gains under the new pact were said to include a 5½% increase in the base wage each year, compounded; two additional holidays (Independence Day to be added in the first year, Washington's Birthday in the third), making a total of 10; full salary for 52 weeks if injured on the job; CBS-paid extended disability insurance; eligibility for participation in the CBS investment program in the second year of the contract; a new accrual formula on sabbatical vacations to apply to terminations; increased payments for long shifts; longer notification of changes in days off and new restrictions on work after driving technical vehicles on long hauls.

When the union vote approving the agreement was announced Dec. 28, CBS Vice Chairman Frank Stanton hailed the pact as one that "provides a fair solution of the issues and makes possible a return to the good relationship which CBS and the union have had for many years."

That "good relationship" appeared severely strained at times during the strike, marked by what CBS officials called "barbarous" violence against their people on one occasion and forcing cancellation of CBS plans to cover some pro football games. Union officials denied knowledge of either violence or threats, but CBS later reported that "charges" were being filed against defendants it did not publicly identify. The disposition of those charges remained unclear last week.

The settlement also came while the American Federation of Television and Radio Artists was awaiting a hearing later this month on its appeal of an injunction barring it from ordering its CBS members to honor the IBEW picket lines.

The IBEW agreement is retroactive to Oct. 1, 1972, and extends to Sept. 30, 1975. The strike started Nov. 3, 1972, and was strongly supported in New York by the NABET locals that represent comparable technicians at NBC and ABC. Many of the issues that dogged the CBS-IBEW negotiations presumably will be raised in the other networks' bargaining with NABET, which is set to start in early March. Their current contracts expire March 31.

Charleston VHF's are told to stay put

A request by the four VHF television stations in Charleston, S.C., to relocate their transmitting facilities on a common tower outside the city has been denied by the FCC's Review Board on the grounds that the resulting expanded service would pose a threat to UHF development in the neighboring Florence, S.C., market.

The board's order, issued last week, affirms an April 1971 initial decision by Administrative Law Judge James F. Tierney. The four applicants, WUSN-TV, WCHS-TV, WLOB-TV and noncommercial WTV(Z), had all taken exception to that decision.

(The review board, however, found that Judge Tierney's findings were "though and accurate in all significant respects." Florence, the board found, has a realistic potential for further UHF development (it has two available UHF channels), and is especially prime for a new UHF facility since significant portions of the market currently do not have access to an ABC-affiliated station. One of the four Charleston stations—WUSN—is an ABC affiliate.

**Western Union is first to win green light for domsat**

**FCC gives nod, and company hopes to have service ready in summer of 1974**

The FCC issued its first domestic-satellite grant last Thursday (Jan. 4)—to Western Union Telegraph Co., the first applicant for the new service. There are six other applications still pending.

Western Union President Earl D. Hilburn said after the grant was announced that the first "Westar" bird will be launched in April next year and a second in June of 1974. The complete system of two satellites, capable of covering all 50 states and Puerto Rico, will be operational by the summer of 1974, he said.

Each satellite has 12 transponders (transmitting/receiving devices); with each transponder capable of providing either one TV channel, 1,200 one-way, or 600 two-way voice circuits; 20 to 60 teletypewriter circuits, one 50 megabit-second data channel.

Mr. Hilburn said Western Union already has one customer. This is General Electric, which is leasing one transponder for company-wide internal communications, using its own earth stations. He said two other major corporations are considering signing similar leases.

Western Union has talked to the TV networks, Mr. Hilburn said, and has made proposals in answer to requirements specified by the joint network task force. He declined to indicate what the prospects

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New home. Gates executives smile, as well they might, as the new TV line is established at their Quincy, Ill., headquarters following Gates’ acquisition last summer of the General Electric television broadcast-equipment line in a $5.5-million deal. Shown above watching the test checkout of a TE-201 live color camera are (l to r): Robert E. Lauterbach, TV national sales manager; Curtis L. Kring, TV sales manager, and Barclay W. Craigie, production test engineer. The TV line is housed in a new 55,000-square-foot facility that the firm put up for the expanded production. Gates already was making its own TV color transmitter in addition to its established full line of radio broadcast equipment.

seven years. They will be launched at Cape Kennedy by the National Aeronautics and Space Administration at an estimated $8 million each.

Western Union also plans to build seven earth stations in or near New York, Chicago, Atlanta, Dallas, Los Angeles, Portland, Ore., and Honolulu. The last two still pend FCC approval. The earth stations will use 54-foot dish antennae.

Interconnection between the earth stations and customers will be offered in various forms, Mr. Hilburn said: door-to-door by Western Union, through terrestrial lines of its own or other carriers, and by the customer’s own microwave facilities.

Western Union already has over 8,000 miles of intercity terrestrial microwave network, he said, adding that it also leases about 20% of these facilities from AT&T.

“Our satellite system,” Mr. Hilburn said, “will provide economical long-distance transmission and a substantial part of the initial capacity is already needed for our present revenue-producing services.” He said additional revenues are expected to be generated through lease of the domestic facilities to TV networks, cable-TV systems, large industrial firms, government organizations and to other communications common carriers.

Mr. Hilburn declined to announce charges at this time, although he noted that the Canadians are quoting $2.5 million per transponder yearly on their Anik satellite that was launched last year. “I’m sure we’ll be able to do better,” he commented. He declined to confirm that Western Union had quoted a $750,000 yearly charge per transponder, saying that the company would be filing its tariffs with the FCC within a few months. He also said he doubted that there would be enough business for all the systems that are proposed.

The Western Union grant was made by an unanimous FCC, although two commissioners, Nicholas Johnson and Charlotte Reid, only concurred in the result.

The domestic satellite movement officially began in 1970 when the FCC invited applications. Western Union filed immediately. Others filed applications subsequently and at the present time these are the six remaining: Hughes Aircraft and GTE Service Corp.; Western Tele-Communications Inc.; RCA Global Communications Inc. and RCA Alaska Communications Inc.; Communications Satellite Corp.-AT&T, Space Communications Corp. (Comsat, MCI Communications and Lockheed Aircraft Corp.), and American Satellite Corp. (Fairchild Industries and Western Union International).

Technical Briefs

Tall one for KRNT-TV. Cowles Communications and RCA Communications Systems Division have contracted for new 2,000-foot tower, antenna and transmission lines for KRNT-TV Des Moines, Iowa. Tower will be about 15 miles north of Des Moines at Alleman, Iowa, and when erected by early fall, it will be about 1,300 feet taller than Cowles station’s existing tower.

Zenith color-TV power system. Zenith Radio, Chicago, says it’s using magnetic power regulation in its color-TV sets permitting bright, sharp color pictures even during electric power brown-outs. Called “Power Sentry” the system of magnetic voltage-regulation is said to reduce TV-set service calls, stabilize receiver performance and extend life of set’s components and picture tube over previous Zenith sets. Low-line voltage can often cause pictures to shrink, distort, roll or lose color and brightness, all avoided with use of new system, Zenith said.

Cablecasting

A campaign for arbitration on copyright

Valenti sees no more chance of compromise with cable interests, vows direct appeal for legislation

Copyright owners greeted the convening of a new Congress last week with the announcement that they have abandoned hope of reaching agreement on copyright legislation with the cable-television industry and are prepared to take their case directly to the Hill. But the signs mostly pointed against the success of their mission there.

The copyright owners want a copyright bill providing for the establishment of an arbitration tribunal that would set and periodically review the copyright fees CATV systems would pay for copyrighted material they transmit in accordance with FCC rules.

Jack Valenti, president of the Motion Picture Association of America, called in reporters last week to express the copyright owners’ position that both sides are bound by the consensus agreement they, along with broadcast representatives, reached in November 1971, to work for
10TH ANNUAL NATPE TELEVISION PROGRAM CONFERENCE

New Orleans

FEBRUARY 13 - 16, 1973
ROYAL SONESTA HOTEL

REGISTRATION FORM - 1973 NATPE PROGRAM CONFERENCE

Name: .................................................................

Station or Firm: .........................................................

Address: .................................................................

City: ................................................................. State

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(Registration at conference: Member $75; Non-member $90)

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NATIONAL ASSOCIATION OF TELEVISION PROGRAM EXECUTIVES
P. O. Box 5272, Lancaster, Pa. 17601 Phone (717) 568-0181

CONTACT ROYAL SONESTA HOTEL, NEW ORLEANS, FOR ROOM RESERVATIONS
legislation providing for compulsory arbitration.

The agreement, which paved the way for the commission's adoption of new CATV rules, provided, among other things, for copyright legislation. It said that if the parties could not agree on a fee schedule in time for inclusion in a new copyright statute, "the legislation would simply provide for compulsory arbitration."

And Mr. Valenti made it clear the copyright owners felt that, after 13 meetings stretching back over the past year and consuming some 60 hours, they and representatives of the National Cable Television Association are unable to reach agreement. He also noted that the NCTA board of directors in December rejected the copyright owners' proposal for compulsory arbitration and instead promised a counterproposal that would include another suggested fee schedule (Broadcasting, Dec. 18, 1972). The NAB is backing the copyright owners' position and worked with the owners' representatives in drafting a bill providing for an arbitration tribunal.

Participating with Mr. Nizer in the discussion were David H. Horowitz, vice president and general counsel of Columbia Pictures Industries Inc., who heads the copyright owners negotiating committee; Gerald Phillips, counsel for the owners, and Lee D. Hochstetter of the MPAA.

A copyright bill that Senator John McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, introduced in 1969 continues to serve as the starting point for all discussions on copyright matters, however. It would provide a fee schedule—fees would range from 1% on revenues up to $40,000 to 5% of receipts over $160,000, on a quarterly basis. The bill would also impose a fee of 1% of revenues for each distant signal carried.

Mr. Valenti, without commenting specifically on the fairness of that schedule, said, "We don't want fees in a bill because they were formulated without any hearings of any kind. We also feel this is so complex that only a constitutional coterie cannot do it. We think a tribunal would be the fairest way of handling matters of this sort. The group would have expert status and would focus on this one issue and come up with a substantive solution."

Under the McClellan proposal, compulsory arbitration would come into play after three years, and a panel would review and if necessary revise the fees every five years. Copyright owners are in accord with the idea of periodic review. But, Mr. Valenti said, they feel the initial schedule is crucial; it would provide the base from which future schedules were formed.

Mr. Valenti said that the copyright owners contend that all parties should "live up to the consensus agreement and go to Congress and say that an independent tribunal should be in the bill, with no fixed fee schedule."

The copyright owners contend that their support of the consensus agreement was given with the understanding that it would include provision for copyright payment. And the architects of the agreement, Clay T. Whitehead, director of the Office of Telecommunications Policy, and FCC Chairman Dean Burch, have maintained that agreement on copyright legislation was critical to the over-all CATV policy created by the rules, and they have expressed increasing impatience with the parties' failure to reach an agreement on legislation.

Mr. Valenti, asserting that the time for negotiation has run out—that Congress is about to take over—said that Senator McClellan "is a fair man, a just man, and that the copyright owners "hope to make it clear" how they feel. He said that Senator McClellan and his counterpart in the House, Representative Robert W. Kastenmeier (D-Wis.), chairman of the House Subcommittee on Patents, Trademarks and Copyrights, are familiar with the agreement.

However, Senator McClellan, who is the key man—Representative Kastenmeier is deferring to the Senate on initial work on the bill—is said to feel as his subcommittee did in 1969—that Congress should set the initial copyright fees.

A subcommittee source said that the senator plans to reintroduce, intact, the 1969 bill later this month. It would even contain the provisions that set regulatory authority for the FCC to follow. However, the source said that the rules the FCC adopted in 1972 were "compatible" with those provisions and that they would eventually be dropped from the bill. He said they were to be incorporated in the reintroduced bill only "as a matter of tactics."

Senator McClellan was said never to have felt bound by the consensus agreement. He reportedly told its two archi-

The Soul Music Story

What is soul music? Here is what Ray Charles says about it, "I think that Soul for me is everything that is really and truly natural without any put on or without any glamour to it. It's just when you are very earthy and you can communicate that to your people."

Programming Aids and Services Inc., Los Angeles, is syndicating radio series on history of rhythm and blues, The Soul Music Story Series, produced and created by Roger Christian, runs 39 hours. It's being made available on one-station-to-market basis with fees ranging from $10 to $500, depending upon market size. Series is currently being carried on all of American Armed Forces radio stations. For complete details and demo please contact: (213) 674-5411

PROGRAMMING AIDS AND SERVICES, INC.
3620 Barham Blvd., Los Angeles, CA 90068 - Suite Y-103

AMST seeks a halt

FCC is asked to hold up certificates of compliance for distant signals pending enactment of copyright law

The Association of Maximum Service Telecasters has urged the FCC to stop processing cable-television applications for authority to carry distant signals until the impasse over copyright legislation is resolved.

AMST offered the suggestion in com-
menting on a petition of a cable-television system for a rulemaking proceeding aimed at speeding up commission processing of cable-television systems' applications for certificates of compliance.

AMST not only held that there was no need for such a rulemaking—it said the commission was moving at a reasonably fast clip—but it went on to note that the commission's decision to adopt "permissive distant-signal rules" was predicated in part on the assumption that the question of copyright liability would be speedily resolved.

The failure of the parties involved—broadcasters, cable-system operators and copyright owners—to reach an agreement on copyright legislation, AMST said, is largely the fault of the cable industry. It said cable operators have failed to live up to the letter and spirit of the consensus agreement which the parties reached in November 1971 and which paved the way for commission adoption of the CATV rules (see story page 38).

Accordingly, AMST said, it would be inappropriate for the commission to adopt a proposal to expedite authorization of CATV distant-signal operations. "To the contrary, the commission should terminate, at least temporarily, processing of applications involving distant-signal requests until the copyright situation is clarified."

NCTA staff to hit road. The National Cable Television Association, taking a leaf from the National Association of Broadcasters, has scheduled a series of mini-conferences to improve relations between small CATV operators, whether or not NCTA members, and the NCTA staff. First meeting will be held Jan. 16 in Martinsburg, W. Va. Others: Jan. 22, Lexington, Ky., and Jan. 29, Nashville. For the last several years, NAB officials have held mini-conferences with members in various cities.

NCTA asks high court to review FCC fees

'Value-to-recipient' yardstick cited; association also claims conflict with later ruling on FPC charges

The National Cable Television Association has taken its fight against the FCC fee schedule to the U.S. Supreme Court.

NCTA last week asked the high court to review a lower court's July 1972 decision that upheld the legality of the fees the commission imposes on all of the industries it regulates in an effort to recover all of its operating expenses (BROADCASTING, July 31, 1972).

NCTA, in its brief, urged the Supreme Court to consider whether the commission's fee schedule conforms "value to the recipient," as required by the statute authorizing agencies to charge fees.

The cable association is also seeking review of the question of whether the commission may recover the full cost of cable-television regulation when the fees are unrelated to specific services performed by the commission.

NCTA, which does not dispute the commission's authority to impose fees for filing applications, focuses in its brief on the annual fee charged cable systems—30 cents per subscriber (40 cents, under a proposed schedule issued last month). NCTA says there is a fatal lack of relationship between services rendered and the annual assessment.

The initial court decision upholding the commission was issued by the U.S. Court of Appeals for the Fifth Circuit. However, the appeals court in Washing-

MBA seeks ban on extracable fees

It sues Jefferson City CATV, which claims it's legal to levy additional charge for hockey team's home games

A cable TV system in Jefferson City, Mo., that began showing the St. Louis Blues hockey team home games on a pay-TV basis Dec. 20 has been sued by the Missouri Broadcasters Association, whose membership includes 141 TV and radio stations in the state.

The suit, filed Dec. 28, 1972, in the circuit court of Cole county, asks for an injunction to prohibit International Telemeter Corp. from imposing an extra charge for the games. The Jefferson City CATV system has contracted for all 12 home games of the Blues.

Donald Moeller, MBA president, said the suit was initiated to halt any additional charge to cable subscribers for televised events of any kind. "If this type of pay television grows, it is inevitable that many sporting events will be available only to cable subscribers who can afford an additional fee, rather than seeing or hearing the games by free commercial TV and radio." He added that it's the franchise ordinance that is prohibiting per-program charges but claimed that FCC regulations permitting pay TV supersede local ordinances. He noted that the home games of the Blues have never been carried on broadcast TV and that the CATV move does not breach the FCC's antisiphoning rules. The Blues away games, he stressed, are carried by KPLR-TV (ch. 11) St. Louis and, of course, are carried on the CATV system. He further noted that in the St. Louis area, Jefferson City is over 100 air miles from St. Louis. The games are brought in over the cable firm's own CARS microwave relay system. The pay-TV programs are carried on an off-channel section of the system, with subscribers using a converter on top of their TV sets to tune to the games. The charge is $2.50 per game for the series plus a $3 installation charge and a $20 refundable deposit for the converter.

James Ragan, vice president of parent Athena Communications Corp., said that subscriber reaction to the program was "good," although he admitted purchasers of the first offering were "minimal." But, he added, this was expected, since—and this he stressed repeatedly—the project is a test. He said the Jefferson City cable system was spending less than $25,000 on the games, none of it going to the Blues at present.

The International Telemeter system in Jefferson City began operating in 1970. It has about 7,400 subscribers—equivalent, Mr. Healey said, to 83% saturation of homes there. Athena Communications is a public company largely owned by Gulf & Western Industries Inc.
CBS decides to sell the New York Yankees

CBS said last week that its decision to sell the New York Yankees was based on the conclusion that baseball ownership "no longer fits into [CBS's] future business planning."

CBS announced that it has an agreement in principle to sell the team for $10 million to a group of businessmen and sportsmen headed by Michael Burke, chairman and president of the Yankees, who remains as the executive officer, and by George M. Steinbrenner, Cleveland shipping executive and civic leader. CBS said the money received for the wholly owned subsidiary "substantially recoups" the original investment of $13.2 million CBS paid, if consolidated financial results during the period of its ownership are taken into account. CBS also said that the purchase price was "well in excess of the value carried on the CBS books."

The Yankees came under CBS control in 1964 when for $11.2 million CBS bought 80% of the franchise, rights to talent in five minor-league affiliates, TV and radio contracts, concessions at Yankee Stadium and a lease on the stadium. Over the following two years CBS purchased the remaining 20% for another $2 million.

When CBS first purchased an interest in the Yankees the club had won its 29th pennant (in 1964), but since that time the team has failed to regain its standing as an American League pennant winner. In addition to Mr. Burke, J. A. W. Iglehart, who is director of both CBS and of the Yankees, will continue to have an association with the club.

### Financial Briefs

**Trading up.** Securities and Exchange Commission has reported that Leonard H. Goldenson, ABC chairman, sold 27,800 ABC common shares during November, 1972, reducing his holdings to 103,137 shares. Also, C. Wrede Petersmeyer, executive vice president of Dun & Bradstreet Inc. and head of wholly owned Corinthian Broadcasting subsidiary, has disposed of 10,500 D&B common shares, leaving him with holdings of 73,793 shares at end of November. SEC also reported that D. Tennant Bryan, chairman of Media General Inc., Richmond, Va., communications firm, sold 90,000 class-A shares of that firm's common stock, leaving him 267,460 such shares. Mr. Bryan also disposed of 30,000 shares of Media General class-A securities held indirectly, reducing his indirect holdings to 53,433 class-A shares.

Anyone for CBS? CBS Inc. has acquired World Tennis magazine and placed it under CBS Publications Division. CBS said it bought consumer publication, described as "leader" in its field, for undisclosed cash sum.

**Increased dividends.** MCA Inc., North Hollywood, which previously paid quarterly dividends of 15 cents, has declared increased quarterly dividend of 16 cents per share on common stock outstanding, payable Jan. 11 to stockholders of record Dec. 27. Company says increased dividend approximates maximum it is able to pay under dividend guidelines of Economic Stabilization Act of 1970.

**More time.** Visual Electronics Corp., New York, has extended its offer to buy its subordinated income debentures for $175 per $1,000 face amount debentures until Jan. 26. Visual has offered to purchase all of these debentures by Dec. 29, 1973 (Broadcasting, Dec. 18, 1972).

A. C. Nielsen Co., Chicago, reported record sales and earnings for current quarter and declared 100% stock dividend on outstanding shares of class-A (nonvoting) common stock, class-B (voting) common stock and class-C (voting) special stock, contingent on stockholder adoption of proposed charter amendments at annual meeting Feb. 12. For three months ended Nov. 30, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>$</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>0.45</td>
<td>0.39</td>
</tr>
<tr>
<td>1971</td>
<td>0.55</td>
<td>0.39</td>
</tr>
</tbody>
</table>

**San Juan Racing Association Inc., San Juan, P.R., despite decreases in revenues and income for first-half of fiscal year, reported jump in broadcasting division earnings from loss of three cents per share to gain of four cents per share. Company owns El Comandante race track in San Juan, and six radio stations in U.S. For six months ended Oct. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>$</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>0.19</td>
<td>0.17</td>
</tr>
<tr>
<td>1971</td>
<td>0.29</td>
<td>0.17</td>
</tr>
</tbody>
</table>

**Kansas State Network Inc., Wichita, Kan., reported 17% gain in income and 9% gain in revenues for three months ended Nov. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>$</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>2,209,999</td>
<td>2,016,532</td>
</tr>
<tr>
<td>1971</td>
<td>2,017,370</td>
<td>2,016,532</td>
</tr>
</tbody>
</table>

**Lewron Television Inc., New York, reported 1972 fiscal six-months' turnaround from net loss to net gain in income. Lewron provides facilities, services and personnel to both commercial-TV and cable-TV industries and leases mobile and studio equipment to program and commercial producers who use video tape. Lewron also syndicates video-tape programs and commercials. For six months ended Sept. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>$</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>0.13</td>
<td>(0.00)</td>
</tr>
<tr>
<td>1971</td>
<td>0.17</td>
<td>0.20</td>
</tr>
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**Filmways Inc., Los Angeles, reported increased net income on decreased gross revenues for three months ended Nov. 30, 1972:

<table>
<thead>
<tr>
<th>Year</th>
<th>$</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>12,801,000</td>
<td>14,251,000</td>
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<tr>
<td>1971</td>
<td>216,000</td>
<td>52,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,846,000</td>
</tr>
</tbody>
</table>

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**New Cable Television Franchises Require New Money**

These funds are available today through the help of Communications Advisors, Inc.

CAI has helped over 40 systems with their funding this past year. Money has been raised by CAI for their clients for:

- building new plant
- rebuilding
- expanding
- modernization

Insurance companies and banks have requested us to bring them good CATV loans. Can you use some of this money? If so, call —

**COMMUNICATIONS ADVISORS, INC.**

Jim Ackerman, President
1800 North Meridian Street
Indianapolis, Indiana 46202
(AC 317) 923-2353

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Broadcasting Jan 8 1973

40
Year starts right. Prices rose on BROADCASTING's stock index this week, recovering from last week's end-of-the-year decline. Across the board, 94 stocks were up, 31 down and nine the same.

By category, programming and electronics registered the greatest percentage of gains. In programming (12 up, one down, one the same), Twentieth Century Fox was up 23% to 12% and Wrather Corp., up 3% to 11%. Walt Disney Productions, up 17% to 243%, reached a new 1972-73 high for the fourth consecutive week. In electronics (20 gains), General Electric rose 6, to 74%, and Technical Operations Inc. was up 1% to 12%.

Other individual gainers: Post Corp., up 2% to 17; A. C. Nelsen, up 9% to 71%; Marvin Josephson Associates, up 5% to 18; Media General Inc., up 4% to 39%; General Tire & Rubber, up 2% to 28%; and Starr Broadcasting, up 2% to 24%.

Among the losers were WHDH Corp., down 22% to 15%, and Altronics International, down 1% to 10%. American Tele- vision and Communications and Cox Cable Communications are down from their prices of two weeks ago, coincident with the announcement of the Justice Department's action to order a three-way combined merger (BROADCASTING, Jan. 1). The drop in Multimedia's price reflects the three-for-two stock split effected Jan. 2.
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Jan.</th>
<th>Closing Dec.</th>
<th>Net change in week</th>
<th>% change in High</th>
<th>1972-73</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
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<tbody>
<tr>
<td>CCA</td>
<td>CB</td>
<td>15</td>
<td>16</td>
<td>-1</td>
<td>-6.25</td>
<td>21 3/4</td>
<td>15</td>
<td>900</td>
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<tr>
<td>JOM</td>
<td>CB</td>
<td>10</td>
<td>11</td>
<td>+1</td>
<td>+10.41</td>
<td>7 3/4</td>
<td>8</td>
<td>1,280</td>
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<td>CAG</td>
<td>CB</td>
<td>10</td>
<td>11</td>
<td>+1</td>
<td>+8.58</td>
<td>16 3/4</td>
<td>8</td>
<td>1,017</td>
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<tr>
<td>CAG</td>
<td>CB</td>
<td>11</td>
<td>12</td>
<td>+1</td>
<td>+6.21</td>
<td>27 3/4</td>
<td>8</td>
<td>1,017</td>
</tr>
<tr>
<td>CAG</td>
<td>CB</td>
<td>9</td>
<td>10</td>
<td>+1</td>
<td>+6.21</td>
<td>27 3/4</td>
<td>8</td>
<td>1,017</td>
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<tr>
<td>CVY</td>
<td>CB</td>
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<td>12</td>
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<td>10</td>
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<td>+2.35</td>
<td>12 1/4</td>
<td>8</td>
<td>1</td>
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<td>GNL</td>
<td>CB</td>
<td>20</td>
<td>21</td>
<td>+1</td>
<td>+1.48</td>
<td>37 7/8</td>
<td>20</td>
<td>0.501</td>
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<tr>
<td>VTC</td>
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<td>11</td>
<td>12</td>
<td>+1</td>
<td>+1.12</td>
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<td>6 3/4</td>
<td>1,466</td>
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<tr>
<td>SPA</td>
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<td>2 1/4</td>
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<td>CB</td>
<td>11</td>
<td>12</td>
<td>+1</td>
<td>+6.43</td>
<td>28 1/2</td>
<td>15 2/3</td>
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<tr>
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**Programming**

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<th>Exchange</th>
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<th>% of Market</th>
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<tbody>
<tr>
<td>Cablevision</td>
<td>NY</td>
<td>1.000</td>
<td>1,958,446</td>
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</table>

<table>
<thead>
<tr>
<th>Cable Company</th>
<th>Exchange</th>
<th>Number of Subscribers</th>
<th>% of Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cablevision</td>
<td>NY</td>
<td>1.000</td>
<td>1,958,446</td>
</tr>
</tbody>
</table>

**Service**

<table>
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<th>Service</th>
<th>subscriber base</th>
<th>%</th>
<th>Cost (000)</th>
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<tr>
<td>Multi</td>
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**Electronics**

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<thead>
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<th>Electronics</th>
<th>Type</th>
<th>Description</th>
<th>Value (000)</th>
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<tr>
<td>ADMIRAL</td>
<td>APX</td>
<td>65%</td>
<td>11,257</td>
</tr>
</tbody>
</table>

**Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith, Inc., Washington.**

**Broadcasting Jan 1973**

42
Reginald H. Satterwhite, director of marketing and accounting services, and Daniel J. Connolly, director of financial services, Clyne Maxon, elected executive VP's. Daniel E. Charnas, executive VP, John F. Murray Co., New York agency, joins Clyne Maxon, New York, as senior VP and management supervisor.


David L. McDonald, senior VP, Campbell Ewald, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as VP and group head.

D. S. McCrary, chairman, McCrary-Powell Advertising, Dallas, announces his retirement. He will serve in advisory capacity to agency and as independent advertising and marketing consultant.

Michael J. Manning, senior VP-finance, McCaffrey & McCall, New York, elected vice chairman.

J. Douglas McKeon, senior account executive, Dancer-Fitzgerald-Sample, New York, appointed account supervisor.

Marianne Hussey and Frederick Evans Sprock Jr., assistant account executives, D-F-S, appointed account executives.

Richard B. Griff, account executive, Cunningham & Walsh, New York, appointed account supervisor.

L. Eberhardt, account executive.

Rosenfield, Sirowitz & Lawson, New York, and Nancy Mingo, producer and sales representative, Peter son Co., New York, join C&W there as account executives.

William Macaluso, media planner, Grey Advertising, New York, and Ronald Danenberg, media planner, Ogilvy & Mather, New York, join C&W as assistant account executives.

Steve Bell, director of programming and information services, PETRY Television, New York, named to newly created position, VP-programming.

John E. McCardle, VP and general manager, WNYX-TV Syracuse, N.Y., joins Media Partners Inc., New York media buying service, as VP-marketing services.


David R. Newton, with broadcast division, Sterling Recreation Organization, Seattle, named manager, Entertainment Consultants, advertising and promotion agency for SRO. Sterling Broadcasting is owner of five radio stations in Washington and Oregon.

Arthur D. Kiernan, director of sales, Gillette Co., Paper Mate division, Chicago, named VP-sales.

Daniel F. McNerney, assistant VP-advertising, State Farm Mutual Automobile Insurance Company, Bloomington, Ill., elected VP.

Dick Hasbroek, with KCP (TV) Los Angeles, appointed sales VP for Sports Sales Specialists. Marina Del Rey, Calif., which specializes in selling of "in game" commercial time on sports broadcasts.


Charles E. Gay, account executive, Narratt & Newell, New York, joins Doremus & Co. there in similar capacity.


J. D. B. Griffin, account executive.

Cunningham & Walsh, New York, appointed account supervisor.

Jeoffrey Eberhardt, account executive.

Rosenfield, Sirowitz & Lawson, New York, and Nancy Mingo, producer and sales representative, Peterson Co., New York, join C&W there as account executives.

William Macaluso, media planner, Grey Advertising, New York, and Ronald Danenberg, media planner, Ogilvy & Mather, New York, join C&W as assistant account executives.

Resident, John J. Lagana, art director, Ogilvy & Mather, New York, joins C&W in similar capacity.

William O. Oakley, account executive, Gardner Advertising, St. Louis, appointed account supervisor.

Judd Choler, director of operations, E. M. Reilly & Associates, St. Louis agency, named senior VP and general manager.

Jay S. Niefeld, executive VP and general manager, Bozell & Jacobs, Chicago office, named corporate marketing director.

Tomas E. Kuhn, senior VP, succeeds him as general manager.

Allen S. Feuer, general sales manager, VP's. Both KBK-TV San Francisco, joins WPHL-TV Philadelphia in similar capacity. He is succeeded by J. C. F. Jaffe, sales manager.

Maxon, elected executive VP and general manager, Bozell & Jacobs, Chicago office, named corporate marketing director.

Tomas E. Kuhn, senior VP, succeeds him as general manager.

Allen S. Feuer, general sales manager, KBK-TV San Francisco, joins WPHL-TV Philadelphia in similar capacity. He is succeeded by Morton Jaffe, sales manager.

WKRD-TV Detroit. Mr. Jaffe is succeeded by Judd Choler, director of operations, E. M. Reilly & Associates, St. Louis agency, named senior VP and general manager.

Judd Choler, director of operations, E. M. Reilly & Associates, St. Louis agency, named senior VP and general manager.

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Judd Choler, director of operations, E. M. Reilly & Associates, St. Louis agency, named senior VP and general manager.

KBK-TV San Francisco, joins WPHL-TV Philadelphia in similar capacity. He is succeeded by Morton Jaffe, sales manager.
John D. Furman Jr., coordinator of broadcast standards and coordinator of advertising and promotion, Cox Broadcasting Corp., Atlanta, named director of broadcast standards, in addition to continuing advertising and promotion duties.

Joseph E. Ondrick, assistant promotion manager, KDKA-TV Pittsburgh, joins WXYZ-TV Cleveland as manager of advertising, promotion and publicity. He succeeds the late Helen E. Simpson.

John Collins, controller, CBS-owned New York Yankees baseball team, which was sold last week (see story p. 40), appointed assistant controller, CBS-TV.

Joseph Gerard, controller, SFM Media Service Corp., New York, named treasurer. SFM is media-planning and buying firm.

Donald Bailey, with accounting division, Covenant Broadcasting Corp., New Haven, Conn., appointed to newly created post, director of accounting services.

William J. LeSuer, project manager, IBM Chicago, joins Kaiser Broadcasting as director of business systems, with headquarters at WKBV-TV Detroit.

Joseph J. Policy, with broadcast division, Triangle Publications, Philadelphia, joins WOXY-TV Atlanta as director of advertising and promotion.

Amy Morgan, publicity writer and assistant special events director, Gimblets, Pittsburgh, joins WICU-TV there as publicity director.

Les Brownlee, news, education and urban affairs editor, WLS-TV Chicago, appointed community affairs director.

Programming

Tim Vignoles, head of London (England) operations, MCA-TV, North Hollywood, Calif., appointed VP, with headquarters remaining in London.

Kurt R. Machlein, president, MVR Corp., developer and manufacturer of television recording equipment, joins Bilingual Children's Television Inc., Oakland, Calif., as director of technical development. BCT is nonprofit group which is creating and producing Spanish-English educational TV programming for children.

Ruth Cogan, financial executive, Universal Television, North Hollywood, Calif., appointed VP.

Louis R. Martin, program and news director, KOAM-TV Pittsburg, Kan., elected VP-programming.

Tim Noonan, production manager, KWWL-TV Waterloo-Cedar Rapids, Iowa, appointed program director.

Richard A. Foreman, operations director, WLIF-TV Baltimore, joins WGY (AM)-WGFM (FM) Schenectady, N.Y., as program manager.

Donald Young Jr., news producer, WOR-TV New York, joins WRGB (AM) Albany as program director. (This corrects Dec. 18 item.)

David M. Dillman, producer-director, WFLD-TV Chicago, joins noncommercial WTTW-TV there in similar capacity.

Jim Casey, with WPBR (AM) Palm Beach, Fla., appointed production coordinator.

Bill Sorrell, sports reporter, WCKY (AM) Cincinnati, appointed sports director.

Roger Twibell, sports director, Sunflower Cablevision, Lawrence, Kan., joins KOUNT-TV Tucson, Ariz., in similar capacity.

Broadcasting Journalism

James L. Reina, director of administration, ABC News, named director, special projects, succeeding late John Madigan (Broadcasting, Aug. 21, 1972). Mr. Reina is succeeded by Charles Frey, manager, news program controllers.


Vic Burton, news director, KRON-TV San Francisco, joins KTTV (TV) Los Angeles as assistant news director and executive producer.

Quent Neufeld, reporter, WCCO-TV Minneapolis-St. Paul, appointed associate news director.

Ron Hunter, news director, WOR-TV Buffalo, N.Y., assumes additional post, news anchorman.

Dave Turner, Chicago newsman, joins WWME (AM) Charlotte, N.C., as night news editor.

Cable

David Bell, senior financial analyst, Viacom International Inc., New York, named manager of administration, Viacom cable systems in Cleveland area.

Claire Feldman, director of administration, CATV division, Teleprompter Corp., New York, elected assistant corporate secretary.

Linda G. Brodsky, director of public relations, Television Communications Corp., New York, CATV subsidiary of Warner Communications Inc., elected VP.

Jeanne O'Grady, programming executive, United Artists Television, New York, joins Teleman Program Services Inc. there as assistant to president. TPSI is program buying service for CATV industry.

Barry Landers, sports correspondent, CBS Radio, New York, joins Suffolk Cablevision, Central Islip, N.Y., as community relations director.

Equipment & Engineering

Orville D. Page, products line manager, CATV equipment and installation operation, GTE Sylvania, named general manager, CATV equipment and installation operations, with headquarters in El Paso, Tex. Donald R. Shaner, section head-mechanical engineering, electronic systems group, GTE Sylvania, appointed section head-mechanical design, CATV equipment and installation operation. Kenneth C. Klein, research engineering...
A music and a medium made for each other

The business of broadcasting was turning upside down. Television was in. Radio, they were saying, was out. And along came top 40.

The business of music was turning upside down. Rock was in. The audience, in ever-increasing numbers, did. It saved radio, and it revolutionized music.

Two decades later, top 40 is still king. Much less primitive, much more professional. Now a tradition in itself.

Broadcasting's January 29 issue will tell the story of top 40 as it is, with just a trace of historic perspective to show how it got that way.

It will, among other things:
- Identify the top stations in top-40 radio, along with their program directors, music directors and other key programing specialists.
- Chart the leading artists, labels and songs in top 40's past and present.
- Track the trends in top-40 styles, formats and music mix.
- Demonstrate, again, that if you belong in music,

You belong in Broadcasting! Jan 29

* Which will be seen by the more than 120,000 influencers who read Broadcasting regularly. For more details and advertising opportunities available, call your nearest Broadcasting representative. Closing date: January 22.

New York,
Larry Kingin, Stan Soifer
7 West 51st Street, 10019
212-757-3260

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

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

Broadcasting
supervisor, GTE Sylvania, Buffalo, N.Y., appointed engineering foreman, CATV equipment and installation operation, New York.

William C. Boss, VP-marketing, GTE Sylvania, New York, joins RCA Consumer Electronics, New York, as division VP-product management. William S. Lowry, division VP, distributor and retailer relations, RCA consumer electronics, New York, elected division VP, color-TV product management there.

W. Daniel Schuster, chief engineer, entertainment products group, GTE Sylvania, New York, named VP-engineering. He will supervise group engineering activities which include TV sets and audio products.


James W. Barnes, chief engineer, electronics division, Cohu Inc., San Diego, named VP and general manager of division. Robert J. Schlicht, general sales manager of division, named VP-marketing, Jeffrey Stewart, manager of manufacturing, named VP-manufacturing. Cohu is manufacturer of broadcast TV systems and accessories, among other things.

T. L. Adams, president, Anixter-Southeast Inc., named manager, Anixter-Prunan Southeastern district office, Atlanta. A-P is national distributor of supplies and equipment to CATV, power and telephone industries.

William P. Hakanson, account executive, Frank Neish Advertising, Meckesport, Pa., joins C-Cor Electronics Inc., State College, Pa., as sales promotion manager.

Allied Fields

Gary B. Lieberthal, manager of marketing, Timebuying Services, New York, named Western manager of agency and advertiser sales, American Research Bureau, Los Angeles.

Ed Cooperstein, president and general manager, Canyon Films, Phoeica, resigns to form ACE Communications & Entertainment Corp. there. Firm will be involved in motion picture, broadcasting and related mass communication fields.

Deaths

Robert Adrian Scott, 61, motion picture and television writer-producer, died Dec. 25 in Los Angeles following operation for cancer. Mr. Scott, who served two years in prison for refusing to testify before House Committee on Un-American Activities in 1947, wrote number of television scripts, including The Great Man’s Whiskers, scheduled for presentation on NBC-TV this season. He is survived by his wife, Joan LaCour.

Rollo W. Hunter, 52, VP and director of broadcasting, Wilson, Haight & Welch, Hartford, Conn., since last July, died Jan. 1 at his home in New Canaan, Conn. Mr. Hunter, who had served in executive posts with several advertising agencies, including D’Arcy-MacManus-International where he was senior VP, corporate broadcast in New York, had been instrumental in arranging TV sponsorship for such sports as Bing Crosby, Jackie Gleason and Dinah Shore golf tournaments, and had worked on late Ernie Kovacs TV shows. He is survived by his wife, Mary, a son and two daughters.

Howard B. Hayes, 60, president and general manager, Potomac Broadcasting Corp., died Dec. 28 at Circle Terrace hospital, Alexandria, Va., of a heart attack. Potomac is the owner of WPIX(AM) Alexandria and WSRK(AM) Woodbridge, Va. Prior to his association with Potomac Broadcasting, Mr. Hayes was employed by CBS and WJZ (now WTOP Washington) as engineer. He is survived by his wife, Susan, and one daughter.

Theo Fuetz, 78, veteran actor of radio, TV and stage, died Dec. 29 of heart attack at Lenox Hill hospital in New York. At time of death, he was playing role of Papa Bauer in CBS-TV serial drama, The Guiding Light, role he began in series when it was radio feature in 1947 (on TV since 1952). He is survived by his wife, Rhea.

As compiled by Broadcasting Dec. 21 through Jan. 2, and based on filings, authorizations and other FCC actions.

<table>
<thead>
<tr>
<th>EDWIN TORNBERG</th>
<th>&amp; COMPANY, INC.</th>
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<tr>
<td>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</td>
<td></td>
</tr>
<tr>
<td>New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242</td>
<td></td>
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<tr>
<td>West Coast—P.O. Box 218, Carmel Valley, Calif. 93852. 408-375-3164</td>
<td></td>
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<tr>
<td>East Coast—1000 Chesapeake Drive, Haver de Grace, Md. 301-939-5555</td>
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For the Record

Call letter action

Lola Golet Yoozen, Oxnard, Calif.—Granted WTVX.

*KTIE(TV)*

Existing TV stations

**Final action**


**KOLR(TV)** Springfield, Mo.—Broadcast Bureau granted CP to change ERF to vis. 282 kw; aur. 282.2 kHz, and move to State Highway—Fb. near Fordland, Mo.; change type trans. and type ant. to Rhomb. Cont. structure; ant. height 2,070 ft. Action Dec. 22.

**WMTJ-AM-FM-TV** Milwaukee—William B. Ray, chief of operating staff, denies above division, in re- sponse to complaint from James A. McCann, alleg- ing that stations violated fairness doctrine by broadcasting editorialized material, which state broadcast bureau, cited basic errors of fact and was highly detrimental to Mr. McCann's reputation as public official, ruled that no commis- sion action was warranted at this time. Ann. Dec. 22.

**Actions on motions**


**Administrative Law Judge Chester F. Naumowicz in Lago, Ill.**—Western Communications Inc. [KORK(TV) and Las Vegas Valley Broadcasting Co.,] TV proceeding, granted petition by Western Communications to remove certain ownership information (Docs. 19519, 19581). Action Dec. 11.

**Administrative Law Judge James F. Tierney in New York** [WPIX Inc. [WPIX(TV) and Forum Communications Inc.],] TV proceeding, granted petition by WPIX to amend application to reflect re- demption of 3.5% preferred voting stock (Docs. 18771-72). Action Dec. 11.

Other actions

Review board in Daytona Beach, Fla., TV pro- ceeding, granted request by Letter P. Shuler for extension of time to Dec. 2 to file comments in proceeding involving applications of Cowles Florida Broadcasting Inc. for renewal of license for WEGS-TV Daytona Beach and competing application of Central Florida Enterprises Inc. for new TV at Daytona Beach (Docs. 19616-70). Action Dec. 15.

Review board in High Point, N.C., TV proceed- ing, enlarged issues in proceeding involving mu- tual exclusive affiliations of Southern Broadcast- ing Co. [WGHT-TV] and Furniture City Tele- vision, Inc., order turning over case to regular and, in- tervening, for TV in High Point (Docs. 18906-76). Ac- tion Dec. 11.


Network affiliations

**ABC**

**Formula:** In arriving at clearance payments ABC multiplies network's station rate by a percentage (which varies according to time of day) then divides by fraction of aggregate length of all commercial available time used by station occupied by network commercials. ABC deducts 2.50% of station's net- work time weekly to cover expenses, including pay- ments to ASCAP and BMI and interconnection charges.


**WTVY(TV)** Evansville, Ind. (Evansville Tele- vision, Inc.)—Broadcast Bureau granted, effective Aug. 18, 1972, effec- tive Aug. 21, 1972, through Aug. 31, 1974, earlier call right. Program delivered to Salt Lake City, network rate $411; compensation paid at 30%.


**KTWO-TV** Casper, Wyo. (Harriscrose Broadcast- ing Corp.)—Amendment extends agreement to Jan. 1, 1975.

**NBC**

**IV-formula:** NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during normal period is equal to one equivalent hour. The fraction of total time available for network com- mercials is filled with such announcements, is applied against the equivalent hour value of the program period. Payment on one-third of the number of hours is waived; the resulting figure is multiplied by the rate. ABC pays station a stated percentage of that multiplication— minus, usually, 3.59%, forASCAP and BMI pay- ments.

**WITN-TV** Washington, N.C. (North Carolina Television Inc.)—Amendment to approximate changes in rate network rate to $361, effective Jan. 1.

**New AM stations**

**Application**


Start authorized

**WSHY Shelbylev, Ill.**—Authorized program opera- tion on 1560 kHz, 500 w. DA-D. Action Nov. 24.

**Actions on motions**

**Administrative Law Judge Frederick W. Denning in Clare, Mich.** (Bi-County Broadcasting Corp.) AM and FM proceeding, on request of Broadcast Bureau, extended through Dec. 21 time to file re- quest to petition of Bi-County Broadcasting Corp. (Doc. 19492). Action Dec. 13.

**Administrative Law Judge Chester F. Naumowicz Jr. in Mobile, Ala.** (Azaela Corp., et al.) AM proceed- ing, scheduled further hearing for March 5. (Docs. 17555-56); by separate action, granted motion by Broadcast Bureau and ordered that People's Pro- gressive Radio Inc. shall file within 21 days written notice of appearance and intention to participate in further proceedings; in event People's shall fail to so file, order dismissing shall issue, and further process. (Docs. 17555-56). Actions Dec. 11 and 13.

Other action

Review board in West Hazleton, Pa., AM proceed- ing, granted petition by Broadcast Bureau for extension of time of 4 days. (Doc. 19481). Action Dec. 1. (to ex- ceptions to initial decision released Sept. 6, 1973 (Doc. 19491). Initial decision denied application of Broadcast- ing 7 Inc. for new AM at West Hazleton. Action Dec. 22.

**Call letter actions**

P & C Broadcasting, New Bern, N.C.—Granted WQCI.

Radio Holly Hill Inc., Holly Hill, S.C.—Grant- ed WKJH.

**Existing AM stations**

**Final actions**

**KIDD Monterey, Calif.—Broadcast Bureau re- cinded action of Dec. 19, 1972, assign- ment of license to Walton Radio Inc., which granted application and re-granted license subject to whatever action commission may deem appropriate following completion of investigation into opera- tions of KELP-TV El Paso. Action Dec. 21.

**WICH Norwich, Conn.—Broadcast Bureau grant- ed new license covering change of main studio location to 37 2d Avenue. N.W., Le Mars; operate trans. by remote control from main studio site. Action Dec. 19.

**WAAM Ann Arbor, Mich.—FCC granted request by WAAM for permission to affiliate with ABC Contemporary radio network; Authorization remains in effect until 30 days after any over-all decision on multiple AM affiliations. Permission was required because two other AM's in Ann Arbor standard metropolitan statistical area have affilia- tions with ABC radio networks. Action Dec. 14.

**KSUM Fairmont, Minn.—Broadcast Bureau grant- ed license covering use of former main trans. for aux. purposes only. Action Dec. 18.


**WCIT Lima, Ohio—Broadcast Bureau granted license of license covering move of main studio loca- tion and remote control to North Cape Road, outside city limits of Lima. Action Dec. 15.


**WOAI San Antonio, Tex.—Broadcast Bureau per- mitted remote control. Action Dec. 27.

**KXII Seattle—Broadcast Bureau granted license covering changes; granting license covering use of former aux. trans. for alt.-main purposes only. Ac- tion Dec. 20.

**Actions on motions**

**Administrative Law Judge Byron E. Harrison in Harris- ton, Ky.** (Eastern Broadcasting Co. and Radio Harlan Inc. [WHBLN]), AM proceeding, granted motion by Eastern to amend application to reflect current financial statements of principals and letters of Nov. 20, 1972, from bank at Harlan agreeing to lend, and apply, to Eastern. (Doc. 19614-5). Action Dec. 13.


Other action

Review board in Vinita, Okla., AM proceeding, granted motion by Northwest Oklahoma Broadcast- ing Inc. for extension of time to Jan. 10 to file responses to comments on proposed assignment of issues. Proceeding involves mutually exclusive appli- cations for license of station KXEO to operate, on regular basis, facilities of VKIN Vinita (Docs. 19639-40). Action Dec. 27.

(Continued on following page)
Summary of broadcasting
Compiled by FCC Nov. 30, 1972

| Commercial AM | 3,426 | 5 | 1 | 4,381 | 48 | 4,429 |
| Commercial TV-VHF | 504 | 1 | 1 | 511 | 523 |
| Commercial TV-UHF | 185 | 0 | 0 | 190 | 252 |
| total Commercial TV | 689 | 1 | 11 | 701 | 675 |
| Educational TV-VHF | 86 | 0 | 5 | 91 | 92 |
| Educational TV-UHF | 120 | 0 | 10 | 130 | 137 |
| total Educational TV | 206 | 0 | 15 | 221 | 229 |

* Special Temporary Authorization.

Call letter application
- WFSR Bath, N.Y.—Seeks WGH.T.

New FM stations

Applications
- Jacksonville, Fla.—Mel-In Inc. Seek's 107.3 mhz, 100 kw, HAAT 353 ft. P.O. address 1221 King Street, Jacksonville 32204. Estimated construction cost $16,950; first-year operating cost $18,780; revenue $43,750. Principals: Lawrence H. Picus (90%), et al. Mr. Picus owns 50% of WAXP (AM). Mel-In Inc. is a wholly-owned subsidiary of WOBS (AM) Jacksonville. Ann. Dec. 11.

Starts authorized
- WQBK-FM Rensselaer, N.Y.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 87 ft. Application filed Nov. 29.
- WVNO(FM) Newark, Ohio—Authorized program operation on 101.7 mhz, ERP 3 kw, HAAT 96 ft. Application filed Dec. 5.

Final actions
- Walnut, Calif.—Mount San Antonio Community College District. Broadcast Bureau granted 90.1 mhz, 3 kw, HAAT 460 ft. P.O. address 1100 North Grand Avenue, Walnut 91789. Estimated construction cost $1,500; first-year operating cost $120; revenue none. Principals: Marie T. Mills, president and district superintendent, et al. Administrative Action Dec. 21.
- "Wanchease, N.C.—WOBK Inc. Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 175.4 ft. P.O. address Box 298, Wanchease 27981. Estimated construction cost $12,600; first-year operating cost $5,000; revenue $20,000. Principals: Douglas L. Credlock, president, and Lacy Phil Wicker (each 50%). Mr. Credlock and Mr. Wicker formerly owned WOBK (AM). Mr. Credlock is former owner (until June 1972) of WLOE (AM) and WEAL (FM), both Eden, N.C. He is sole owner of Grand Theatre and owns 50% of Eden Drive-In Theatre, both in Eden. Mr. Wicker owns 55.8% of Stamford Broadcasting, both in Greensboro, N.C. He also has minority interests in two movie theaters in Charlotte.
- "Romney, W. Va.—West Virginia Schools for the Deaf and the Blind. Broadcast Bureau granted

Broadcasting Corp. for extension of time through Jan. 30, 1973, to file exceptions and brief to initial decision released Nov. 14, 1972, in which Administrative Law Judge Charles T. Frederick assigned grant of application of Payline of Virginia Inc. for new FM station in Virginia Beach and denial of Virginia Beach's competing application (Docs. 19095-6). Action Dec. 15.

Rulemaking
- FCC proposed amendment of FM table of assignments. seeking to substitute ch. 236 for ch. 241 in Laramie, Wyo., and substitute ch. 273 for ch. 266 in Chicago. Proposed assignment of ch. 236 to Windsor, Colo., or, alternatively, substitute ch. 273 for ch. 270 to Fort Collins, Colo., and substitute ch. 252A for ch. 257A in Torrington. Wy. FCC denied petition to assign ch. 264 to Fort Collins. Action Dec. 20.

Call letter applications
- WPSY (FM) System Inc., Plano, Ill.—Seeks WSPY (FM).
- Bay City Public School District, Bay City, Mich.—Seeks WCHL (FM).
- "Associated Students of Montana Tech, Butte, Mont.—Seeks KMSM-FM.
- Radio Broadcasting Inc., Ironton, Ohio.—Seeks WITIOF (FM).
- "East Tennessee State University, Johnson City, Tenn.—Seeks WETS (FM).
- "WSW Broadcasting Co. Durand Wis.—Seeks WRDN-FM.

Call letter actions
- "Peoria Broadcasting Inc., Pekin, Ill.—Granted WZQI-FM.
- "Kewa Broadcasting Inc., Keokuk, Iowa—Granted KALD-FM.
- Punxsutawney Broadcasting Co., Punxsutawney, Pa.—Granted WMPE-FM.

Existing FM stations

Final actions
- "Bradenton, Conn.—Broadcast Bureau granted CP to install new alt. main trans. Action Dec. 18.
- "WAXY (FM) Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change trans. location to southeast corner of South 31st Avenue and Pembroke Park, Pembroke, Fla.; install new trans. and new ant.; ERP 100 kw; ant. height 920 ft.; remote control permitted; conditions. Action Dec. 21.
- "WQFB-FM Sarasota, Fla.—Broadcast Bureau granted CP to change location; install new trans. and new ant.; ERP 3 kw; ant. height 260 ft.; remote control permitted. Action Dec. 22.
- "KTKC (FM) Colby, Kan.—Broadcast Bureau granted CP to reduce sub-carrier frequency of 67 kzh. Action Dec. 20.
- "KTCX (FM) Colby, Kan.—Broadcast Bureau granted CP to reduce replace expired CP. Action Dec. 22.
- "KNUWF (FM) Great Falls, Mont.—Broadcast Bureau granted license covering new station; trans. location redefined as north on Highway 87, Great Falls; operate remote control from studio location; ant. height 1,060 ft.; remote control permitted. Action Dec. 18.
- "WWYD (FM) Raleigh, N.C.—Broadcast Bureau granted CP to change trans. location to intersection of Hwy. 377 and 378, Raleigh; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 930 ft.; remote control permitted; conditions. Action Dec. 22.
- "WSLK (FM) Lima, Ohio—Broadcast Bureau granted CP to change trans. location to intersection of Hwy. 377 and 378, Lima; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 930 ft.; remote control permitted; conditions. Action Dec. 22.
- "WCED-FM Dubois, Pa.—Broadcast Bureau granted license covering new station; ERP 11.5 kw; ant. height 640 ft. Action Dec. 18.
- "WDAF (FM) Lancaster, Pa.—Broadcast Bureau granted license covering new station; ERP 11.5 kw; ant. height 640 ft. Action Dec. 18.
- "KXW (FM) Fort Worth—Broadcast Bureau granted license covering new station; location to 0.7 mile south of Cedar Hill, Tex.; install new trans. and ant.; make change in ant. system; ERP 100 kw; ant. height 920 ft.; remote control permitted; conditions. Action Dec. 22.

Action Dec. 18.
Service Directory

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCPE

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
3224 Q St., N.W., Suite 500
20005
Washington, D.C.
Member AFCCE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 20036
WASHINGTON, D.C.
Member AFCPE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teletar Ct. (708) 560-6800
Falls Church, Va. 22042
Member AFCPE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D.C. 20004
(202) 347-8212
Member AFCPE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 20036
WASHINGTON, D.C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member AFCPE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 333-4664
(301) 827-8725
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 343-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULIS COHEN
& ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 20036
Washington, D.C.
Member AFCPE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4186
Member AFCPE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—89206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER LAMB, INC.
Communications Consulting and Engineering
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkeye Court
Potomac, Maryland 20854
(301) 299-3900
Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 hickson Street
Lufkin, Texas 75901
634-9558
632-2821

Service Directory

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
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for availability.
Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 12.

KXJ-M(FM) Fort Collins, Colo.—FCC granted application to Broadcast Bureau granted mod. of CP for extension of time to July 4. Action Dec. 22.

WKOMA-FM Chilton, Wis.—FCC granted application to Broadcast Bureau granted mod. of CP for extension of time to July 4. Action Dec. 22.

WGCT-FM Guilford Conn.—Broadcast Bureau granted mod. of CP to extend time to April 24; condition added; Secretary. Action Dec. 22.

Dufilnack Springs, Fla. Eucie Valley Broadcasting Co.—Broadcast Bureau granted mod. of CP for extension of time to March 1; condition added. Action Dec. 18.


KBMS(FM) Billings, Mont.—Broadcast Bureau granted mod. of CP to extend time to Jan. 1. Action Dec. 12.


WXXY(FM) Montour Falls, N.Y.—Broadcast Bureau granted mod. of CP to change ant. and make changes in ant. system; ERP 1 kw; ant. height 410 ft. Action Dec. 27.

WCLV(FM) Cleveland—Broadcast Bureau granted mod. of CP to extend time to July 1. Action Dec. 22.

WBN Youngstown, Ohio—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 22.

WNKOF(M) Newark, Ohio—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 22.

WVUI-FM—Broadcast Bureau granted mod. of CP to change the transmission site to 0.15 mile east of Courthouse on East Valley Road, Pikeville, Ky.; conditional sideband extension to control point to 20% West Spring Street, Pikeville; change timing and change to non-directional ant. Action Dec. 18.

KXDU-FM St. George, Utah—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 12.

Call letter application


Call letter actions


Renewal of licenses, all stations

KJIX-AM-FM Fort Collins, Colo.—FCC granted application to Broadcast Bureau for renewal of licenses. Objections by Colorado Commission on Mass Media and Spanish Surrounded Inc. were denied. Action Dec. 21.

Broadcast Bureau granted renewal of license for following stations: K0CZ Del Bonita and K0IT West Glacier, both Montana. Action Dec. 19.

WBN5-AM-FM-TV Columbus, Ohio.—FCC granted renewal of licenses and denied opposing petition by Columbus Broadcasting Coalition. Coalition charges that the stations failed to meet some problems of service, particularly with regard to both programming and technical performance and discriminated against blacks in employment practices. Action Dec. 19.

Broadcast Bureau granted renewal of licenses for following stations, all Pennsylvania, their co-pending applications more appropriate: WRDO Mc- Keesport and WAMO-AM-FM, WICT-AM, WQED- (TV) Pittsburgh, WITF-TV, WYVE(FM), WJAS-AM and KDKA-AM-FM-TV (on condition), Pittsburgh. Action Dec. 22.


Modification of CP's, all stations

KWST(FM) Los Angeles—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 22.

KXYR-FM and KXJ-M(FM) Chilton, Wis.—Broadcast Bureau granted mod. of CP for extension of time to July 4. Action Dec. 22.

WGST-FM (Guilford Conn.—Broadcast Bureau granted mod. of CP to change ant. and make changes in transmission line. Action Dec. 22.

WGCT-FM Guilford Conn.—Broadcast Bureau granted mod. of CP for extension of time to April 24; condition added; Secretary. Action Dec. 22.

Dufilnack Springs, Fla. Eucie Valley Broadcasting Co.—Broadcast Bureau granted mod. of CP for extension of time to March 1; condition added. Action Dec. 18.

WIGL(FM) Miami—Broadcast Bureau granted mod. of CP to extend time to July 12. Action Dec. 22.

WYZZ Jasper, Ga.—Broadcast Bureau granted mod. of CP to extend time to July 12. Action Dec. 22.

KJFL-FM Lebanon, Mo.—Broadcast Bureau granted mod. of CP to extend time to July 12. Action Dec. 22.

KBMS(FM) Billings, Mont.—Broadcast Bureau granted mod. of CP to extend time to July 1. Action Dec. 22.

WEIC Charleston, Ill.—Broadcast Bureau granted mod. of CP to add MEOV's values to daytime pattern. Action Dec. 22.

WGCT-FM Chilton, Wis.—Broadcast Bureau granted mod. of CP to extend time to June 7. Action Dec. 22.

WJDL-FM Willamsburg, Mass.—Broadcast Bureau granted mod. of CP to extend time to June 7. Action Dec. 22.

KJFL-FM Lebanon, Mo.—Broadcast Bureau granted mod. of CP to extend time to June 7. Action Dec. 22.


100% of TV. By WOR(AM)-WXLO(FM) Ill., (1%) Trustee, December 1; Puerto Rico; extension line.

K2S5A AM Beaver, Utah—Broadcast Bureau granted license. Priming permit for new FM translator. Action Dec. 27.

KTQD Cedar City, Utah—Broadcast Bureau granted license to R. F. Winterbottom to use KT1B1 Milford and rural Beaver county, Utah, 2 kw; changes freq. and make changes in ant. system. Action Dec. 19.

K1DQ Glenwood, Wash.—Broadcast Bureau granted license to change type of trans., increase output power and make changes in ant. system. Action Dec. 19.

Ownership changes

Applications


KRFM(FM) Phoenix—Seeks transfer of control of station to/from William J. Churchhill, et al. (a group, 100% before, none after) to Southern Broadcasting Corp. for 100% after. Consideration: $590,000. Principals: Earl E. Slick (34.8%), Albert L. Jr. Butler (11.2%) et al. Mr. Slick is director of Slick Corporation, subsidiary of United States Filter Corp. He also owns oil and gas production company in Winston-Salem, N.C., and has various other interests. Mr. Butler is director of Southern Broadcasting. Action Dec. 22.

WJSL-FM—Broadcast Bureau seeks assignment of license to/from station Broadcasting Co. for $550,000. Sellers: R. F. Winterbottom, president (37%) et al. Rasmussen owns 56% and Mr. Winterbottom owns 33%. Consideration: $520,000. Principals: Frank E. Kirsch (37%), et al. Mr. Kirsch to own 80 and Mr. Winterbottom to own 20%. Action Dec. 18.

KWCA(FM) Wallace, Idaho—Broadcast Bureau seeks assignment of interest in/from station Broadcasters Inc. of Montana Inc. for $210,000. Principals: Vincent G. and Jeanne M. Coffey, and Ray Shepherd (as group, 100% before, none after). Consideration: 5% of KSLBAM (FM), Libby, Mont. Action Dec. 20.

WARF(FM) Aurora, Ill.—Broadcast Bureau seeks assignment of interest in/from station Broadcasters Inc. of Montana Inc. for $210,000. Principals: Vincent G. and Jeanne M. Coffey, and Ray Shepherd (as group, 100% before, none after). Consideration: 5% of KSLBAM (FM), Libby, Mont. Action Dec. 20.

KWCA(FM) Wallace, Idaho—Broadcast Bureau seeks assignment of interest in/from station Broadcasters Inc. of Montana Inc. for $210,000. Principals: Vincent G. and Jeanne M. Coffey, and Ray Shepherd (as group, 100% before, none after). Consideration: 5% of KSLBAM (FM), Libby, Mont. Action Dec. 20.

KWCA(FM) Wallace, Idaho—Broadcast Bureau seeks assignment of interest in/from station Broadcasters Inc. of Montana Inc. for $210,000. Principals: Vincent G. and Jeanne M. Coffey, and Ray Shepherd (as group, 100% before, none after). Consideration: 5% of KSLBAM (FM), Libby, Mont. Action Dec. 20.
Cable actions elsewhere

The following are activities in community-antenna television reported to Broad-
casting Jan 8 1973

Cable

Final actions

- Leon county, Fla. - FCC granted application for licenses for twenty-one AM stations in certain unincorporated areas of Leon county. Grant is conditioned upon submission of appropriate franchise

from Leon county council of supervisors. Action Dec. 20.

Management Continued

Chicago based station group has an opportunity for an effective, experienced manager to assist in operation of existing systems and development of acquisitions. If you can bring ideas with you and work with policy we have an unusual opportunity. Please give all details and requirements first letter. Our employees know of this ad. Thank you. Reply Box A-16, BROADCASTING.

Broadcast business manager. Experienced professional needed to manage Accounting Department of high billing, multi million dollar operations. Responsible for overall cost accounting, profit projection and budgetary control. Minimum three years experience, CPA desirable, but not mandatory. Send written resumes to Box A-27, BROADCASTING. All replies strictly confidential. An Equal Opportunity Employer.

Farm News Network requires expansion. Innovations welcome. Send resume, salary requirements. Box A-20, BROADCASTING.

Cable

Final actions

- Leon county, Fla. - FCC granted application for licenses for twenty-one AM stations in certain unincorporated areas of Leon county. Grant is conditioned upon submission of appropriate franchise
from Leon county council of supervisors. Action Dec. 20.
Technical Continued

Chief Engineer. Immediate opening for 5,000 watt directional AM. Strong on maintenance. Call 609-926-2900. Box M-139, BROADCASTING.

Radio station engineer for AM/FM station in Tucson, Arizona. Must have FCC 1st class radio telephone license. Send resume and requirements to: Engineering Dept., Box 15406, Phoenix, Arizona 85016.

Immediate opening, experienced, chief directional AM, house available, contact Bill Moon, 1218 South Main, Normal, Ill. Also needs someone to help him keep it all from crumbling to the ground. If you're tired of sitting around watching the world go by, call me. 309-295-6301. Ask for Jim Murphy. No geniuses, and hold the resumes.

News

News Director medium market, central Virginia ABC affiliate. Dedicated professional delivery. Send tape, resume, references and salary requirements to Box M-175, BROADCASTING.

News Director wanted for fulltime in Southwest. Send resume and tape... will be returned. Box A-15, BROADCASTING.

News Director, Fulltime ABC entertainment affiliate with strong emphasis on news. You must have experience in news operation, be a good radio newsmaker and leader. In return you will be paid with excellent fringe benefits. Send resume, reference and tape to Richard A. Jakobs, WFR, Box 150, Roanoke, Va. 24002. O.E.

Programming, 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 with limited full potential. Salary negotiate-able. Fringe benefits. Box M-64, BROADCASTING.

Program Director that can pull an air shift and knows the new sound of Contemporary Soul. Minority groups encouraged to apply. No dragoons. Big voice, Salary Open. Please send tape, resume, salary requirements and recent photograph in first letter. Box M-142, BROADCASTING.


Multiple station owner needs PD for Black programmed station in competitive market. Must be experienced, stable and a go-getter. A good station needs rebuilding... An Equal Opportunity Employer.

Production/Preparation Wizard. We want a self starter who can conceive and produce spectacular Top 40 program for YMCA-AFM broadcasting, programming and sales. Box A-19, BROADCASTING.

Situations Wanted Management

Manager available now. Proven successful background. Know promotions, programming, and FCC. A real money maker. Box M-156, BROADCASTING.

NY, NJ or PA. Have proven track record in your market. Looking for good local station that wants management experience. Can lead, direct, motivate, and sell. Complete knowledge of AM/FM broadcasting, programming and sales. Box A-19, BROADCASTING.

Station Manager? Operations Manager? Program Director? Immediate opening for general manager of first phone broadcaster area. Position as employed at Station Manager, seeks stable operation. With programming background. Box A-40, BROADCASTING.

Sales


Announcers Continued

Announcer/Program Director: Southwestern Ohio station needs young, better than average man with program production experience. Good market, Modern Rock, Contemporary and Rock. Good opportunity to grow with a new concept. Send tape, photo and resume to Box M-166, BROADCASTING.

NE adult MOR quality 5,000 watt AM/FM Stereo needs mature pro to communicate with VIP market. Our sound is Shady Acres, Sinatra, Manilow. Published product. 45 min. NYC, Warn, seasoned broadcaster, or young, energetic. Send 7½” IPS non-returnable tape, resume and salary requirements. Equal Opportunity Employer. Box M-148, BROADCASTING.

Experienced morning man-saleness needed for station in Southeastern city of 17,000. Salary plus commission. Send resume plus tape to Box M-177, BROADCASTING.

Rapidly growing top rated Eastern market MOR station needs experienced air talent. Send tape and resume. Equal Opportunity Employer. Box A-2, BROADCASTING.

Announcer needed at Virginia Country music format station. 5 KW daytimer in college community. Good place to live and work. Stable staff. Send resume, tape and salary requirements to Box A-34, BROADCASTING.

Fla. growing chain needs: lst-CE to maintain gear and handle light evening editing. Shift, lst-anter-salary with a chance for major increase in six months. lst-for all nite soft-soul/jazz/talk show. Could be great place to start career. Send tape, resume and sales pro to build new block in medium resort market. Must have good voice, be sufficient to serve as service fringes and be a member of one of the finest broadcast teams in the South. An Equal Opportunity Employer. Box 2, BROADCASTING.

Midwest Top 40 needs morning personality with ability for some production. A group station within a group market. Future is secure. Only those searching for permanent stability should apply. Resume, earnings, references, and voice samples to Box A-44, BROADCASTING.

Five killowatt fulmer needs Commercial announcer with newcasting ability. Sales on commission in addition to salary is also available. Send tape and resume to KWKE, Box 777, Hobbs, New Mexico 88240.

Need two professional announcers, 1 for night shift and 1 for di. Heavy sports play-by-play. Must be experienced professionals. Send resume, air check, picture to: RD, Box K, Greetings, Colorado 80301.

ABC owned FM stations look for Rock 'N Stereo on air talent. Send tape and resume to Dale Poon, 1330 Ave. of the Americas, New York, NY 10212-1777.

Technical

Engineer. Seattle Classical Music station has opening for qualified engineer with experience in thorough knowledge of RCA AM 1500 and FM 98.9. Should have adequate voice and experience in classical broadcast work. Send resume and references to 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 SW AM, and 100WX Stereo FM. Exceptional opportunity for a young sound specialist with a supersensitive ear for top quality audio. Facilities include brand new studios. Excellent fringe benefits, including a house. Salary commensurate with ability. Send pictures, complete resume, including references, to Box M-159, BROADCASTING.

Midwest AM needs experienced chief engineer. Good salary. Minimum bonus work board. Reply Box M-162, BROADCASTING.

Chief. Prefer young, Top 40 specialist strong in both directional and audio experience. Excellent equipment. Salary negotiable. Send resume and all salary requirements based on ability and experience. Immediate opening. Box A-30, BROADCASTING.

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 WMUM, Dover, Ga.

Immediate opening; qualified maintenance engineer for directional AM-Stereo FM. Announcing optional. Good opportunity to grow with a new concept. Send tape, photo and resume to Box M-165, BROADCASTING.

Immediate opening: qualified maintenance engineer for directional AM-Stereo FM. Announcing optional. Good opportunity for growth with a new concept. Send tape, photo and resume to Box M-165, BROADCASTING.

Personality plus. Experienced articular and Black. Ambitious, versatile, soul look for hire. For tape and resume write Box M-126, BROADCASTING.

1st phone announcer, newsman looking for good medium market position. Hard working. 703-941-5117. Box M-154, BROADCASTING.

Northeast preferred. Experience (eight years) with enthusiasm. Employer. First phone. MOR or C.W. Awaiting the right opportunity. Box M-172, BROADCASTING.

I want that first break! Good airspace, 3rd endorsed, am ready now. Robert, 806-372-9234. Box A-8, BROADCASTING.

Male dj position wanted, relocate. Experience limited, 3rd endorsement, hard worker, reliable. Box A-11, BROADCASTING.

Recent broadcast school grad. No experience. Will go anywhere for something for small salary. Box A-22, BROADCASTING.

Improvvisor(s) (also generally extemporaneous wit). 3rd phone can take turns, twixt, and have great balancing act for radio, free to relocate within 45 miles of Spokane. Wash. Write: Jack Gordon, 4193, same city, 99203. $31,72 minimum.

I want that first break 3rd endorsed, 21, single Will send tape and resumes upon request. Robert W. Noel, Jr., RD 3, Box 170, Blairsville, Pa. 15717. 412-459-6149.

Five years broad base experience in personality radio. Desiring Top 40 job position or possibly PD. Mar- ried, with exhibiting. Box 17215-3 Shoshone Dr., Lafayette, Ind. 47905. 317-474-1319.


Announcer/copywriter. Deep voice best suited to comedy, etc. Box 31, BROADCASTING.

Country jock. Prefer central time location. First phone. Experienced. Tuesday thru Saturday, 9-5 days off. Box M-143, BROADCASTING.

Experienced dj looking for Top 40 or MOR station. Family man, young, aggressive, newscaster, salesman, big voice. A love for all music—also plays a few instruments. 3rd phone, tight board, dependable, creative, versatile. Can follow instructions. Willing to relocate. G.P.O. Box 1756, New York, N.Y. 10001.

Technical

Major market chief has dynamic Top 40 audio for pro broadcaster who can taste number one. 28, de- married, etc., and program track record. East coast. Box A-29, BROADCASTING.


What can you offer? Family type man, 12 years experience, have first class license, experience includes Chief Engineer, Engineering, and some management. All letters answered. Box A-43, BROADCASTING.

Experienced 1st ticket engineer. Young and reliable desires FM Stereo or TV station with good working conditions in a chief or staff engineer position in Washington, D.C. area. Box A-54, BROADCASTING.


News

As sports director of small market television station, I have become proficient in the day reporting, film production, and interviewing. I also have extensive radio play-by-play experience. Northwestern University graduate, I’m looking for step upward to combine head for film and radio play-by-play work. Call Box M-11, BROADCASTING.

I’ve been a reporter in Washington, D.C., for six years. Beat reporting, general assignment, documentaries, editorials, talk show. Presently news director at major market station. I’ve been in a wide range in radio or television in a market large enough to be available to anyone. Will go anywhere in the country. All inquiries considered. Box A-21, BROADCASTING.

Experienced, young news director seeks spots posi- tions in news or sales field of competitive radio TV market. Box A-23, BROADCASTING.
Practical, hard working, professional, experienced young journalist currently successful in medium market sales, but bored. Want back into news. Seek responsible, demanding news director, network bureau, or O&O job. Former medium market news director for seven years. Willing to travel and share driving. Good pay for good man. Send resume giving experience and salary requirements to Box A-48, BROADCASTING.

Needed immediately: systems techs with at least 5 years experience with 2000's, 18-20's AVTR's cameras and 1995's. In Brooklyn/Queens area. Positions are with an international production house. Full time, salary, plus day off for experience. Please send resume to Edith Productions Inc., 1920 North Wilshire Blvd., Hollywood, Calif. 90028.


UHF transmitter engineer 1st class ticket. Immediate opening. Salary $9,131 to $11,540 plus 2 longevity steps. Excellent fringe benefits. Contact Mr. Rollie McCullough, Dade County Public Schools, Rm 210, 1410 NE 2nd Ave., Miami, Fl. 33132.


Young, aggressive working newcomer to co-anchor top 40 market. Must get up, go to 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.

Major Western market desires experienced, aggressive News Director. Box A-7, BROADCASTING.

Newsmen-photographer for medium market station. Experienced. Minor spirit and iris operation is required. Processor desirable. Good opportunity to grow with young, aggressive news department. Box A-15, BROADCASTING.

News cameraman. Northern West Top 30 affiliate seeks experienced newsfilm cameraman/editor. Send resume, work samples, dark slide to Box A-38, BROAD- CASTING, An Equal Opportunity Employer.

Two photographer-editors wanted for the most demanding job in television. Creative, controversial weekly prime time documentary magazine. Must be experienced, capable and cheerful in the face of adversity. Send sample resume to Public Affairs unit, WCCO Television, 50 South 9th St., Minneapolis, Minn. 55402.

Director-Announcer. Media market VHF needs two talented director-announcer-account manager combination available with Equal Opportunity Employer. Send resume, references and salary. Box M-148, BROADCASTING.

Strong Director to direct complicated news in competitive top 25 market. Must be on air immediately. Box A-9, BROADCASTING.

Producer-Copywriter, Midwest VHF Top 50 market. Must be creative and have knowledge of local video tape film production. Experience directly with client-agency. Equal Opportunity Employer. Contact George Leb, Production Manager, WJRT-TV, Flint, Mich.

Situated Wanted Sales

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, 214-631-5119. TV sales position desired: Washington, D.C. metro area. 3 years selling experience in Baltimore market. Call 301-833-9027.

Auditioner, Radio, Engineer, first phone, experience AM, FM and TV. Presently with a top 50 market station. Send resume, references and photo. Box M-111, BROADCASTING.

Experience video tape editor operator seeking position as assistant or first position with heavy video tape responsibility. Willing to relocate. Box M-164, BROADCASTING.

Announcers

Sports or news in TV. Have 4 years experience in radio. Single, 28, veteran, 3rd phone. Southeast area. Box A-4, BROADCASTING.

Technical

Engineer, first phone, experience AM, FM and TV. Presently in advertising agency. Send resume and references. Box M-111, BROADCASTING.

Experience video tape editor operator seeking position as assistant or first position with heavy video tape responsibility. Willing to relocate. Box M-164, BROADCASTING.

Technical

Aggressive, young engineer seeks move up to management position within 18 months. Experienced in domestic television, FM, AM Directional, construction, consulting. Box A-44, BROADCASTING.

News

As sports director of small market television station, I am looking for a full time position in film production, and interviewing. I also have extensive experience in play-by-play experience. Since graduating from University, I'm looking for step upward to combine TV and possible radio play-by-play work. Box M-157, BROADCASTING.

Major network director/producer. Heavy news background. Professional, experienced, young and aggressive. Cannot relocate but will relocate for the right opportunity. Contact me at Box M-174, BROADCASTING.

Currently unemployed newsman with seven years experience now in top forty market seeks move up. Resume, etc. available. Box A-17, BROADCASTING.

Investigation and/or research. Background in both AM and FM. Writing experience. Pilot, WBSU, Washington, D.C. 20003.

Programing, Production, Others

I've made marathons with lip movements that are elements for a TV show Need producer. Jack R. Levin, 5100 Monument Ave., Richmond, Va. 23230.

Sales

Need all equipment for new FM 3Kx, 334 ft. tower. Send full info description price. WAKU, Box 516, Georgetown, Ky. 40324.

We wanted: One 700 to 1000 ft. guyed antenna, used, but in good condition, 40 to 5013, windfoil. Contact: Floyd Hubbard, Radio Station WJWS, Box 371, Owensboro, Ky. 42301.

Audiotechneics, Inc. wants to buy your used Shally Model 320 series tape recorders, any width from quarter inch to two inch. Write or phone Bob Berliner or Har Shotkin giving condition, serial number and configuration. Audiotechneics, Inc., 1423 Hamilton Ave., Stanford, Conn. 06092. 203-359-3212.

We wanted: Type accepted 12GHz microwave equipment. Wolwine Cablevision, 1200 W. Columbia Ave., Battlecreek, Mich. 49015. Phone 616-962-6126, Mr. Harrington.


We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No Junk. Guarantee Radio Supply Corp., 1371 Irisblade St., Laredo, Texas 78040.

Need new or good used 3 inch I.C. camera tubes and low channel frequency determining parts for RCA 6086 cavities. KLOC-TV, Modesto. 209-529-2024.

FOR SALE EQUIPMENT

RCA TK-27C film camera and TP15 multiplexer with TelePrompTer opposite hardware. Excellent operation. Both used 90 days, like new, in storage, complete. Box A-1, BROADCASTING.

Fair Sale: Color mobile unit consisting of three (3) PE-350 camera channels, interval switcher with special effects, air ride truck with gate. Excellent condition. Write Box 550, BROADCASTING, film.

U.S. Gov't. surplus. Save 75% on video tape! De- guised, guaranteed! Top brands-Skotch, Amptyx, Memorex. 1 x”2700’, $12.50; 1 x’5000’, $25; 2 x’5000’, $49.95. Box 435, WBB, BROADCASTING, film.

Alt feed type 1052 Displacing Filter, 500 ft. rigid 3”x coax with bullet and hangers, 5 sections Altford Ch. antenna. Excellent condition bridled to sell at all, perfect for PW film or CW. Other models on file. Mid-fla. TV Corp., Box 6103C, Orlando, Fla. 32803 or phone 305-S41-5401.
For Sale Equipment Continued

Gates 1 kw FM18 transmitter good condition operating KNBY-FM, Newport, Arkansas, licencing power. Priced for immediate sale. 501-762-2093.

Schaefer 800 mono brain, good condition. Best offer. KOZI-FM, 630 Ash, San Diego, Calif. 92101.

10 kw Collins 73A FM transmitter complete with hundreds of spare parts and tubes. Includes OEL Stereo exciter plus 67 KHz generator. $2350 total. Buy now, we will help dismantle and load. Jim Tills, WDLY-FM 904-734-2000.

Collins 83OF-2A 10 kw FM 1 kw driver Stereo mint. Available summer '73. WPAM, Box 94, Ft. Atkinson, Wis. 53238.

Consolas-McMartin has the finest 5 & 6 channel mono/dual stereo consoles on shelf and available for immediate delivery. Contact Sales Department, Dept. "D", McMartin Industries, Inc., 603 North 13th Street, Omaha, Nebr. 68102. 402-342-2753.

Hallas-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 29872, Oakland, Calif. 94623.

RCA BW-74 stereo monitor, McMartin TBM 4000 modulation unit (FM), Schaefer WC 30 remote control studio and transmitter unit, Mystery PBX-30 remote control set-audio line, no DC 30 channels. metering and control. RCA W08 audio oscillator, Federal 101-C field strength meter, Precision 915 tube tester. Please contact William Ryan for further information on the above. 219-467-5511.

1-VR1100. All available accessories including 6 heads, $13,000. 4-Marton TT-74V Camera Chains including approximately 600' camera cable. 5000 each. 1-Varolat Mark V lens. $13,000. 1-Remote Switcher. Model 95PTS-1/8A. 1. $1,000. WCHY-Raynus. Paul Barron, 315-457-2041.


One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8507, Pensacola, Florida 32505.

Cartridge tape equipment—New and rebuilt guaranteed. Autopath, Box 1004, Rockville, Maryland 20850. (301) 762-7656.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC license course and laboratory training in six weeks. Be prepared...let the masters in the nation's largest and finest classes licensing schools teach you. Approved for veterans and accredited under VA. Request for Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,** 2727 Inwood Rd. 357-4000.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston**, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Atlanta**, 51 Ten St. at Spring, N.W.


Elkins in Minneapolis**, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th. 

Elkins in Memphis**, 1362 Union Ave.

Elkins in Nashville**, 210 A Bih Ave. S.


On the air announcer training at R.E.I. features individual, realistic preparation for your radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phonel Complete either course in just five (5) week at 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.


Help Wanted Management

OWNERSHIP

General Manager position and ownership opportunity available with major market station in top Southeast location. Salary range, $30,000 to $50,000 per year plus 15% of ownership to be given out of profits. Young, aggressive Program Directors and Sales Managers will be considered for this position. Must complete resume to President, Box A16, BROADCASTING. We will not contact previous employers without permission.

CHALLENGE

Somewhere in the broadcast industry there is an individual looking for the challenge and the opportunity which could eventually lead to heading up a group radio station. If you feel your background and experience merit consideration, we would be pleased to have you write to Box A-33, BROADCASTING. Please include your minimum requirements. Our staff has read this ad, and your writing us will be held in absolute confidence.

Help Wanted Sales

MFRS. REPRESENTATIVES NEEDED

AM-FM BRODCAST, EQUIP. MFGRS, REPS (NOW) FOR EAST COAST & MIDWEST. FORWARD PRINCIPAL LIST WITH PERSONNEL RESUME TO: Box A-30, BROADCASTING.

REPRESENTATIVES WANTED

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Broadcasting Jan 6 1973

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An editorialist steeped in news heads the new NBEA

The scene was Washington's Union Station on a blustery November afternoon in 1940. President Franklin D. Roosevelt had just returned to the capital city after winning an unprecedented third term in office. On the railroad platform was Bryson Rash, then a 27-year-old NBC staff announcer. Microphone in hand, he had been broadcasting from the station for 20 minutes, ad-libbing as he awaited the chief executive's tardy debarkation. When the President finally emerged, he gazed down at a mass of reporters, spotted the young, fast-talking man from NBC and chortled: "Look at Rash down there. He doesn't know what he's talking about." To those who know Bryson Rash, it's not necessary to emphasize that the statement was in jest.

Thirty-two years later, Mr. Rash beamed with satisfaction as he ushered a reporter into his office at NBC's WRC-AM-FM-TV Washington. It's a small office, hardly noticeable in the sprawling NBC combine, and definitely not one that could be termed prestigious. It is, rather, a working office, which is more than appropriate since, at 59, Bryson Rash is still very much a worker. It is here that Mr. Rash, as WRC-TV's manager of editorial services, presides over an operation that turns out five station editorials each week. And, at least temporarily, it is also here that the new National Broadcast Editorial Association has its headquarters.

As president of NBEA, which became an independent organization last November at the Radio Television News Directors convention in Nassau, Bahamas, Mr. Rash must plan and execute NBEA's first general convention, now tentatively scheduled for June in Washington, a meeting that some knowledgeable observers feel will determine the success of the new association. Beyond that, it will also be the front-line responsibility of Mr. Rash to canvass the industry's editorialists, to encourage participation in NBEA and, unquestionably, to serve as the guiding force in the organization's search for an identity.

NBEA is not a new idea. Its foundation was laid nine years ago with the initiation of the National Broadcast Editorial Conference, a yearly gathering of broadcast editorialists that did—and still does—maintain close ties with RTNDA and the National Association of Broadcasters. But over the years, there arose a general feeling on the part of the conference's participants that editorialists play a distinct role in broadcasting apart from their newsmen colleagues. That feeling, says Mr. Rash, was crystallized in the 1971 conference at St. Louis, and led to the drafting of NBEA's constitution.

NBEA's role, as Mr. Rash sees it, is more as a consolidation than as a political sounding board. The exchange of ideas, techniques and common problems among the nation's broadcast editorialists, he indicates, will be the association's paramount function. He does not anticipate any significant lobbying effort by the association, at least not in its rudimentary phase.

Mr. Rash is confident, however, that NBEA will surmount any problems of infancy and grow into a viable representative body. Response to the initial call for membership, he reports, has been "simply great."

It is this optimism, coupled with the high esteem with which he has been embraced by his colleagues that landed Bryson Rash at the helm of NBEA. "He's one of the most wonderful and charming men I've ever known," said one associate. At WRC, where he has been employed since 1956 (for the past three years as the station's chief editorialist) he is almost universally regarded with affection and admiration. "He has the demand respect without being authoritarian. "He's sort of a father figure," said a fellow worker, who added quickly, "but not a grandfather figure; he's too Progressive for that."

But the received acclaim has been receiving that kind of plaudits for nearly four decades. His career in broadcasting began in 1925, when he successfully auditioned as a 12-year-old to replace St. Louis Brown on a program sponsored on KMOX St. Louis by the Brown Shoe Co. That first position abruptly ended a year later, through no fault of his own—his voice changed. But after a seven-year "hiatus," Mr. Rash was back in broadcasting, working as an announcer at several Midwestern stations before joining WJSV (now WTOP) Washington in 1936.

A year later, he was hired as a staff announcer by NBC in Washington, where he rose to national prominence, presiding over numerous events at the White House during the fireside chat days of the Roosevelt administration. When the NBC Red and Blue networks split in 1942, Mr. Rash went with ABC, the offshoot of that divorce. He also worked for a while with both ABC and its Washington affiliate, WMAL. During that time he made the transition to news broadcasting. Since then, his journalistic endeavors have been extensive and impressive. In 1947, Mr. Rash arranged for the telecast of Secretary of State George Marshall's testimony before the Senate Foreign Relations Committee—the first time a congressional hearing was covered live by broadcast media. He also provided the principal broadcast coverage for the signing of the Japanese peace treaty in 1951, Senator Estes Kefauver's crime investigations in 1951 and 1952, and President Truman's televised tour of the renovated White House in 1952.

He later was responsible for the main network pool coverage of the dispute between the Army and Senator Joseph McCarthy (R-Wis.) in 1954.

For one who has run the gamut in terms of reportage, it might be speculated that Mr. Rash's present position is a welcome respite. But if that is the case, the pressing demands of the job do not seem to justify it. Mr. Rash emphasizes that his principal problem as WRC's chief editorialist is to make "absolutely certain" that the material he airs represents all sides of the issue in question. Mr. Rash acknowledges that it is impossible to please all the people all the time with his efforts. And he is not troubled over taking a position that might prove to be unpopular with the majority of his audience. "We go to the issue and how we feel it should be resolved. If we are in the minority, we will take that stand," he said. But he would not hesitate to modify his position if proved wrong. "You're not black if you refuse to bend when circumstances justify such a move," says Bryson Rash. "You're just plain obstinate."
Cheap shot
Antitrust policy in the communications field is more subject to prevailing whims in the Justice Department and the FCC than to whatever standards there are in the law. The latest case in point was initiated by Justice to block the merger of Cox Cable with American Television and Communications. Not to be excluded from the fun, the FCC has asked the companies to prove that the merger would serve the public interest.

The companies have vowed to resist, in the conviction that their proposal is both legal and honorable. It remains to be seen, however, whether that determination will survive the passage of time and the possible disenchantment of stockholders. If it becomes prudent for the companies to scrub their union rather than endure the long litigation that a determined government could generate, Justice will once again have won an antitrust case without proving it decisively in court.

The technique has been used successfully on an even larger scale. As Cox-American officials probably have recalled, Justice was able to frustrate a merger of ABC and ITT several years ago by appealing to the courts to reverse FCC approval. The litigation went on so long that the value of the stocks to be exchanged underwent radical change, and ITT withdrew at the expiration of the merger contract.

Such tactics may win cases, but they cloud the law. The ABC-ITT case was decided by caprices of the market, not by the courts. In a very real sense it was the victim of delay— which Justice has learned to use as a tactical weapon.

In the Cox-American merger there are no criteria—save those invented by the Justice Department—to select it for prosecution while existing cable consolidations of significant or larger size are left to go on expanding. The suspicion must remain that this one was picked for tactical reasons, not for principle. And if that is so, Justice is the most misnamed department in Washington.

A disclaimer is in order
Last June President Nixon told 30 broadcasters at a White House meeting that his administration would support legislation to stabilize the license-renewal process.

Last month Clay T. Whitehead, whose status as White House spokesman on telecommunications stands unchallenged, delivered an administration bill to the accompaniment of a blast against purported bias in network news.

Last week came the deadline on Florida license-renewal applications. Three groups have challenged the renewal of WJXT-TV, the channel-4 CBS affiliate in Jacksonville owned by the Washington Post since pioneering TV 20 years ago. A fourth group has challenged the renewal of the Washington Post's channel-10 WPBG-TV Miami, an ABC-TV affiliate.

There is no legal bar, under present law as interpreted by the courts, to such filings by qualified applicants. But when the groups appear to be motivated by what seem to be political and ideological considerations, there is reason for deep concern.

At the June 22 White House "summit" President Nixon urged caution in drafting standards by which an incumbent's record of performance would be judged because of the danger of government censorship in the detailed evaluation of programming. Whatever the applicants for the Washington Post stations may contend, they must be counter to the President's warning against standards that would censor. Every broadcaster and every editor is aware of the White House inner-circle bias against the networks, CBS in particular, and against certain newspapers, with the Washington Post in the forefront.

The Whitehead diatribes, the renewal blocks, the boycotting of a Washington Post society reporter, came just before the new Congress convened last week. The big drive is for license-renewal relief in the first session. The administration bill, without the objectionable fairness position, or the National Association of Broadcasters bill should be the goal.

Meanwhile, the White House should repudiate any politically contrived or ambulance-chasing applications at renewal time lest the First Amendment be flouted in this democracy, which three years hence—in Mr. Nixon's term—observes its 200th anniversary.

Flexibility in future
No one can claim a sweeping victory in the settlement of the strike of the International Brotherhood of Electrical Workers against CBS. Indeed there can be no victories in a labor dispute that is featured by violence and sabotage. But the company appears to have won jurisdictional points that take realistic notice of advances in technology.

As described elsewhere in this issue, the allocations of jurisdiction over various electronic production devices seem on balance to avoid the featherbedding that the IBEW originally demanded. If there is a company concession in the stipulation that a union man must be on hand if a director himself manipulates the editing pen on a tape-editing machine, there are union concessions in the use of nonunion personnel for other functions. Whether the IBEW members admit it or not, the union has relinquished its blanket claim to authority over jobs that may be created by new technologies.

The old days of union power to veto or frustrate the introduction of innovative hardware and techniques are ill suited to an enterprise that is inherently involved in electronic advancement. Printers are still setting bogus type at newspapers, at frightful waste of money and manpower. There is no room in broadcasting for that kind of nonsense.

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