On the broadcast fiscal front: Sigh of relief over Phase Four, worry over Watergate costs

Helen Reddy
See
THE HELEN REDDY SHOW
NBC-TV—Thursday evenings.
Hear
LONG HARD CLIMB
Grammy-winner Helen Reddy's sensational new album, featuring her new single "Delta Dawn."

Helen Reddy is on Capitol, records and tapes.
A lot of people think judges should never have the last word. Because, so the feeling goes, judges put criminals right back on the street. They're super-lenient. They're soft-hearted. And they're softheaded.

The Washington Star Stations set out to examine this popular belief. For more than half a year a special station group team studied the District of Columbia court system.

We talked with prosecutors, judges and lawyers. We retained the Georgetown University Law School's Criminal Law Institute, using their professors and criminologists as consultants. We even used prosecutor's computers to monitor every single major crime case during a four-month period.

During that time we found a few "easy" judges. Some tough ones, too.

We also found that two out of three cases never go to trial. That suspects are escaping prosecution because of flaws in the system. Like witnesses, and even victims, who won't testify.

Our findings led us to a couple of verdicts.

One: judges aren't to blame for all the ills of the judiciary system.

And two: if you get things out in the open, you get to the truth.

Which isn't only the essence of broadcasting.

It's the essence of justice.

Washington Star Station Group
WMAL AM, FM, TV
In-depth interviews of local, regional and national newsmakers on important issues is the prime-time public affairs effort of WREC-TV's "Channel 3 Reports." Each Sunday evening at 9:30 the WREC-TV news staff, often assisted by guest reporters from other media, provide a searching 30-minute question-and-answer session with a responsible leader from government, industry, science or education... for the better understanding of our fellow citizens. Just one of the many public service achievements that continually produce enthusiastic public acceptance of WREC-TV.

MEMPHIS', TENNESSEE

WREC-TV

THE NEW YORK TIMES BROADCASTING SERVICE, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.
WREC-TV first to be sued for alleged bias against women, blacks.

Merging academics and advertising at Syracuse University.

Phase Four promises to ease profit pinch for broadcasters’ major customers; ad budgets, always vulnerable, in surer shape now.

The TV code board says what it meant about MPA’s.

Record industry: new kid on the block in TV advertising.

Archaic is the word for ascertainment process, say Washington lawyers.

Public broadcasting’s funding crisis again reaches boiling point.

What price Watergate? Neither the networks, already $7 million in the hole for Senate coverage, nor stations, some losing $2,000 daily, find the answer to their liking.

A fairness doctrine for print? Florida law has national implications.

Pastore hands off blackout ball to full Senate.

ABC-TV looks to end its a.m. freeze.

Payola inquiry now focuses on New York contemporaries.

Cranking up the works for a cable satellite study.

Cutting Yankee commercials on cable, Canadian style.

Banks show their faith in two firms in cable.

Win Baker: self-discipline molds top TV man at Group W.
Mr. Ralph Guild, President of ASI Communications, Inc., shows his pleasure while inspecting the Sparta Model 620 FM Transmitter as installed at KFAC, Los Angeles. Other ASI stations include WERE, Cleveland; WRTY, Boston; KROY, Sacramento, KJTV, Bakersfield.

L.A. GETS 'JUST RIGHT' SOUND

KFAC-AM/FM is THE classical music station in Los Angeles. Recently KFAC decided that the magnificent sound and superb workmanship of the Sparta Model 620 FM Transmitter, coupled with Sparta's personal service, was the combination needed to give L.A. a fine new signal from atop imposing Mount Wilson. If the KFAC Model 620 provides million in the Los Angeles Basin with the finest FM sound, surely it will prove 'JUST RIGHT' for YOUR high-power FM signal. Other Sparta FM transmitters from 10 to 40,000 Watts. AM transmitters from 50 to 25,000 Watts.

SPARTA, the 'just right' company . . .
small enough to be first name friends . . .
big enough to supply EVERYTHING.
Call us. Collect.
Odds are on black

Barring voluntary compliance by National Football League, legislation to place one-year embargo on television sports blackouts is sure bet to pass Senate after August recess, according to Hill sources (see also page 33). Over in House, outlook is for hearings and favorable action before end of current session.

Smaller sanctuaries

FCC is expected to consider this week staff proposal to give television stations outside major cities better crack at non-network programming than they now get. Proposal would limit territorial exclusivity stations could be given in agreements with program suppliers. Staff is said to have offered various suggestions, but to have fixed on 25 miles as its recommendation. Proposal grows out of rulemaking initiated five years ago (Broadcasting, May 13, 1968). In further notice of proposed rulemaking in same area two years ago (Broadcasting, Jan. 18, 1971) commission raised questions about length of time exclusivity in nonnetwork programs should be given broadcasters. However, staff is not yet ready to recommend action on that.

Not in the basket

Network specialists studying complexities of new Phase Four wage-price rules (early story page 17) were not sure Friday (July 20) whether TV networks would be able to collect in full all those exceptional rates at which they've sold new fall season (Broadcasting, July 16). They thought they would but stopped short of being sure. For one thing, regulations, for all their length, apparently don't say how such pre-negotiated contracts are to be treated.

There's also concern because formula for determining base prices has been changed from "deciles" to "averages"; that is, from highest price at which 10% of commercial units were sold, to average of all unit prices, which would be lower. That change, it's believed, could create problems for stations as well as networks, though some think other provisions may have offsetting effect. Consensus was that much more study—and probably some official clarifications—would be required before full Phase Four impact can be estimated.

That Quello fellow?

President Nixon's illness, preoccupation with Phase Four and patronage pressures last week prolonged delay of nomination to fill FCC Democratic seat (still occupied by default by Nicholas Johnson). Despite inspired leaks to contrary, James Quello, veteran Detroit broadcaster, is front-runner. But supporters of Professor Glen O. Robinson, of University of Minnesota, including such erstwhile adversaries as FCC Chairman Dean Burch and Telecommunications Policy Director Clay T. Whitehead, have kept pedagogue in race, as have influential backers of Texas Democrat, Luther Holsome, vice chairman of United States Equal Employment Opportunity Commission.

Political heat has stirred revival of candidacy of Harvey Jacobs, director of center for broadcasting and international communications at New Mexico State University, as possible compromise candidate (Broadcasting, July 2). New support for 57-year-old expert in communications was said to include Senator Barry Goldwater (D-Ariz.). But as week ended, it looked like James Quello, veteran Detroit broadcaster (WJR-AM-FM) turned consultant, political independent who has support of both Democrats and Republicans in congressional leadership.

One enough

Civil Service Commission is expected to reject FCC's novel proposal to install two deputy chiefs of Cable Television Bureau. Move was designed to accommodate David Kinley, who moved to commission from Federal Bureau of Investigation two weeks ago (Broadcasting, July 16) and is expected to succeed Sol Schildhause as chief. And it appears certain that he, not Allen Cordon, present deputy, will wind up as lone number two. Mr. Cordon would be moved down to new job as assistant chief, at existing grade of GS 15, bearing top pay of $34,971. Mr. Kinley, who was GS 17 at FBI, where he was assistant to former acting director, L. Patrick Gray III, will get new GS 16 rating, with top of $36,000. Civil Service Commission is said to feel that two deputies would make no administrative sense, that only one would eventually wind up doing work of GS 16.

Meanwhile, although some commissioners are saying Mr. Schildhause can stay on job as long as he likes despite two heart attacks, strong feeling within FCC is that Chairman Dean Burch wants bureau in "strong" hands before he leaves. And his departure is now expected before Christmas, perhaps as early as Nov. 1.

Tithing

Officials of Television Bureau of Advertising have meeting scheduled this week that they expect to be first of several with big television bureaus how they can create special funds for TV advertising. It's with National Association of Food Chains, and idea in this case focuses on "end-aisle displays"—those eye-catching locations that food manufacturers buy through special allowances to stores so shoppers can't fail to see their products. If stores represented by NAFC contributed revenue represented by just one display each, TV $ sources estimate, $7 million war chest could be built. Meeting is to be held Friday (July 27) in Washington, and one of TV's big pitches will be need of stores to let consumers know that higher food prices—those already in effect and others yet to come under Phase Four—are not stores' fault.

Short rations

If worst fears of public-broadcasting officials become reality and President Nixon vetoes blanket Labor-HEW authorization, thus relegating Corporation for Public Broadcasting to yet another year of federal funding at $35-million level (see page 21), look for following austerity measures to be taken: At least five "key" CPB staffers, soon expected to leave, would not be replaced; planned CPB educational division and underwriting-location service could not get off ground next year; Public Broadcasting Service, set to receive $8.1 million from CPB for facilities maintenance, would be unable to add nine existing PTV stations to interconnection, nor could it expand hook-up to include Alaska, Hawaii and Puerto Rico.

Funding at $35-million would also mean probable cancellation of three controversial PBS public-affairs programs—Black Journal, Firing Line and The Advocates—unless nonfederal funding could be found. CPB has bankrolled those series through half of new season. Under veto, it would have no money left to complete underwriting.

Headway

Growth in retail television advertising is highlighted in report being prepared by Television Bureau of Advertising showing top-20 department stores (not including discount stores or chains such as Sears, Ward's and Penney), registered 68% increase in TV investment for first quarter of year ($2.5 million versus $1.5 million in 1972 period).

Around and around

Whatever happened to that cabinet-level report on cable television undertaken two years ago under direction of Clay T. Whitehead, director of Office of Telecommunications Policy (Broadcasting, June 28, 1971)? Most members of original commission decided government or changed government jobs, and one "final" draft after another has circulated among remaining members or their successors (including Ronald Zigler, White House news secretary, who has taken over Herbert Klein's duties as White House director of communications).
**At Deadline**

**Big bundle in prospect for NFL rights**

All three television networks are reported close to agreement with National Football League on new contracts which, by some estimates, would exceed $200 million for four years beginning with 1974 season. Only significant change would be shift of Pro Bowl game from weekend telecasting on CBS to Monday night on ABC. Rights' total for 1973 breaks down to estimated $47 million, with CBS shelling out $22.5 million of that total, NBC $16 million and ABC $8.5 million.

**WREC-TV target of first equal opportunity suit**

EEOC says Memphis station discriminates against women, blacks in recruiting, firing; Brakefield calls suit "outrageous".

U.S. Equal Employment Opportunity Commission has filed its first law suit alleging that an evening television station discriminates against women and blacks in recruiting and hiring policies and by maintaining sex and race-segregated job classifications. Station also was accused of refusing to take affirmative action to eliminate its allegedly discriminatory employment practices and policies.

EEOC asks court to order station to end allegedly discriminatory practices and to carry out affirmative action policy "which will effectuate equal employment opportunities" for blacks and women and "to make whole those persons adversely affected" by policies being attacked in suit.

Mr. Brakefield said only discrimination complaint he is aware of involves white woman who about 18 months ago had inquired about job in newsroom and was told none was available. She filed complaint with EEOC. He said station has reached agreements covering employment practices with both black and women's groups in Memphis, and that EEOC is keeping a check on developments. Relations with both groups, he said, have been good. He said blacks account for about 20% of workforce of about 90, and women about 26%. And members of both groups, he said, hold important jobs. "I think the suit is an outrage."

Although WREC-TV was first broadcast station named in EEOC court suit, WRC-TV Washington was twice cited by EEOC as having probably violated civil rights act—once because of alleged discrimination against women (BROADCASTING, Feb. 3) and once because of alleged discrimination against blacks (BROADCASTING, Feb. 19). In both cases, EEOC said it expected station and complaining groups to attempt to work out their differences but that court suits would be filed if efforts failed.

**CPB bill over House hurdle**

House last Friday (July 20) overwhelmingly approved legislation authorizing two-year, $130-million funding for Corporation for Public Broadcasting. Bill (H.R. 8538), introduced by representative Torbert H. Macdonald (D-Mass.), covers fiscal 1974-75 and also provides for $115 million in station-facilities grants to be distributed by Department of Health, Education and Welfare over four-year period. Legislation passed by vote of 363 to 14. Last-minute amendments by Representative William L. Clay (D-Mo.), which would have compelled CPB and noncommercial stations to conform more rigidly to nondiscrimination provisions of Civil Rights Act were defeated.

Senate has already passed two-year funding bill for CPB authorizing $10 million more than called for in House measure (BROADCASTING, May 14). Both bills now go to joint congressional committee for collation exercise. (Early story page 21.)

**Time absorbing Sterling**

Time Inc. has agreed to acquire all assets and assume liabilities of Sterling Communications Inc., New York, of which Time already is majority owner. Agreement, subject to Sterling shareholder approval, provides that Time Inc. will purchase all of Sterling's assets for net cost of $6.2 million. Of that figure, Sterling would use $3.1 million to redeem its publicly held debentures. Sterling then will be dissolved and Sterling shareholders will receive $2.625 per share.

Sterling comprises Sterling Manhattan Cable Television Inc. (CATV systems in lower Manhattan); Home Box Office, programming company for cable, and cable franchises on Long Island. Sterling recently reported net loss of more than $10 million in last fiscal year. Agreement in principle to sell Sterling Communications for $20 million to Warner Communications was terminated last month (BROADCASTING, July 2).

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**Fellow travelers.** Leonard H. Goldenson, board chairman of ABC Inc., and Elmer W. Lower, president of ABC News, entered People's Republic of China last Friday (July 20) for three-week working tour of five cities. They are studying possibility of news exchanges between U.S. and China and hope to broach subject of eventually establishing full-time ABC News Bureau there. Stops: Peking, Canton, Shanghai, Nanking and Hangchow.

* Dale's firm. NBC-TV says it will start 1973-74 prime-time season on Sept. 10, with specials and feature films substituting in time periods whose series premiers have been delayed by Writers Guild strike. ABC-TV, CBS-TV plan same start date, with same qualification. * Meloism at NBC. NBC News has assigned correspondent Betty Rollins to find trail of payola in recording industry. Her report—to be aired on NBC Nightly News at unspecified time in future—will occupy "several pieces, at least," according to spokesman. CBS News has had its investigative team at work on story since mid-June, on Friday denied report in New York Times that it had been unable to talk to personnel in Columbia Records division.

* June was bustin' out all over. Investments in network television advertising for June reached record for that month, climbing to $138.1 million, according to Broadcast Advertisers Reports figures released by Television Bureau of Advertising. And color television set sales through June, for first six months of 1973, are up 18.5% over year ago, according to Electronic Industries Association. Sales (to dealers) were 3,852,457 units. Black-and-white sales, on other hand, at 3,090,528 units, were off 14.3% from comparable 1972 period. * Into driver's seat. Stephen C. Riddleberger, executive vice president, Bartell Media Corp., named vice president and controller, Hertz Corp. * Returned to sender. Worldvision Enterprises, New York, says it is returning distribution rights to ofnetwork The Dating Game series to Chuck Barris Productions, but will distribute Barris's The Newlywed Game when it completes network run. * Bigger split. Communications Satellite Corp. announced raise in quarterly dividend from 14 to 17 cents per share, on heels of sharp rise in second quarter and six-month earnings: the latter, $15,223,000 or $1.52 per share against $12,566,000 or 1.26 year earlier. * Take your time. Extended from Aug. 1 until Sept. 4: deadline for filing comments with FCC in matter of ascertainment of community problems.
Not quite a clamor for "Sticks and Bones"

Controversial drama, rejected by CBS-TV affiliates the first time around, may not find favor with many this time either

Way things are starting out, Sticks and Bones may not have much bigger line-up of CBS-TV stations in scheduled Aug. 17 broadcast than it would have had March 9 if affiliate uprising hadn't postponed that performance (BROADCASTING-March 12). Check of all 11 stations represented on CBS-TV Affiliates Advisory Board last week found only one definitely planning to carry it—and that one, WMV-TV Cedar Rapids, Iowa, indicated it probably would delay program to 10:30 p.m. start. Some, however, were undecided.


But just one affiliate-board member's carrying it would be one more than in March, when all 11 turned it down (along with 58 other affiliates who had sent in rejection notices before postponement was announced). But March was especially bad timing for Sticks and Bones, because dribbling about returned war veteran driven to suicide, because Vietnam veterans and prisoners of war were just beginning to come home. Many also found it distasteful apart from that. Ed-win W. Pfeiffer of WPRF-TV, chairman of affiliates board, said fortnight ago he thought it "worst program I ever saw" but would defer clearance decision until he'd seen it again in closed-circuit CBS fed to all affiliates last Wednesday. Seeing it again, he said later, "reminded me how bad the thing really is."

Vying for control at KAYE

Henry Perozzo, director of Tacoma, Wash., based Gospel Radio Network, has asked FCC to sanction his effort to take over ownership and control of KAYE(AM) Puyallup, Wash. KAYE's renewal application has been locked in FCC hearing for several years.

Mr. Perozzo, who has already secured restraining order from Washington state court restricting KAYE's business affairs (BROADCASTING, July 9), claims to have been elected president of licensee, KAYE Broadcasters Inc., at stockholders meeting last January. In pleading to FCC, in which he asked commission to grant station's application and rule that he is authorized owner of KAYE, Mr. Perozzo accused James H. Nicholls, KAYE general manager, of utilizing fraud to gain 50% interest in licensee five years ago. He claimed Mr. Nicholls persuaded Hayden York, a stockholder of KAYE Broadcasters, to sign FCC application for transfer of control of company to him, although Mr. Nicholls, allegedly, has never paid for stock he purports to own. Mr. Perozzo said that he has since purchased Mr. Blair's stock for $10,000 (although he has not received transfer approval from commission), and claimed that Mr. Nicholls has no ownership or administrative interest in KAYE.

Prime-time Ehrlichman. CBS-TV has scheduled three one-hour, prime-time news specials this week when John Ehrlichman, former presidential assistant for domestic affairs, testifies at Watergate hearing. In addition to its rotating coverage, CBS-TV will carry highlights of testimony tomorrow (July 24) and Thursday from 10-11 p.m. and on Friday from 8-9 p.m.

NCTA in legal clover over missing papers in FCC's files

FCC has informed National Cable Television Association it may inspect certain commission documents it wants to study in preparing comments on commission's rulemaking to boost fees for those it regulates. But NCTA officials on Friday (+) appeared happiest over commission statement that some material NCTA wants is unavailable because it does not have such material in its files.

U.S. Supreme Court has agreed to review case in which NCTA is challenging commission's authority to levy fees on cable operators. And one of NCTA's major points is that fees charged cable operators were illegal since commission did not calculate value to recipient in fixing them, as required by law. Stuart Eizenstat, general counsel for NCTA, said commission comment on lack of data will be included in brief NCTA is due to file in Supreme Court this week.

Commission official said it does not have in its files, either, information used in determining value to recipient of privi-

Documents commission said it would make available for inspection by NCTA include "Preliminary FY 1974 Staffing Plan for the Cable Television Bureau," "NAB general counsel, said it was not likely NAB's brief would include comment on lack of material on value to recipient. He said appeals court, in up-holding fee schedule, regarded value to recipient as "profits of the industry."

Documents commission said it would make available for inspection by NCTA include "Preliminary FY 1974 Staffing Plan for the Cable Television Bureau," "Harbridge House Final Report on Cable TV Bureau reorganization, fiscal year 1974 budget estimates submitted to Congress and various commission work sheets.

Commission action came in response to second request made under Freedom of Information Act. Commission, after turning down first request, said change in conditions had made it possible to comply with request. Commission noted that testimony at congressional hearing had been released and that commission had issued its new organization plan for cable bureau.

NCTA earlier had gone to court after being denied permission to examine documents commission used in preparing 1970 fee-schedule proposal. NCTA lost in District Court but appeals court, in April, sent case back to lower court for trial on commission's assertion that documents are exempt from FOI Act.
DO ENOUGH AMERICANS GET A CHANCE TO TALK BACK?

They do on Storer television and radio stations.

There was a time a man could stand up at a town meeting to express his views on community problems . . . be heard . . . have an influence on events affecting his life.

Today life is far more complex. Small towns have given way to huge cities housing hundreds of thousands—even millions—of people. City, state and federal governments have grown tremendously.

It's hard for a man to make himself heard.

Fortunately, with our growth we've also developed the miracle of mass communications. News, ideas and opinions can reach millions of Americans in a matter of minutes.

Storer television and radio stations believe that mass communications must be a two-way street. More than ever, it's vital for the individual to be heard.

And Storer station audiences are heard. On "Editorial Feedback": station editorial time each week is devoted to responses from the audience, some complimentary, some critical, some with new thoughts on a given subject. On "Guest Editorial", responsible spokesmen for groups or as individuals are invited to present their own editorials, and do, on such matters as proposed legislation, community problems, prior station editorials, etc.

This is one more example of how Storer stations become involved in the vital affairs of the communities they serve and how they encourage greater involvement by others.

Our premise: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WS BK-TV Boston / WJW-TV Cleveland / WJ WK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo

WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
KOVR - 13, located in the nation's 27th TV Market has a 36 Metro Share and is number 1 in DMA Ratings and Total Homes in the vital 7-8 PM time period, Monday through Friday.

To unlock your sales in Stockton/Sacramento, see Katz TV West for availabilities.

Sources: NSI, Stockton/Sacramento, Feb./Mar. '73
SKUS 401, April, '73

Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.

A station's side

Editor: Thornton Wierum's "Monday Memo" (July 9) states one point in his case for the agency's side of the agency-station contract that is open to question: He stresses "exact" time of broadcast.

Having dealt extensively with JWT in radio, I must point out that our contracts exclusively specify 30- or 60-minute periods in which their spots are to air, yet when we bill JWT, the statements are returned an average of 50% of the time, asking for exact times.

It would seem to me that if JWT wants exact times, they should be specified in the contract, not after the fact. This in itself would help eradicate some of the "slow-pay" problems by eliminating the need for second and even third billings for one flight.

Further, when the initial order is accepted by both the station and the agency, the agency can provide this same information from its own copy of the contract. Thus obviating the need for detailed specification by the station.

M. R. Morton, manager KGIM (AM) Brookfield, Mo.

What's in a call

Editor: I could not help but notice the omission of WRMN (AM) Elgin, Ill., in your article on the call letter change of KTBC-AM-FM Austin, Tex., to KLBJ-AM-FM, and the related discussion on the use of the initials of former Chief Executives of the United States [Broadcasting, July 9]. The call letters of WRMN stand for the first names of the children of the original owner of the station, George and Helen, who started the station in 1948: R-Richard, M-Mary, N-Nancy.

WRMN AM, FM and TV are not currently assigned to any stations in the United States, nor are WRMN FM and TV. WRMN-FM was until slightly over a year ago assigned to [what is now] WIXL (FM) sister station of WRMN—Gary C. Knaack, managing owner, GCK Media Communications, Elk Grove Village, Ill.

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McCLATCHY
BROADCASTING

KATZ TV WEST

BASIC ABC AFFILATE
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Maury Long, vice president.
Edwin H. James, vice president.
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FRESNAN’S
FIND FAVORITE
FLICKS FEATURED ON

KMJ-TV 24

Smart advertisers are grabbing spot times in KMJ-TV's great movie packages:

- BIG MOVIE
  2 P.M. Monday thru Friday
- SATURDAY CINEMA
  7 - 9 P.M.
- SUNDAY CINEMA
  5:30 - 7:30 P.M.

The Saturday and Sunday Cinema combination adds up to a dream package for any buyer. Your Katz TV West man has the full story. Check with him today.

McCLATCHY
BROADCASTING

BASIC NBC AFFILIATE
REPRESENTED NATIONALLY BY
KATZ TV WEST

© 1973 by Broadcasting Publications Inc.
Syracuse University takes the plunge into network radio for admissions recruitment

Our mission: Sell something that had no tangible selling points and that had never been presented on television or radio, and sell it to an intelligent, skeptical audience.

Last May, Syracuse University became the first college to use network radio as a key element in its admissions-recruitment planning. Spiraling overhead costs, the decrease in the nation's high-school student population and strong competition from state-funded schools have prompted colleges to consider new means of attracting college-bound youth. But radio has been largely ignored by colleges.

Two goals of the University of Syracuse, however, caused it to experiment with network radio to reach upper-income, well-educated families.

Syracuse's aim was to diversify the geographic composition of its student body. A majority of the students comes from states adjacent to New York. Increasing the number of students from distant areas would improve the academic flavor of the campus. It is not economical to send spokesmen to high schools in every state, and printed brochures are only read by students who have been encouraged to seriously investigate a specific college. On May 1, Syracuse mailed summer-oriented admissions postcards to 8,000 high schools. The copy on the poster is coordinated with the points emphasized in the radio commercials. Combining poster copy with the impact of radio increases the probability that a student will be given guidance counselor about Syracuse. The counselor will do the selling.

SU's target audience consisted of high-school juniors, seniors and their parents, plus students attending other colleges who are planning to transfer. This audience tends to be leery of advertising, particularly for something as noncommercial as a college education.

Copy had to say "quality" without boasting. Three commercials were produced. This is representative of the style and approach we used:

SOUND: Erie Canal-type barge horn. Established and out.
ANNCR: Over one-hundred years ago, a canal barge could bring you to downtown Syracuse, N.Y.
MUSIC: Light, reminiscent guitar.
ANNCR: The Erie Canal inspired men to write books, create paintings and compose songs of a certain quality. A quality which will never be duplicated. Syracuse University in Central New York has a certain quality . . . Syracuse University.
MUSIC: Fades out and.
TAG: Why not visit Syracuse University this summer? Or, write for information.

"A certain quality" is a key phrase in the university's literature and slide-show presentation. The pitch is a quiet invitation to visit or write; it is not a direct appeal.

Stressing specific advantages of the school's curriculum and course offerings would have alienated too many listeners. The calculated elusiveness of the copy permits the listener's mind to form specific selling points and characteristics about the school. Hard-line copy writers would claim that this is a romantic attitude; listeners, they believe, should not be given such responsibility. But choosing the right college is a highly personal and often emotional decision. A school should never say that its programs would suit even a small fraction of potential college students. This is not a snobbish perspective. A student's success at a college depends on a combination of the school's location, its housing facilities, social composition and the student's own background. Permitting the listener to freely interpret the qualities of Syracuse is the only honest way to present the product.

Mood copy requires extremely cautious use of language. One tendency of institutions and manufacturers that try to communicate with young adults is the excessive use of teen-age slang. Phrases such as "rip-off" and "get it together" have different meanings in various schools and communities. When an advertiser employs teen slang in copy, the words become instant cliches.

When high-school students read college brochures, they do not rely on body copy to give them the true story. Photographs showing the college's architecture and dress styles more accurately convey the mood of a campus. Production techniques, voices and music selection in a radio commercial for a university can tell a listener a great deal about the attributes of the school.

We did not wish to feature "kid voices." Golly-gee pubescent tones would be poor voices for selling a university. While avoiding kid announcers, we did not want the commercials to feature golden voices of elderly professors attempting to lead the confused high schooler "down the path to higher education." We chose college students with professional broadcasting backgrounds to deliver the copy. Announcers used a close mike style without coming across as overly "with-it." Original music was composed for the ads.

A spot for the university placed in local time between a used-car ad and a PSA for a spaghetti supper would have damaged the school's image. For Syracuse University network spots, stations that were more sophisticated than straight top 40's but that still reached a maximum number of 18-24's and their parents.

The ABC FM network was clearly the most economical and effective means of reaching SU's target audience. ABC FM serves an impressive number of stereo-hungry rockers in major markets. These stations tend to attract an audience from well-educated, affluent families.

The commercials ran twice a week, between 7 and midnight, Tuesday through Friday, from 11 a.m. to 3 p.m. on Saturday. This totaled 11 commercials per week for the month of May.

Increased and diversified correspondence indicates that the Syracuse campaign has been successful. After analyzing comments from college students about radio commercials and reviewing standard approaches used for selling products to the youth market, I would like to present a checklist of copy suggestions.

* Don't boast. No one who listens to today's media will believe that your school or service is outright better than your competitor's.
* Your message will be more effective if you don't use slang. Straight language can create empathy without offending.
* Consider appealing to future, romantic dreams of young people.
* Give the listener the freedom to see how your service will suit his life style rather than how he'll have to conform to your restrictions.
* If possible, compose original music beds for your spots. Selecting music from "Shaft" or the theme from "2001" is just as much a cliche as using slang in the copy.

By carefully coordinating the output of several university offices, the Syracuse ad campaign has been highly effective. Radio, not a medium of young adults. It is the most logical method for a school to contact a large number of future-minded teen-agers.
TODAY'S GAME CALLED BECAUSE OF POLLUTION.

In Riverside, California, more Little League games are postponed because of pollution than because of rain. The problem's so bad that when pollution reaches a danger point, up go special smog alert flags. And into their homes go the kids. The problem isn't confined just to Riverside. In many cities all over the country, air pollution is a hazard to health.

“The Detroit Connection: The Great Clean Air Debate,” a 60-minute documentary produced by Group W’s Urban America Unit, examines what most scientists feel is the major cause of this problem—the internal combustion engine.

The program shows what government and industry are doing to reduce auto pollution. And what they’re not doing. And finally, what could be done to solve the problem. We feel “The Detroit Connection” is an important show. Take a deep breath the next time you’re outside and we think you’ll agree.

Available from Group W Productions, 90 Park Avenue, New York, New York 10016 (212) 983-5088.
More than shelter.

Orphaned, abandoned, abused, illness in the family. These are some of the reasons children need foster homes. They need more than food, clothing and shelter; they need the warmth and acceptance of a family.

When the Fetzer television station in Sioux City was asked for help in publicizing Foster Child Care Week, they prepared spot TV announcements and arranged interviews.

The Director of Woodbury County Department of Social Services said, "Our efforts a year ago resulted in only one potential foster parent application, but through your efforts, we have already received eleven contacts."

Helping young people to smile again is part of Fetzer total community involvement.
Phase Four news better than had been expected

Easing of controls for medium's largest advertisers lifts cloud of concern from most broadcasters; General Foods announcement of the way it is saying it could be better still.

Broadcasters let out a guarded sigh of relief last week in belief that the government's new Phase Four price-wage controls should ease threats that had been hanging over major advertising budgets.

The sigh was guarded because it seemed clear there still would be an accelerated profit squeeze on companies, and in times of squeeze the advertising budget has proved to be one of the most readily accessible sources of savings.

Aside from that, however, food advertisers, who had been the major source of concern, seemed assured of at least enough profitability under the new rules to enable them to continue producing and advertising products that, in total, accounted for $574 million in TV and $50 million in radio billings last year.

Although many food marketers protested that the rules did not give them nearly the relief they desired, price ceilings on all foods (except beef) were lifted to let manufacturers pass along dollar-for-dollar to consumers the raw-product cost increases they have incurred since June 8 and, effective Sept. 12, all other increases as well. Beef prices also will be freed Sept. 12. In other industries the price freeze continues through Aug. 12, when varying sets of regulations will go into effect.

The Phase Four rules, announced Wednesday (July 18), were much more stringent than many companies had expected. But in the food area, especially critical to broadcasters, they were less deadening than some had feared. Many companies had already cut back or were deferring advertising plans, particularly in spot TV (see Broadcasting, June 16).

An economist who specializes in broadcasting and also in advertising said that if the food processors had been under the freeze "all sorts of shortages and cutbacks" would have developed over the next several months. "I can't say they're in clover now," he added, "and there may be some residual problems, but their condition has been much improved."

(That improvement evidently was not good enough for one of broadcasting's largest good customers, General Foods. C. W. Cook, chairman, was quick to release a statement saying "there are still restraints that give us concern." He cited the two-month moratorium on passing along cost increases incurred prior to June 8, and against passing along non-agricultural cost increases. "This is patently unrealistic and unfair," Mr. Cook said.)

The automobile industry is among those that stand to gain, according to early estimates. Leading car makers appeared pleased — and were reported ready to raise prices. Over the years they have been slowly but consistently increasing their use of TV, to the point that television is now the industry's number-one medium. Last year automobiles, trucks and associated automotive products, including gasoline — spent almost $291 million in television, and approximately $73 million in national radio, according to estimates from the Television Information Office and the Radio Advertising Bureau, and recent indications have suggested a stepped-up buying tempo for this fall.

Gasoline advertisers, who in recent months have been trimming advertising budgets in some cases and switching copy in others to stress consumer economy in the face of a fuel shortage, remain under the price freeze until Aug. 12. Then a new system of price ceilings will take effect. How their further advertising may be affected, if at all, is unclear.

Textile, clothing and related manufacturers, on the other hand, were considered likely to benefit from the new rules. They contributed to a $75-million apparel-footwear-accessories expenditure in television last year.

The immediate impact of Phase Four on retail stores, supermarkets and the like appeared uncertain, in the initial analyses by advertising specialists. Leaders of many big chains were reported to be highly critical of the new policy, but broadcasting strategists were hopeful they could convince big stores to use the media to explain their own positions to customers sure to be frate or concerned — or both — about the higher consumer prices that would inevitably result. If successful, this strategy could increase the $100 million that department stores and $58 million that supermarkets spent in television — and the $190 million the two categories spent in local radio — last year.

In the first few days following the Phase Four announcement, however, projections of the policy's likely effect on advertising were left primarily to the advertising media. The advertisers themselves were immersed in pricing. Or, as Harry Schroeter, vice president for communications and corporate marketing for Nabisco, put it, "We don't give a damn about the media — it's dollars that are being squeezed."

Carl Randall, marketing vice president for Cudahy Co., echoed those sentiments, saying, "Right now, advertising is the furthest thing from our minds. We've made no cuts in our 1973 advertising schedule. We've had inadequate supplies [of meat]. It [Phase Four] is probably going to encourage the supply situation."

Allison McRae, advertising product manager at Libby, McNeil & Libby, said that Phase Four gives the company the green light to go ahead with fourth-quarter commitments in TV, mostly network. Several weeks earlier she had said that if Phase Four did not give Libby's some relief from the price squeeze it might be forced to cut back on those buys.

A spokesman said Pillsbury was still working with its lawyers to figure out what Phase Four meant to it. However, it looks as though the new rules will ease the cost-price squeeze Pillsbury had been facing from its grain suppliers. The spokesman noted that "The supply of grain was becoming critical — especially the price they [suppliers] were asking for it."

Thus, Pillsbury plans to go ahead with fourth-quarter commitments in network TV.

A spokesman for the Kellogg Co. said that while advertising dollars had not been cut back during the price squeeze, Kellogg's has suffered a shortage of raw materials. "We're very hopeful that Phase Four will improve the situation."

A spokesman for Carnation said the company had tightened its advertising belt this year and was holding back some advertising commitments pending a clarification of Phase Four. He didn't think advertising costs could be included in "Stage B" — after Sept. 12, when additional costs may be passed on to consumers — because they are discretionary and client-controlled.

John Crichton, president of the American Association of Advertising Agencies, said it was too early to tell whether Phase Four would release more advertising dollars into the market — "a lot depends on the interpretation of it. A lot of people are worried about the fourth quarter." Peter Allport, president of the Association of National Advertisers, also felt that a good deal more analysis would be needed before the impact could be judged.
TV code board tries to clarify MPA rules

Statement is issued to clear up confusion over what may run in a multiple-products commercial

The television code review board of the National Association of Broadcasters last week adopted an interpretive statement to clarify to advertisers and agencies the New Code provision on multiple-product announcements.

The MPA provision was revised last January by the NAB television board (BROADCASTING, Jan. 15).

The statement, adopted last Thursday (July 19), deals principally with the code provision requiring that separate products or services in a commercial of less than 60 seconds must be "related and interwoven" to count as a single announcement.

"Products may be considered to be related in character, purpose and use either because of the nature of the products themselves or through the normal and reasonable complementary relationships of one product to another," according to the statement. The MPA, it says, "must be produced so as to appear to the viewer as a single announcement." It notes that this may be achieved not only through the over-all presentation of the product, but also through production elements such as voices, setting, background, music, continuity and theme.

Interweaving products, it is noted, should be viewed in light of the purpose of the MPA provision: reducing the appearance of clutter on television. "It should be approached from the viewpoint of achieving as smooth a flowing commercial as possible, void of disruptive segmentation, abrupt/forced segues and like techniques which detract from the desired unity," the statement says.

Special attention should be given to the relationship of tags to the MPA provision, it says, adding that tags should call attention to the different forms of the product advertised and should blend into the entire message. "Tags for products that bear no relationship to the product advertised throughout the commercial continue unacceptable with the exception of prestige signature identification," it says. (Example: "From the makers of . . .").

The statement also says that the TV code review board expects the process of defining "related products" and "interwoven" to be a continuing one. "These interpretations will in no way deviate from the original intent of the MPA provision," it says. "Under no circumstances will 'piggyback' commercials be permitted in any commercial announcement less than 60 seconds in length."

The MPA guidelines are still scheduled to go into effect Sept. 1, according to Stockton Helfrich, director of the NAB Code Authority. But he added that a three-months' grace period would be allowed on a case-by-case basis for advertisers who have to delay their schedules because of difficulties in interpreting the MPA guidelines.

He cited a number of actual examples of multiple-product combinations that would probably be allowed in a 30-second commercial under the new interpretations. (The key element, he said, is presentation as a "unified message":)

(1) a dishwasher and a refrigerator, (2) margarine and eggs, (3) car wax and automobile upholstery cleaner, (4) machine oil and plastic wood (in which sawing of the wood is made easier by oiling the saw). Another one, involving a hairpray for men and a man's deodorant, is already on the air, he noted.

With rulemaking powers upheld, FTC seeks to make best use of them

Authority to come up with regulations spread through consumer bureau

The Federal Trade Commission, whose authority to issue substantive trade-regulation rules with the force of law was upheld last month by the U.S. Appeals Court in Washington (BROADCASTING, July 9), last week announced a major reorganization aimed at making more effective use of its rule-making powers.

Chairman Lewis Engman said that the Division of Rules and Guides, which previously had handled rulemaking exclusively, had been eliminated and rulemaking authority had been extended to each of the seven operating divisions within the Bureau of Consumer Protection. Mr. Engman said that the realignment does not modify the commission's rulemaking procedure; rather, it would allow attorneys throughout the bureau to participate in proposing and drafting rules. This will give all bureau attorneys the opportunity to comment on proposed rulemaking or by litigation in the areas where they have developed substantive expertise," he said.

The appellate-court decision, upholding the FTC's right to require posting of octane ratings on gasoline pumps, confirmed the agency's authority to issue rules covering what it believes to be unfair trade practices. Mr. Engman said that in view of that ruling, "a main thrust of the bureau's work should be a definitional one—further fleshing out the meaning of 'unfairness' and 'deception.' Effective use of our rulemaking authority is absolutely essential to carry out this assignment."

The realignment of the bureau is also designed to create a better allocation of resources, special emphasis on emerging consumer-protection areas and improved management of special statutes administered by the FTC.

The realignment provides for increased concentration on development of rules in areas of warranties and affirmative disclosures of vital product information by the new Marketing Practices Division (formerly the General Litigation Division). In addition, the new Special Projects Division (formerly the Evaluation Division) has been given primary responsibility for combating unfair trade practices.

A whole new look at FCC policy on combination rates

Agency sets out to update controls on multimedia pricing and selling

Faced with a number of inquiries and requests for rulings on the subject, the FCC last week moved to gather information on the use of combination advertising rates. It issued a notice of inquiry and proposed rulemaking ("Closed Circuit," July 9).

The commission opened one new area by asking why combination rates between cable TV systems and broadcast licensees should not be treated in the same manner as combination rates between broadcast stations.

The commission noted that although it does not enforce the antitrust laws, it considers the policies underlying them in making its public-interest findings. It has ruled in the past that the limited monopoly that goes with the assignment of a broadcast license must not be used as a trade weapon to gain a competitive advantage in a nonbroadcast field.

And it has taken a number of actions aimed at implementing that ruling. It has disapproved of a rate package between a licensee and a commonly owned nonbroadcast business, and prohibited networks from representing their affiliates for the sale of nonnetwork time. In 1967 it held that a policy requiring a time-buyer to purchase time on one station in order to buy time on another is anti-competitive and against the public interest; and in 1969, it held that a broadcast licensee whose sales-representation subsidiary serves a locally competing station violates the commission's policy barring local cross-interests by licensees (BROADCASTING, March 17, 1969).

The commission's notice poses these questions, among others:

• What standard should be applied in defining "substantially the same market or area?"
• Should commonly owned stations in
the same or different markets have combination rates?

- Should the ban on forced combination agreements be applied to commonly owned AM-FM combinations in the same market during the time they are simulcasting?

- Should the ruling banning licensee-owned sales organizations from representing a competing station in the same service in the same area be broadened to include stations not in the same service?

- Should a sales representative be permitted to represent two or more stations in the same market?

Comments are due in the notice of inquiry and rulemaking by Nov. 1; the deadline for replies is Dec. 3.

Besides issuing the notice, the commission last week took a number of related actions. It notified several stations that combination-rate agreements by independent stations serving the same area conflict with established policy and are contrary to the public interest, and it gave them 20 days to state the action they are taking to sever their unauthorized relationships. It gave the same message to some stations regarding the representation of one by a sales rep partially or wholly owned by the licensee of a competing outlet.

The commission also rejected a complaint of Entertainment Communications Inc., licensee of WAY-FM (FM) Minneapolis, that Malrite of Minnesota Inc., licensee of KEKY-AM-FM Minneapolis, had violated the rule prohibiting stations from duplicating the programming of commonly owned AM outlets. The commission said no violation had occurred, pointing out that although both stations broadcast the same kind of music, they are programmed separately more than 50% of the time. The commission also said that since time on the stations can be purchased separately, there is no forced combination rate during those periods.

**Ad review board clears Miles messages**

A complaint against Miles Laboratories, Elk Grove, Ill., for TV commercials for its One-A-Day Vitamins Plus Iron has been dismissed by a panel of the National Advertising Review Board (NARB). However, the panel has recommended that future advertising for the product direct itself more specifically to women of child-bearing age rather than to women generally. J. Walter Thompson, New York, is the agency.

The complaint had been filed by Erma Angevine, executive director of the Consumer Federation of America. Mrs. Angevine charged that the commercial implied the product would fully meet daily iron requirements regardless of diet. She also questioned whether it is in the public interest to "encourage reliance on a pill to meet nutritional needs rather than a thoughtful selection of a balanced diet" and whether "serious harm might result from the consumption of too much iron."

After evaluating testimony and data from the National Advertising Division (NAD) of the Council of Better Business Bureaus (which had previously dismissed the complaint), the panel concluded that the risk of iron toxicity among women who used the product, as recommended was remote and that the need for iron supplementation by women of childbearing age has been well established.

**Record companies climb the charts in TV advertising**

Major labels become increasingly interested in television for promoting album sales by record stores

Capitol Records inaugurates today (July 23) a flight of 30- and 60-second TV spots in Toronto heralding We're an American Band, the latest album by the rock group, Grand Funk. Toronto also happens to be the first city on Grand Funk's North American tour, and those spots will be used in at least a dozen of the 24 cities in which the group is scheduled to perform this month and next.

Two weeks earlier, on July 9, TV commercials for Warner Records' Superstars of the 70's appeared on 86 TV stations in the Midwest—the beginning of an eight-week promotion that has $500,000 budgeted for TV.

Those two buys by record companies are the latest evidence of the growth of a new category in TV advertising. This is not the direct-response advertising that has been on TV for a decade or more, as per-inquiry, mail-order business, but direct, 30- and 60-second spots backing up dealer promotions to get the customer into a record store.

In 1965, record advertising on TV amounted to a slim $1.1 million. In 1971, this sum had grown to $16.8 million, and last year it virtually doubled to $30.8 million, according to the Television Bureau of Advertising and Broadcasters Reports. These figures, however, include the all-substantial direct-response advertising. But there is no question that direct selling of records by way of TV is what has contributed the bulk in the sums now being spent in this category of TV advertising.

Last year, according to the same sources, over $1 million in spot TV was spent in promoting each of six records: Original Motown (Motown), $2 million; Dynamic Rock (RCA), $1.95 million; Classic Rock (Columbia), $1.65 million; Do It Now (RCA), $1.35 million; Hands of Time (Columbia), $1.3 million; and Country Good Times (Westinghouse), $1.1 million.

In Los Angeles alone, in the third quarter of 1972, 34 records were advertised on TV stations—mostly in day-time, for an aggregate of $1 million.

And Columbia plans its first major immersion with a six- to eight-market campaign for its Epic label's Fresh, by Sly and the Family Stone. Bell, the Screen Gems-Columbia Pictures label, is about to break a TV campaign in New York and Boston for Let the Good Times Roll, an album from the Columbia picture of the same name. RCA Records is breaking on its TV campaign for Harry Nilsen's Without You on a national basis, following its successful Elvis Presley Aloha From Hawaii, John Denver's Big Horn, and Charlie Pride campaigns. The Pride TV promotion brought in over $100,000 worth of business for an expenditure of $4,000 on KIRO-TV Seattle.

The Capitol Records plunge on the Grand Funk tour cannot be quantified at the moment, according to Dennis Killeen, Capitol director of merchandising, because most time buys will be made in conjunction with local dealers. But he added that production is not expensive, since the spots are extracted from a 15-minute promotion film which is scheduled to be used in all 24 movie houses. Commenting on an earlier TV campaign in behalf of the new Beatles' retrospective albums, Mr. Killeen said "Those collections of Beatles songs cap an era of musical history. We've run the spots in all 24 markets and we plan on using them indefinitely."

The Warner test is under the direction of Michael Kapp, vice president of Warner's special products division. He said last week that he will know soon how his half-million dollar investment is paying off. If the Superstars of the 70's campaign is successful, and he anticipates it will be, he plans to move it into other markets.

Joe Borowka, at the Music Agency, New York, which handles Bell advertising, noted that Bell perhaps was early into the use of TV for sales. In 1971, it spent about $75,000 to buy TV spots in ABC's The Partridge Family in 10 or 12 markets to sell the Christmas album The Partridge Family's Christmas. "It worked out very, very well," says Mr. Borowka.

MCA Records' Buck Stapleton reported that he is on the verge of getting into TV commercials. There is no question, he said, that the other major advertising sells records; the question is how to use it. He said, he is at the moment impressed with the potential and is working up a schedule.

Linda Barton, Columbia Records' advertising services director, said that Columbia has used TV for several albums, particularly in youth-oriented programs, but that it is still testing the medium to learn how best to use it. The Epic Fresh buy is the beginning of serious intent in that field, she noted.

William Keane, RCA Records director of creative services, was most convinced about the efficacy of TV to sell records—particularly its ability to target potential record buyers who are, he said, primarily 15- to 25-year-old females. He noted, for example, that he bought TV time in eight markets to promote John Denver, following the Big Horn TV special, and "doubled my returns."

There is little empirical evidence on how much business is generated by, say, a $100,000 investment in TV advertis-
ing. Some figures, admittedly speculative, have been used by those who are engaged in this enterprise; they range from three to six to ten—a $100,000 buy. There should be from $300,000 to $1 million in sales.

Just how the boom in the use of TV for record advertising began is in dispute, but there is no question that Motown Records was among the first. In fact, it was Motown's great success in selling Diana Ross's "Lady Sings the Blues" that jolted record makers to the realization that TV commercials on a straight basis were effective.

Hertz Wood, Motown director of advertising, agrees that the Diana Ross success energized his belief in TV advertising. Motown now has doubled its TV advertising expenditures, he said, to the extent that TV now accounts for 40% of Motown's advertising budget.

He declines to specify exactly what that budget is, but he has no hesitancy in agreeing that TV is becoming the prime medium for selling records—particularly, he notes, with the emergence of rock-type late-night TV shows—like ABC's In Concert and NBC's Midnight Special.

Mr. Wood imposes one caveat, however. TV, in his view, must be used in conjunction with an established hit. "You can't use TV to introduce a new record," he says; that still belongs to the radio disk jockeys.

As in any new or growing field of TV advertising, there's a creative side that is important. Any number of creative firms claim credit for the upsurge, but if there is one in Hollywood with some credibility to the claim that it was instrumental in persuading Mr. Wood to use its conceptualized version of the Diana Ross commercial on TV advertising, it is the one-year-old Chiaramonte Films Inc.

Joseph B. Knier, 31, vice president and a co-founder of the organization, says he spent almost a year knocking on the doors of record companies trying to interest them in his conception of how TV could be used to sell records. He finally persuaded the Motown people to give him $20,000 to make the commercial that was placed in seven markets at the expenditure of $7,500. Media Consultants, Los Angeles, was used to make the buys. The spot campaign, Mr. Knier says, sold out local-dealer inventories of the Diana Ross album in those markets.

Westen wants to sour FTC sugar settlement


PII said the agreement fails to insure the correction of false and misleading information in Amstar advertising.

In the consent order issued last month, the FTC prohibited the sugar manufacturer from making allegedly false nutritional claims and required Amstar to allot 25% of its media budget to corrective advertisements or refrain from advertising for one year (Broadcasting, June 23).

PII, in its comments on the proposed settlement, said the agreement was "inappropriate, improper and inadequate" and should be withdrawn. While the commission has charged Amstar with seven separate "false and misleading" claims, the corrective disclosure agreed to in the settlement addresses only the claim that Amstar products are a unique source of strength, energy and stamina, PII said.

What is more, the corrective disclosure itself is misleading, PII said, because it indicates that although Domino sugar is no better than other sugars in providing strength, energy and stamina, refined sugars in general are a good source of these attributes. Refined sugars may make no such claims, PII said.

Nader claims ads cause high food prices

He tells Senate subcommittee that commercials are "noninformative"

Ralph Nader has told a House Judiciary Subcommittee that advertising is a major factor in rising food costs and the high degree of concentration within the food-processing industry.

He said consumers pay over $4 billion a year for food advertising costs included in food purchase prices without receiving in return solid information about the product's comparative price, quality or nutritional value. But, he said, aside from being "a more waste of $4 billion", non-informational food advertising expenditures have "serious" consequences. Advertising powerfully influences consumers to purchase different food items from those they would buy if adequately informed of comparative price and quality features of the product. And, advertising causes consumers to spend more money on food "than they would spend if the level of noninformative advertising messages were reduced."

Inducing consumers to spend more on food creates an artificial demand for limited food supplies, resulting in higher prices, he said.

Mr. Nader testified before the Subcommittee on Monopolies and Commercial Law of the House Judiciary Committee.

Revised spot avails form out

A new standard spot-TV availability form, somewhat simpler than the one in use for the last five years, was announced last week. It was developed by the station-relations committee of the American Association of Advertising Agencies and the TV-trade practices committee of the Station Representatives Association, which also developed the old one. The new form takes account of changes in spot-TV usage and procedures, such as the demise of piggyback commercials and differences in required demographics, by eliminating some of the information previously called for, and by giving agencies and reps greater leeway in specifying demographic and cost data.

BAR reports television-network sales as of July 1

CBS $343,172,500 (34.9%), NBC $336,418,700 (34.3%), ABC $302,495,700 (30.8%)

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<th>Day parts</th>
<th>Total minutes week ended July 1</th>
<th>Total dollars week ended July 1</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-11 p.m.</td>
<td>65 $ 437,900</td>
<td>1,897 $ 12,297,400</td>
<td>$ 11,651,000</td>
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<td>Monday-Friday</td>
<td>10 a.m.-8 p.m.</td>
<td>374 $ 2,047,600</td>
<td>24,227 $ 200,788,400</td>
<td>176,903,000</td>
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<td>Saturday-Sunday</td>
<td>Sign-on-8 a.m.</td>
<td>204 $ 1,905,200</td>
<td>7,347 $ 98,146,500</td>
<td>96,450,700</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>98 $ 1,684,200</td>
<td>2,465 $ 50,531,500</td>
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<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>12 $ 158,000</td>
<td>374 $ 8,973,300</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>400 $ 18,185,400</td>
<td>10,215 $ 549,736,500</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>155 $ 2,204,400</td>
<td>4,122 $ 61,553,900</td>
<td>48,037,300</td>
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Total          | 1,306 $ 26,982,700              | 50,647 $ 982,026,900          | $ 861,425,000      |

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

Business Briefs

Agency appointments. Car Leasing Division of Hertz Corp., New York, has appointed Van Brun & Co., New York, to handle its advertising. Agency is preparing spot radio and TV campaign to begin in early September. * Tropicana Products, Bradenton, Fla., has appointed Doyle Dane Bernbach, New York, as its advertising agency. Account billings are projected in "multimillions," according to agency spokesman. Tropicana uses network and spot television to advertise its ready-made orange juice.

How lawyers would clean up ascertainment
Bar association says present rules serve more to keep FCC happy than to measure broadcast needs

The Federal Communications Bar Association's committee on radio re-regularization told the FCC last week that the present system of seeking and serving community needs is full of flaws. But the flaws can be corrected through a simple blue-pencil process.

The FCBA committee said the present ascertainment procedure—which requires broadcasters to make a detailed survey of community problems every three years and to propose programming that might help to alleviate them—"no longer makes a positive contribution to broadcasting, at least in the case of radio." The easiest solution to this problem, the committee said, is to develop the ascertainment rules for radio licensees completely. That failing, it continued, there are several steps the agency should take to eliminate, or at least reduce, "the widely prevalent uncertainty, and even fear of [broadcasters] with respect to the ascertainment process."

The committee maintained that the present rules are equally expendable in all localities. In major markets, it said, radio formats have become so specialized that broadcast licensees serve specific segments of the population. To keep in business, the committee said, the licensee must make a continuing effort to apprise himself of the needs of the target audience. Thus, it said, in large markets "the required survey of the entire population becomes little more than a mechanical effort to satisfy the commission, rather than a true dialogue with the public and leaders to whom the station's programming service is directed."

In small markets, the committee said, the situation is different. Here, the broadcast licensee is usually a respected and influential member of the community who can be expected to know what is going on in his area. For him, the committee said, "the survey becomes a chore which involves mostly repeat contacts with the same people and requires the commitment of valuable time and personnel needed to run the station."

The principal shortcomings of the FCC's primer on community needs ascertainment, the set of guidelines in which the agency has spelled out the survey procedure it expects of licensees, lie in the inherent ambiguities of that doctrine, the committee claimed. Among the essential steps in the procedure the commission has failed to clarify, according to the committee: the exact number of community leaders each licensee must survey; the detail required in writing community profiles; the percentage of the population a minority group must comprise to be included in the survey; the specific method to be employed in reporting survey results. The absence of these specifications, the committee said, puts the licensee in "a position of considerable uncertainty."

Under the committee's alternative proposal, licensees would, one year prior to the expiration of their licenses, compile a list of 10 of the community's most significant problems which they intend to attack in their future programming. The list would be placed in the station's public file, but would not be filed with the FCC until the submission of the renewal application 12 months later. In the meantime, the public would be invited to comment on the list and to suggest modifications. When the list was finally filed with the commission, the station would simply include a statement as to how many comments it received, the nature of those comments, and changes that had been made in response to them.

In transfers and new-station proceedings, which also require a community-needs survey, the committee proposed that applicants not be required to compile a list until after the commission proceeding, and that if they submitted a list voluntarily it be taken only "at face value."

But, the committee stipulated, if the commission opts to maintain the ascertainment procedure, the following alterations should be made as a minimal form of relief:

- The community profile should be limited to "objective census data" relating to the community of license and the Standard Metropolitan Statistical Area, if any. Broadcasters should station serve according to social and economic, as opposed to ethnic and racial segments, should be limited to the present guidelines specified in the primer. If the licensee chooses to omit any of those categories, he should supply the commission with a written explanation.
- A minimum of 100 interviews of community leaders should be required in markets with populations of more than 250,000; smaller-market licensees should be required to conduct at least 50 such interviews (there are now no benchmarks on numbers of interviews to be conducted).
- Ethnic groups should not be included in the survey unless they constitute at least 1% of the population of the station's service area, according to census figures.

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- Even as Senator Warren Magnuson's (D.-Wash.) Subcommittee on Labor-HEW was hearing testimony from Corporation for Public Broadcasting President Henry Loomis on the need for passage of the blanket appropriation for the Department of Labor and Health, Education and Welfare (into which the CPB authorization, in whatever form, would fall) reports were circulating in Washington that President Nixon is contemplating a veto of the blanket appropriation. If the President takes that action, it would be the second year in which the Labor-HEW appropriation has been shot down by the executive branch, and would force CPB to operate for the third straight year at the $35-million level authorized in last year's fiscal year under a continuing congressional resolution.
- Representative William L. Clay (D.-Mo.), in a letter to fellow congressmen, penned a searing criticism of public broadcasting's alleged indifference to minorities and asked that CPB funding be withheld unless several amendments be introduced, aimed at bringing about corrective measures, were attached to pending CPB authorization legislation. The House last Thursday (July 19) failed for the third time this month to come to a floor vote on H.R. 8538, a bill introduced by Representative Torbert H. Macdonald (D.-Mass.) and cleared by the Communications Subcommittee which had a mark-up June 14 (Broadcasting, June 18), which would provide $130 million to CPB over the next two fiscal years as well as a $115-million, four-year facilities authorization.

Those negative incidents came in the same week in which a public-broadcasting task force unveiled a tentative draft of legislation that would provide $750 million to CPB for operations and facilities over a five-year period. CPB Chair-

Federal budgeting for public TV hits new snags
CPB official sees 'disaster' ahead in another year at present levels

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man James Killian has promised to present Congressman Macdonald with completed proposals for long-range funding legislation by July 1.

House officials were expecting another try for action on H.R. 8353 last Friday (July 20). The Senate version of the bill, which calls for $10 million more than the House measure in fiscal 1974-75, was approved May 7.

Regardless of when the House acts on the $130-million authorization, CPB Senior Vice President for Broadcasting Donald Quayle said, that legislation would be rendered "somewhat academic" if Mr. Nixon blocks the parent Labor-HEW measure.

The source of uneasiness at CPB is the President's avowed antipathy toward authorizing any Labor-HEW appropriation that exceeds the figure included in the administration's fiscal 1974 budget. As of last week, the appropriation being prepared by the Magnuson subcommittee stood at $32.8 billion—$1.2 billion larger than the White House budget—and a subcommittee spokesman told Broadcasting the figure could go as high as $33.6 billion.

"We think it would be disastrous for us," Mr. Quayle said of the veto possibility. If CPB is again relegated to the $35-million level, he said, the corporation's diminishing cash reserve "will be expended almost totally by next June. We won't have a dime to carry over to the next year."

Austerity, Mr. Quayle said, would mean cutbacks in every facet of CPB's operation. CPB, Mr. Quayle said, has made no commitments beyond the $35-million funding level and has fallen some 18 months behind schedule in long-range development.

Representative Clay's accusations last week made the situation no brighter. Asserting that public broadcasting is characterized by "all-white boards of directors, 'white shows,' and an apparent discrimination against minorities and women," the black congressman claimed that only one-third of the money CPB spent on programs last year went to black, Chicano and Puerto Rican material and that 91.5% of the $15-million total went to programs geared to the elderly and women. Only 37 of the 825

Landmark for Park. With the execution of a few legal formalities, Roy H. Park, the Utica, N.Y., mass-communications entrepreneur, last Tuesday (July 17) garnered the distinction of being the only Individual in the nation to personally own seven television stations—the maximum number permitted by the FCC. Mr. Park achieved that status with the culmination of his purchase of WBMG-TV (ch. 42), the CBS-TV affiliate in Birmingham, Ala. The sale gave him sole control of the stock of WBMG-TV licensee Birmingham Television Corp., which had been owned jointly by group broadcaster Southern Broadcasting Co., William P. Dubois and others. The FCC approved the $4.75-million transaction last month ("Changing Hands," June 18).

Other Park stations include WQNT-TV Greenville, N.C.; WTVR-TV Richmond, Va.; WDEF-TV Chattanooga; WJHL-TV Johnson City, Tenn.; WSLS-TV Roanoke, Va., and WUTR(TV) Utica, N.Y. Mr. Park (I) is pleased above accepting WBMG-TV's corporate seal and minutes book from General Manager Hugh M. Smith (r). Standing is Park Broadcasting Vice President John B. Babcock.

difficulties public broadcasting has experienced in operating under the $35 million continuing resolution made necessary by last year's veto.

"Very little," Mr. Loomis said, "could be afforded [last year] in the way of curricular programs, adult education, or the arts and humanities. . . . That elusive, but most important, quality of momentum was lost in the development of innovative programs. Only token resources were available for programs of special interest to women, the aged, and the ethnic and demographic minorities. . . ."

Mr. Loomis noted that the Senate-passed version of the CPB authorization for fiscal 1974 ($60 million) coupled with last year's $35-million allocation exceeds by only $5 million the $90 million endorsed by the administration for CPB funding in fiscal 1973-74. "We believe this growth is reasonable and not excessive," he said.

He added that, with the existence of the CPB-PSB partnership agreement, public broadcasting is now in a better position for harmonious growth than ever before. "The confusion and uncertainty are gone," he said. "For the first time, the industry has itself together."
papers. And a total of 40% of CAI stock is owned by Peoples Broadcasting Co. (21%), licensee of WLAN-AM-FM Lancaster, and by Peoples' president, Frank Altidoerfer (19%). Fetzer Cablevision is owned by John Fetzer, who owns wkzo-AM-TV Kalamazoo.

The department was not quite as firm in opposing a petition by Eastern Oklahoma Television Co., owner of KTEK Cablevision, Ada, Okla., and KTEK(TV) there. It also owns KTEK-FM Ada. Justice said that the petition should be denied unless Eastern can make a clear and factual showing that the cable system and the television system are not independently viable. The petition is barren of any hard facts that support a claim Eastern made of "nonviability," the department said.

The fourth petition, on which Justice merely filed comments, was submitted by four subsidiaries of Telesis Corp. and involves Richard F. Shively. He owns 9.5% of Telesis and is the owner of WFLF-TV Lafayette, Ind., which, when it completes relocating its facilities, will put a Grade B signal over a number of the communities served by three cable systems controlled by Telesis—Central All-Channel Cablevision Inc., Hamilton County CATV Inc., and Lebanon CATV Inc.

Justice said it believes that Telesis can make a showing that the crossownership involved is "competitively indifferent" and that it might be able to show that Mr. Shively will suffer substantial financial loss if forced to sell either his Telesis stock or the television station. But, Justice said, Telesis has not made such a showing. And until it does, Justice added, the commission should withhold the requested waiver.

Most sides of many issues aired in N.Y.

State association meeting hears about politics, programing, cable, feminism and license-renewal relief

Besides affording themselves the pleasure of sun and water in the town that gave baseball to America, members of the New York State Broadcasters Association, meeting in Cooperstown, N.Y., July 15-17, got their chance to inspect a stream of political figures, the country's best-known feminist, a syndicated newspaper columnist and an FCC commissioner.

Among the politicians was Governor Nelson A. Rockefeller, who swooped onto the 17th green of a golf course adjacent to the hotel to outline for the conference the achievements of his administration and field questions from broadcasters. In shirt sleeves, he spoke informally, reaffirming his support for state-lottery advertising on the air, explaining his new drug program and artfully side-stepping questions on his future political plans.

Lieutenant Governor Malcolm Wilson spoke at Tuesday night's dinner. On the Democratic side, Congressmen Sam Stratton and Ogden Reid (both D-N.Y.) and Howard Samuels, president of the New York City Off-Track Betting Corp., spoke mainly to the issue of broadcasting's rights under the First Amendment.

Business sessions for the conference got started with fireworks Monday morning with a panel including New York Post columnist Harriette Van Horne and Representative Stratton. Miss Van Horne unloaded both barrels on broadcast journalism, saying the industry "had not lived up to its social responsibilities. Only television can close the information gap. Documentaries and public service shows should occupy 10% of the schedule, not the 2% or less they now do."

Representative Stratton, speaking to a point of more pressing interest to the conference attendees, offered hope on revision of the license-renewal process in Congress this year. "The climate in Congress is more favorable than it was a year ago. Maybe in an election year, we're just tough," he said. On election

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reform, Mr. Stratton said he would favor legislation granting free time to state and federal candidates with no additional time, paid or unpaid, allowed beyond the legislated amount of free access.

Senator Jacob K. Javits (R-N.Y.) followed the panel with a series of finely honed statements on broadcast-related issues before Congress. On license renewal, Sen. Javits unveiled a new proposition. He supported a five-year renewal period as "appropriate," but suggested that the period be "divided into two segments." Licensees would be free from challenge for for the first three years of the period, giving them an opportunity to accumulate a "track record." The licensee would be open for denial or challenge during the last two years.

Gloria Steinem, editor of Ms. Magazine, appeared for more women's interest programing. Observing that if the amount of time now devoted to sports were used to cover women's issues, "there would be a real revolution," she added, "Sometimes I think the jockocracy rules broadcasting."

FCC Commissioner Richard E. Wiley, in a letter to the FCC, said, "Based not on fear, but the mutual interests of government and the industry."

Tuesday's sessions were highlighted by perhaps the most heated discussions at the conference, this one on cable television, Ralph Baruch, president of Viacom International, was asked whether CATV would destroy over-the-air television as it is now known. Mr. Baruch called those who held that fear "alarmists who cannot see farther than the end of their noses." He said that CATV and over-the-air broadcasting could exist "side-by-side" if the parties involved so wished. But he added: "Let the free and open marketplace set the criteria."

G. Bennett Larson, vice president of WORK-TV Rochester, N.Y., argued that cable TV would slowly strangle smaller-market operations if not stringently regulated. He said the Rochester cable system imports signals from Buffalo and Syracuse and that advertisers were getting the Rochester market "thrown in as a bonus." Sears & Roebuck in Buffalo used to buy advertising on WORK, he explained. "Now, they only have to buy Buffalo to get Rochester. On this basis, my station will eventually have to go out of business."

The newly-elected joint board chairman of the National Association of Broadcasters, Andrew M. Okershausen, of the Washington-based Evening Star Station, attended the conference to request participation in NAB activities.

Sarasota sale is final

The FCC has affirmed its March 7 grant of the sale of WQBA-AM-WQBR-FM Sarasota, Fla., and has dismissed objections to the transaction by Charles A. Stewart, who was licensee of the stations (formerly WSAF-AM-FM) before they were placed in receivership. Mr. Stewart charged that fraud was involved in the sale, worth $177,500, brings WQBA-WQBR to Sarasota Radio Co. from receiver Edward Dillon.

KRON-TV replies to citizen group's challenge

Station says argument over legality of its operation based on erroneous contentions

The Chronicle Publishing Co. says the Committee for Open Media has "intermixed and confused two completely separate theories" in arguing that Chronicle's KRON-TV San Francisco is operating illegally.

COM argued that the station, whose renewal application for the 1968-71 period was ordered into a hearing, was not granted a renewal until last May. COM noted that Chronicle had not filed a renewal application for the 1971-74 license period (BROADCASTING, July 2).

Therefore, COM said, the commission should either take the station off the air or impound its profits and distribute them for the benefit of the viewing public.

COM's arguments were made in a petition for reconsideration of the commission action dismissing COM's own petition for denial of KRON-TV's renewal.

Chronicle contends COM's confusion involves, first, a contention that there is a statutory limit on KRON-TV's right to operate following the 1968-71 license period, and, second, "an erroneous contention that the commission should require a renewal application to be filed every three years. The commission in May renewed KRON-TV's license for the period ending Dec. 1, 1974.

Chronicle said that the Communications Act was amended "indirectly" in 1946 and "specifically" in 1952 to make it clear that a broadcast license remains in effect while a renewal application is pending. And, Chronicle contended, the law does not require the filing of a renewal application for a license to remain in effect.

The argument that a station should file a renewal application every three years even if it is in a renewal hearing would be more appropriate in a rulemaking proceeding, Chronicle said. In any case, it added, the proposal, if adopted, "would only result in administrative chaos and would create much greater injury to the public than that which is alleged to result from the present policy."

Changing Hands

Announced

Following sale of broadcast station was reported last week, subject to FCC approval:

* KNWA (FM) Fayetteville, Ark.: Sold by Federated Media Inc. to Paul E. Van Hook, E. H. Froening and Harold R. Lindsey for $140,000. Federated Media
is New York-based group broadcaster, which retains WXJG-TV Fort Wayne, Ind., and WBNB-TV Charlotte Amalie, Virgin Islands. Buying principals are all associated with Federated Media. Mr. Van Hook is firm's president, Mr. Lindsey is president of KNWA and Mr. Froning is general manager of station. KNWA operates on 103.9 mhz with 1 kw and antenna 510 feet above average terrain.

Approved
The following transfer of station ownership was approved by the FCC last week (for a previous FCC activities see "For the Record," page 47).

* KLO(AM) Grand Forks, N.D.: Sold by KLO Inc. to Red River Valley Broadcasting Co. for $300,000, including $30,000 covenant not to compete. Buying firm is principally owned by Thomas E. Ingstad, Robert E. Ingstad Jr. and Mrs. Robert E. Ingstad Sr., as executrix of estate of her husband. Buyers have interests in KMBW(AM)-KKWB(FM) Breckenridge, KWAD(AM)-KKWS(FM) Wadena and Kloh-AM-FM Pipestone, all Minnesota; KVCJ(AM) Valley City, N.D., and KGFX-(AM) Pierre and KIKL-FM Rapid City, both South Dakota. They also own presently inoperative cable system in Valley City. KLO is full time on 1440 khz with 1 kw and 500 w night.

KTVI answers early license-denial petition

Newhouse Broadcasting Co. has told the FCC that a May 29 petition filed against the 1974 license renewal application of its KTVI(TV) St. Louis should be rejected not only as inaccurate, but as one year premature.

The company noted that KTVI's renewal application is not due until next year. How then, it asked, can the commission act against a document it has not yet even received? The group that filed the petition, a St. Louis minority coalition identifying itself as ACTION, is one of the co-sponsors of a challenge to that station's 1971 renewal application, which is still awaiting FCC action.

Newhouse disputed the petitioner's claims that KTVI displays bias against blacks in news programming and employment practices. It took particular issue with an ACTION contention that the station's failure to use in its news broadcasts 14 press releases prepared by that group was racially motivated. It noted that KTVI-covered several of the issues dealt with in those releases—although it did not utilize ACTION input—and that it had not received several of the ACTION documents. Of the releases in the latter category, Newhouse said, some would obviously not have been used if received, since they took positions that, in the station's judgment, it would have been "irresponsible" to publicize. Two such ACTION assertions involved charges that the White House or the Central Intelligence Agency was behind the attempted assassination of Alabama Governor George Wallace, and that they had been responsible for the death of FBI Director J. Edgar Hoover.

Record is shut before it's opened

Law judge says elder Norris's bid for new Red Lion UHF is to be tried on son's performance in Media, Pa.

After waiting eight years to get as far as a prehearing conference on his application for a new UHF television station in Red Lion, Pa., the Rev. John M. Norris, who is now 89, found himself confronted last week with what seemed a Catch-22.

FCC Administrative Law Judge Forest McClenning ruled that the only evidence that could be presented was that relating to Mr. Norris's son, John H., as adduced in the license-renewal hearing involving WXUR-AM-FM Media, Pa., with which the younger Norris was associated.

And since the commission denied the WXUR stations' renewal applications on grounds of fairness-doctrine and personal-attack-rule violations and program-proposal misrepresentations, it appeared that Judge McClenning could come up with only one conclusion in the television case—denial of the application.

Benedict Cottone, counsel for Mr. Norris, plans to appeal the judge's ruling to the commission in hopes of enlarging the issues.

Judge McClenning's ruling was based on the hearing order the commission issued, in April 1968, in connection with Mr. Norris's application for a permit to

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build a station on channel 49 in Red Lion. And the hearing order, in turn, reflected commission concern over the younger Norris's association with the Red Lion application and with WXUR-AM-FM. He and his wife own 45% of Red Lion Broadcasting Co., licensee of WXUR-AM-FM Red Lion and the applicant for the television station (his father owns the remainder), and he was president, general manager and a director of the licensee of the media stations.

The hearing issues were to determine the record of the younger Norris in operating WXUR-AM-FM, as reflected in the hearing record in that case, and whether, in light of that record, the commission could rely on the representations Red Lion had made that it would comply with the fairness doctrine.

The commission had noted that the applicant was then challenging the commission's fairness doctrine but had promised to comply with the doctrine pending a judicial determination. (The Supreme Court in 1969 upheld the doctrine in the benchmark Red Lion decision.) But in view of the allegations that WXUR-AM-FM had failed to comply with the doctrine and the younger Norris's connection with both proceedings, the commission questioned whether it could rely on Red Lion's promises.

Mr. Cottone, who was also counsel for the owner of WXUR-AM-FM—Faith Theological Seminary, which is headed by Dr. Carl McIntire—said that the elder Norris has no connection with the seminary and that the younger one is only one of 11 directors.

But if Judge McClenning is limited to considering the younger Norris's record as it appeared in the WXUR case, Mr. Cottone said, "What else can he do but deny Red Lion's application?" Referring to the brief pre-hearing conference in which Judge McClenning issued his ruling, Mr. Cottone said, "We were lunched in 15 minutes."

**Eyebrows up over BBC rebuff**

The chairman of the Senate Foreign Relations Committee has asked the U.S. Information Agency for an explanation of its decision several weeks ago to deny the BBC the use of its facilities for a program on Watergate.

Senator J. W. Fulbright, in a letter to USIA Director James K. Keogh, noted news accounts of the incident and asked the agency to (1) outline its general policy of making facilities available to foreign networks and (2) provide the facts relating to the BBC incident.

Last month the BBC, which along with six other foreign networks leasing the facilities of WTOP-TV (Washington) for coverage of the Watergate hearings, wanted to use USIA facilities to broadcast a live interview with Senate Watergate committee member Daniel Inouye (D-Hawaii) because the USIA studios were closer to Capitol Hill (Broadcasting, July 2). USIA declined, stating that disseminating "feature material" on the Watergate hearings could be "detrimental to U.S. interests." BBC then rescheduled the interview and used the WTOP facilities.

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**Swan songs: Johnson sticks to the same tune**

Washington independent TV does interview and hears him say admission with the media is 'treasonous' and that broadcasters have traded freedom for less regulation

FCC Commissioner Nicholas Johnson last week was continuing to make use of the extra time allotted him as a member of the commission to fire away at two old and favorite targets—President Nixon and his administration, and the broadcaster.

The commissioner, in the first of a two-part interview broadcast on WTTG-TV (Washington), accused President Nixon, Vice President Spiro T. Agnew and Clay T. Whitehead, director of the Office of Telecommunications Policy, of engaging in "treasonous" activity in "manipulating" the media and use them as "a propaganda organ of the office of the presidency."

That activity, he said, in the interview conducted by Maury Povich, is "the most treasonous which was done in the Watergate proceeding. It strikes much more closely at the heart of what America is about."

He also said he did not believe the administration has "backed off" from its criticism of the media. It alternates a "conspiring" with an admiring approach, he said, coming on "strong" when there is a news item about which it does not want the public to be informed. He said that as a result of the pressure put on him by Vice President Agnew in public comments, the networks "knucked under" and did not cover live the massive anti-war demonstrations in Washington, on May 1, 1971.

He also said broadcasters generally have failed to take advantage of the support the FCC had offered in dissent to defend their First Amendment rights. And he suggested that broadcasters may be accepting a deal offered by the administration—the government will take it easy on broadcasters, in terms of regulation, in return for their willingness to refrain from criticism of the President and to allow him access to their facilities whenever he requests it.

The commissioner, whose term ended June 30, but who continues to serve while the administration chooses his successor, said, as he has previously, that he has not made up his mind as to his future plans. But he offered some clues to his intentions, one of them cryptic.

He said it was not likely that he would take seven years out of his life, "package it" and forget it—which indicated he intends to remain in the field of communications. He also said he wants to devote his life "to public service."

But he added that he wants to be "as cost effective" as possible. He sought to illuminate that comment with an old saying—"if you give a man a fish, he can eat for a day. If you teach a man to fish, he can eat for a lifetime."

But his further elaboration was cut in the editing.

Later, he said what he meant was that it is more productive to create a society that can make its will felt through the political process than to attack individual issues. Such a society would require a good educational system, an effective system of mass communications and a responsive political system.

Helping to create such a society, he said, is exactly what he wants to become involved in.

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**ABC tells affiliates rating services are asleep after 11:30**

Network says diaries are inadequate for that time period and numbers for May should be 30% higher

ABC-TV has advised its affiliates that audience figures on its late-night programming in Nielsen and Nielsen bulletin market areas reports (MNA), that they could expect the May local reports to show substantial gains over May 1972 in all major network-program areas. The May books now coming in, ABC told the affiliates in a follow-up advisory, confirm "major audience advances by ABC in prime time, Monday-Friday daytime and news (as compared with) a year ago."

But, ABC said, not so in the case of late-night, the 11:30 p.m.-1 a.m. NYT period of rotating programming under the umbrella of "The World of American Research." Instead of the 58% gain (from a 3.1 average rating to 4.9) that ABC said is shown by NTI, or 38% (from 5.0 to 6.9) shown by MNA, the local market losses are showing minimal gains or even losses from year-ago levels. In blaming it on diary techniques, ABC said that in the only markets where both meters and diaries are used—New York and Los Angeles—the Nielsen meter data "confirm the national trend" while the ARB meter data correspond with neither the local meter data nor the NTI and MNA data.

"We are attempting to correct these reports by examining the actual diaries," ABC told its affiliates. At worst, it said, it hoped to resolve this "confusion" for future reports. In the meantime, it advised affiliates to accept substantial late-night growth as fact and sell on it. "There is no doubt in our mind that we are delivering late-night audiences at least 30% higher than a year ago," the message asserted.

[26]
Curbs on hypeing become major cause
High-level conference puzzles over deterrents to rating inflation

Ways to stem the apparently still-rising tide of hypeing by radio stations were explored by a group of industry leaders in a meeting at New York last Wednesday (July 18) and will be taken up with the principal radio rating services in a session next month.

Participants said a number of possible approaches were discussed. One that seemed to have the greatest support as an interim and perhaps also as a long-term solution was said to involve spreading rating periods over three or four months instead of only one, with actual measurements taken during certain weeks within the longer period ("Closed Circuit, June 25). The theory is that stations would find it harder to maintain contests and other special rating promotions over so long a time, but rating-service representatives are said to object on grounds, among others, that it would be too costly.

There was also some discussion, participants said, of the Broadcast Rating Council's developing more uniform guidelines as to what the rating services should put in rating books to let users know when stations have conducted special promotions during the measurement period.

The follow-up meeting with the radio rating services—The Pulse Inc. and the American Research Bureau—is expected to be held about mid-August.

Participants in last Wednesday's session included Vincent T. Wasielowski, president, and John A. Dimling, research vice president, of the National Association of Broadcasters; Willard Schroeder of WORV(TV) Grand Rapids, Mich., chairman, and Hugh M. Beville Jr., executive director, of the Broadcast Rating Council; Richard J. Montesano, senior vice president, Radio Advertising Bureau, and Robert Gaim of Blair Radio and Pierre Megrog of the Henry I. Christal Co. representing special RAB task forces working directly with the radio rating services.

Missouri public FM's unite
What is being advanced as the first state association of public broadcasting stations has been formed in Missouri. The Missouri Public Radio Association was chartered at a meeting of managers of the state's nine "full service" noncommercial radio stations.

Robert W. Thomas (KWMU(FM)) St. Louis), newly elected vice president of MPRRA, said the association was formed out of a need "to work with one another in Missouri, and a need to represent our collective viewpoints in matters concerning public radio statewide and nationally."

MPRA's initial membership includes all the stations in the state falling under the "full service" designation—those which broadcast seven days a week for at least 18 hours daily with a staff and signal adequate to serve an extensive audience. MPRRA said it will also be looking for members among high school and low-power noncommercial facilities, as well as from allied fields. Present membership includes (all FM): KFUN Buffalo, KRIA Columbus, KCUR Kansas City, KCFX Maryville, KSOF Point Lookout, KMWM St. Louis, KMCM Warrensburg, KMVR Rolla and KLUM Jefferson City (the last two are not yet on the air).

In addition to Mr. Thomas, MPRRA's initial slate of officers includes Sam Scott, general manager of KCUS, president, and Cathrin Cushman, director of broadcasting, KCCX, secretary-treasurer.

How much red ink for Cartridge Television
Cartridge Television Inc., New York, has filed a petition for reorganization under Chapter 11 of the Federal Bankruptcy Act (Broadcasting, July 9), listing assets of $18,629,866 and liabilities of $29,004,706.

The petition, filed in U.S. Southern District Court of New York, listed the 10 largest Cartridge TV creditors: Eumig, an Austrian camera maker, $349,868; Memorex Corp., $1,600,343; Pacific Litho Co., $61,660; Gardner Machine Co., $66,813; 3M Co., $47,019; Industrial Tool & Supply Co., $31,557; Arthur Young & Co., $29,675; Western Gold & Platinum Co., $23,613; Vikron Corp., $20,255, and Playtape Inc., $18,115. In all, Cartridge TV listed more than 600 creditors.

Under Chapter 11, a company may remain in business until a plan is devised to pay off creditors.

Media Briefs


Money for RFE. Senate Foreign Relations Committee last week approved by vote of 13-to-3 bill to authorize $50.3 million for Radio Free Europe and Radio Liberty in fiscal 1974. The measure, sponsored by Senator Charles Percy (R-Ill.), would also create a seven-member Board for International Broadcasting to oversee operation of outlets. Similar bill was introduced last month by House Foreign Affairs Committee Chairman Thomas E. Morgan (D-Pa.) (Broadcasting, June 4).

Joining hands. CBS Radio has announcin
ed signing of KPMC(AM) Bakersfield, Calif., as 250th affiliate.


Handed over. On July 1, after 16 years of continuous service, U.S. Air Force formally transferred facilities of CFLA-TV Goose Bay, Labrador, to Canadian Broadcasting Corp. Although Air Force has maintained and operated station, CBC held station license and provided largest portion of programing.

ARB’s new home. American Research Bureau has moved its New York offices to 1350 Avenue of the Americas, 10019. Phone (212) 262-2600.

FM grows. CBS Radio said last week that FM share of radio audiences in eight of top-ten markets measured by American Research Bureau has increased by 152% in six years since April/May 1968 ARB report. CBS Radio analysis cited steady growth of FM set sales, pointing to Electronic Industries Association figures showing that FM and FM/AM receiver sales rose by 19% in 1972 over 1971.

Hernreich wants to bring back Beckman

Standing to lose his two TV’s, he says testimony of former ABC executive is crucial in affiliate-bribery case

George T. Hernreich, faced with the loss of two television licenses if an FCC administrative law judge’s initial decision is allowed to stand, has asked the commission to reopen the record in the hearing for the limited purpose of hearing testimony from Alfred Beckman, former ABC vice president in Washington. Mr. Hernreich said it is essential to his case that Mr. Beckman testify and be subjected to cross-examination. “Basic fairness and justice, as well as substantive and procedural due process” require it, he said.

Mr. Hernreich, who owns KFPW-TV Fort Smith and KAIT-TV Jonesboro, both Arkansas, is one of five broadcasters involved in a commission inquiry begun in 1970 into whether various licensees had made illegal payoffs to network employees in connection with affiliation agreements.

Mr. Hernreich had claimed he was the innocent victim of extortion by an ABC employee, Thomas Sullivan, and that he had voluntarily brought the matter to the attention of his consultant, Robert Coe, a former ABC official, so that he might inform ABC. However, Judge Forest L. McClenning rejected the claim, and proposed denial of the applications for a license to cover the construction permit for KFPW-TV and for renewal of KAIT-TV (Broadcasting, April 30).

In seeking reopening of the record, Mr. Hernreich said that the judge placed great reliance on a portion of testimony Mr. Beckman gave in the commission’s preliminary nonpublic inquiry into the bribery allegations, even though he was not available for cross-examination. Mr. Beckman, who has since retired from ABC, was said to have been unavailable because of health reasons.

At issue is whether Mr. Coe had informed Mr. Beckman of Mr. Hernreich’s story of extortion—though without mentioning any names, including Mr. Hernreich’s, at his request. Mr. Beckman, in the portion of the testimony ABC submitted for the record, said Mr. Coe did not relay the allegations of extortion.

But, Mr. Hernreich says in his pleading, “Coe says he did,” and Mr. Coe’s testimony, Mr. Hernreich adds, “was subject to cross-examination; Beckman’s was not.” And it is shielded, Mr. Hernreich adds, “that Coe has little or nothing to gain or lose while Beckman might have been attempting to protect his position as an ABC employee by not disclosing the fact that he did not go to his superiors in New York.”

Grants for minority hiring

The Corporation for Public Broadcasting has made nine minority hiring grants—to three public radio and six television stations—totaling $108,000. Nine individuals are involved, including seven blacks, one Chicano and one American Indian. The stations and individuals are KUOW(FM) Seattle, Ralph S. Bayard; WPCR(FM) Amherst, Mass., Janus I. Adams; WAFR-FM Durham, N.C., Roosevelt Wright Jr.; KETS(TV) Norman, Okla., Wallace E. Coffey; WCRV(TV) Athens, Ga., Paula I. Whitley; WYPT-TV Harrisonburg, Va., Reginald W. Hirston; WFSU-TV Tallahassee, Fla., Sylvester J. Farrell; Kpbs-Tv San Diego, Jesus Sagasta; South Carolina Educational Television Network, Columbia, S.C., Muriel Henderson.

Deal’s off on KRNT stations

Negotiations for the sale of Cowles Communications Inc.’s KRNT-AM-FM Des Moines, Iowa, to Tracy-Locke Co., Dallas-based advertising agency and station owner, have been called off by mutual agreement, Cowles announced last week. No reason was given, but a spokesman said Cowles was “not too happy” about it because the stations’ market position had improved substantially since negotiations were started. He indicated Cowles was still interested in selling the stations, however. When agreement in principle with Tracy-Locke was announced, speculation put the probable sales price at more than $1 million (Broadcasting, April 9).
RCA ties with McDonnell to cut launch costs

Looking to put up domestic satellite system, firms will work on increasing payload of rocket

Two subsidiaries of RCA Corp. last week announced a joint agreement with McDonnell Douglas Corp. to develop an improved model of the Thor/Delta rocket to deliver RCA's proposed domestic communications satellites into orbit. The agreement with RCA Global Communications Inc. and RCA Alaska Communications Inc. marks the first time private industry has set design requirements and provided funding for the development of a space vehicle.

The two RCA companies will invest $3.75 million to boost the Thor/Delta rocket's payload capacity from 1,550 pounds to 2,000 pounds. An increased payload, RCA believes, will cut the projected costs of putting a communications satellite into orbit. RCA Globalcom and RCA Alascom plan to put two 24-channel satellites into orbit approximately two years after FCC approval, the company said, with a network of nine earth stations. The RCA concerns also plan to buy two augmented Thor/Deltas at a cost of $9.8 million each, launch price by the National Aeronautics and Space Administration included.

Tektronix to absorb Grass Valley Group

Tektronix Inc., Beaverton, Ore., will acquire Grass Valley Group Inc., Grass Valley, Calif., it was announced last week.

The transaction, valued at an estimated $17.6 million, calls for the exchange of one share of Tektronix stock for three shares of Grass Valley stock. The exact exchange rate will be determined by the average market value of Tektronix stock during a 30-day trading period beginning June 19.

Tektronix manufactures electronic measurement and display equipment. It reported sales of $198.2 million and net income of $15.7 million ($1.92 per share) for the fiscal year that ended May 26. Grass Valley makes TV line and terminal equipment and reported sales of $4.7 million and net income of $1.1 million (72 cents a share) for the calendar year 1972.

Directors of both companies have approved the transaction; Grass Valley stockholders will be asked to approve the deal at a special meeting to be held some time next month.

Tape expansion. Coltape, N.Y., U.S. distributor for Fuji broadcast video tape, has announced development of two-inch video tape capable of 50% extension in playing time. Fuji H-706 increases playing time from 22 minutes to 33 minutes on standard eight-inch reels. It requires no modifications of recording units and company states technical quality "remains as good, if not better."

One down. CBS Records announced last week that it had decided to withdraw from National Quadruphonic Radio Committee. NQRC was set up about a year ago to test and evaluate competing four-channel recording and broadcasting systems in order to supply information to FCC on its authorization decision for four-channel broadcasting, as well as to consumers. One of reasons given by CBS Records for its exit from committee was fact that its SQ-4 system is matrixed system and therefore is already compatible with FCC regulations. With the exit of CBS, seven companies and nine systems—all discrete—remain on committee.

For two in one. CBS's owned FM stations last week endorsed all-channel radio legislation introduced in Senate by Frank moss (D-Utah) and in House by Clarence Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.). J. Robert Cole, vice president of the CBS Radio Division, said in statement that legislation "is essential if radio is to continue to enlarge its service to the public." He said position is based on assumption that studies being conducted by Arthur D. Little Co. and CBS radio engineering department will show that quality all-channel radio sets can be produced at reasonable cost.

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Broadcasters pay the price for Watergate

Coverage of hearings is causing losses of up to $7 million so far for the networks and up to $2,000 a day for individual TV's.

The TV networks are losing money hand over fist in covering the Senate Watergate hearings. Their affiliates are losing money on it, too—but not nearly so much as they are apt to lose if the hearings and the coverage continue into the new season in September.

That was the consensus of broadcasters canvassed by Broadcasting last week. And it was not at all clear whether the current round of hearings would be wound up before the new season starts Sept. 10. Network news executives estimated four or five weeks remaining in the current round, but it was not known whether the hearings would take a break when Congress recesses in early August, and resume when Congress returns in September, or whether the Senate Watergate committee would ignore the congressional recess and hold hearings in August until the current phase is completed.

In any event, committee sources have repeatedly indicated that there will be other phases of the hearings after the current one, which deals essentially with matters relating to the Watergate break-in and subsequent cover-up.

All broadcasters questioned last week said their revenues were off, in many instances substantially, on the days they carry Watergate coverage. But most indicated that through the use of make-goods they had been able to save substantial portions of the spot billings pre-empted thus far, so that the major cost for many was in reduction in compensation from the networks.

But compensation losses alone were mounting up. One major group owner estimated his at $10,000 to $12,000 per day of coverage on all his stations. Another put it at around $8,000 per coverage day for his group. Individual broadcasters offered estimates ranging from a few hundred dollars to $2,000 or more, depending on size of market.

Nor were all pre-empted spot announcements being recouped, by any means, although both station and station-rep sources said agencies and advertisers were being cooperative in accepting make-goods. One broadcaster in a market between 30th and 40th in size said he could not immediately differentiate between network-compensation losses and spot-billing losses but estimated that together they represented $3,500 to $4,000 per coverage day in his case. Another, in a top-10 market, put his comparable range at $7,000 to $10,000 per week, on average during rotating coverage.

Most emphasized that, as one put it, "we're lucky the hearings are on in the summer," when stations generally have less commercial inventory and thus a wider range of availabilities to offer as make-goods. That choice, several noted, will be narrowed substantially when the new TV season gets under way.

Both stations and networks have had their losses cut by the networks' decision to put coverage on a one-at-the-time daily rotating basis. Some major-market operators said that in weeks when their networks have only one day of Watergate coverage, they have little difficulty finding places for that day's pre-empted spots in the four other weekdays. But when Watergate takes two days in a single week, the going gets tougher. "Then," one said, "we lose a few thousand.

The networks themselves are losing in the hundreds of thousands. Estimates of their net losses—that is, net reduction in profits below what they would normally be—range from a minimum of $100,000 each per coverage day to a high of around $300,000 per coverage day for NBC ("Closed Circuit," July 16). On the basis of those figures, the hearings had cost the three networks somewhere between $4.2 million and $7 million through Wednesday (July 18). The money had bought approximately 80 hours of live coverage in 15 days on ABC-TV, 75 hours 53 minutes of live coverage in 14 days on NBC-TV and 76 hours 17 minutes in 14 days on CBS-TV. NBC was to get its 15th coverage day last Thursday, then CBS.

Hasn't anybody got a complaint?

With $400,000 a year to spend, new news council looks for work

The National News Council has hung out its shingle and is now open for business.

"But we don't have anything of consequence on the docket as of yet," said Ned Schnurman, the newly appointed associate director of the council (and a former city editor of wcbs-tv New York). He added that the council never acted on the American Medical Association's complaint against the NBC-TV documentary, What Price Health? ("Closed Circuit," May 14), because "we just didn't have the staff and the facilities to conduct a proper investigation." But by taking its grievance to the FCC, the AMA has ruled itself out of any subsequent council action because of the council's rule that a complainant must waive future legal action when it puts itself in the council's hands.

"We're still searching for permanent offices in New York," said Mr. Schnurman (the Twentieth Century Fund, at 41 E. 70th St., New York, is providing temporary quarters for the council). So far, the only other staff member on the board is Executive Director William B. Arthur, former editor of the defunct Look magazine. The three-year budget, underwritten by private foundations, is pegged at $400,000 a year.

The council will try to drum up busi-
A fairness law for newspapers upheld in Florida

Press counterpart of Section 315 is headed for U.S. Supreme Court

Long before there was an FCC, even before there was a broadcasting system, the Florida legislature enacted a kind of fairness doctrine, personal-attack, equal-opportunities law that applied to newspapers. It was invoked sparingly over the years, and never successfully—until now. And soon it will become, literally, a federal case, with the Miami Herald asking the U.S. Supreme Court to declare the law unconstitutional.

The law, adopted in 1913, says that any newspaper that “assails” a political candidate or charges him with “malfeasance or misfeasance in office” or gives someone else free space to make such attacks, must, upon request, offer the attacked candidate free space for a reply. The reply, furthermore, must be given the same prominence as the attack.

Over the years, only two cases were brought under the law. And both times lower courts decided that it violated the First Amendment right of free press.

History appeared to be repeating itself again when the Dade County Circuit of Appeals, in a case brought by Pat L. Tornillo Jr., declared the law unconstitutional. But Mr. Tornillo, who had sued the Miami Herald for refusing to print a letter he wrote in response to an editorial critical of him in his unsuccessful bid for the state legislature in 1972, appealed to the state supreme court.

That court last week upheld the law by a 6-to-1 vote. And if the law bears a resemblance to the FCC’s fairness doctrine and its personal-attack rules and to the equal-opportunities law, the state supreme court’s opinion seems to echo the 1969 opinion of the U.S. Supreme Court upholding the fairness doctrine and the personal-attack rules.

“We do not find that the operation of the statute would interfere with freedom of the press as guaranteed by the Florida constitution and the constitution of the United States,” the court said.

Indeed, it strengthens the concept in that it presents both views, leaving the reader to reach his own conclusion. This decision will encourage rather than impede the wide-open and robust dissemination of ideas and counterthought which the concept of free press both fosters and protects and which is essential to intelligent self-government.

The Herald had argued that by requiring newspapers to print something which they may not feel to be true, the law violated the right of free press. It will appeal to the U.S. Supreme Court.

Farm organization still fighting ‘Harvest of Shame’

The American Farm Bureau Federation has come to CBS-TV affiliates in an effort to block their broadcast of CBS News’ 1960 award-winning Harvest of Shame documentary in its current repetitio.

No controversy. When group of Russian broadcasters accompanying Soviet Premier Brezhnev on his visit to Washington last month borrowed facilities of abc-tv Washington to transmit newcasts to Russia via satellite (Broadcasting, July 2), lone American newscaster was included in transmissions—wrc-tv weatherman Willard Scott. Mr. Scott’s reports of Washington summertime weather, translated into Russian, will be seen on some 130 TV stations throughout Russia.

Journalism Briefs

Matter of life and death. KPRC-TV Houston challenges other network affiliates to top this Watergate complaint. A viewer insisted upon talking with the program director; she wanted to know how many episodes of her favorite soap opera she would miss. Advised that all unseen episodes would be made up, she protested: “But I’m 77. I might not live that long.”

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Plus a lot more that makes the FM-2.5H3 the finest transmitter available for Class A stations. Write for more information.
Among all mass media, television is now regarded as the fastest, fairest and most complete. That was a central finding in a massive survey just reported by the respected Bureau of Social Science Research, of Washington. It confirms other studies of public attitudes by the Roper organization, which year after year has found television holding a position of primacy as a journalistic force.

How did television achieve that rank; why does it keep gaining in stature? The answers will be found in a comprehensive article that the editors of Broadcasting have been preparing for publication in the Aug. 20 issue.

All the elements in the intricate system of television news collection and presentation will be examined: the networks, news services, the stations. All of the marvelous range of stories—from Watergate hearings in Washington to a fire in a New Orleans saloon to the election of a black mayor in Los Angeles to the size of the corn crop in Cedar Rapids—will be explored in their mechanics, purpose and cost. The case studies of news programs and documentaries will be extensive and profusely illustrated.

Augmenting its regular circulation of 36,563, which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffs of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation, Broadcasting will deliver copies of its Aug. 20 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programer, or anyone else supplying to the business of television news, you’ll want to tell about it in the Aug. 20 issue of Broadcasting. Closing data for your advertising is Aug. 13. For details and space availabilities, contact your nearest Broadcasting representative.

You belong in Broadcasting: Aug 20
Antiblackout bill goes to Senate

Committee adopts Pastore measure to put sold-out games on local TV

The Senate Commerce Committee last week approved legislation providing a one-year trial of restrictions on television blackouts of sports events.

Passed by voice vote last Wednesday (July 18) was S. 1841, sponsored by Communications Subcommittee Chairman John Pastore (D-R.I.). The measure would amend the Communications Act to prohibit television stations, networks or cable-TV systems from entering into agreements to prohibit home teletcasts of professional football, baseball, basketball and hockey games when tickets are sold out 48 hours in advance. The bill would be in effect for one year after enactment.

Senator Pastore introduced a similar bill in the 92d Congress and held hearings on it last October. Subsequently, as an experiment, National Football League Commissioner Pete Rozelle agreed to lift the blackout of the 1973 Super Bowl in Los Angeles.

The Nixon administration, through then Attorney General Richard Klein-dienst, made it clear to Mr. Rozelle that it would urge Congress to re-examine blackouts (BROADCASTING, Jan. 1).

Last May in a meeting with Senator Pastore, Mr. Rozelle offered to allow local telecast of the 1974 Super Bowl and lift blackouts of five New York Giants games this fall. But Senator Pastore did not think that would provide a meaningful test and introduced S. 1841 (BROADCASTING, May 21).

A spokesman for the Pastore subcommittee said the measure is not expected to come up on the Senate floor until after Congress's August recess, which runs until Sept. 5.

An identical bill was introduced in the House last Thursday (July 19) by Representative Stanford Parris (R-Va.).

A spokesman for Senator John McClellan's (D-Ark.) Copyright Subcommittee said last week that the Pastore bill does not conflict with the sports provision of the copyright-revision bill, on which there will be hearings next week (BROADCASTING, July 16). The provision would make it a copyright infringement for a cable system to carry a professional sporting event into the local service area of one or more TV stations when none of the stations has been authorized to broadcast the event.

Since the Pastore bill would allow home games to be televised locally, he said, it would not be a copyright infringement (under the terms of the copyright bill) for a cable system to carry the games also. He added that he expects the provision to be expanded to include collegiate sports. Thus, no cable system would be authorized to bring an amateur sporting event into a market where the National Collegiate Athletic Association has not authorized the local broadcaster to carry it.

CBS-TV shuffles, expands New York program unit

CBS-TV has reorganized its program department in New York, creating new posts and reassigning responsibilities.

Oscar Katz, vice president, programs, New York, said the changes involved the addition to the staff of Edward Warren, who has been vice president of communications of the Walter Reade Organization, New York, to the newly created position of director, late-night programs. Michael Marden, now director of feature films, assumes the new title of director, prime-time features.

Tony Converse, a general program executive in daytime, has been promoted to director of daytime programs, Hollywood, (though based on the West Coast, Mr. Ogiens reports to the New York program department). Darryl Hickman, a general program executive in daytime, has been named to the new post of executive producer, daytime programs.

Mr. Katz also said that B. Donald Grant, vice president, daytime programs for CBS-TV, who has been in charge of Monday-through-Friday programs, will broaden his duties to include all children's programming. Alan Wagner, vice president of program planning and development, will expand responsibilities to include feature films. Reporting to him will be Mr. Warren and Mr. Marden.
ABC eyes breakfast time

Network gets development under way to come up with competition for 'Today' and 'Morning News'

ABC-TV is preparing to enter the early-morning ring and fight it out with the other two networks.

A projected 90-minute or two-hour program will be aimed for early morning, although exact times have not been set. ABC now doesn't begin programming until 11:30 a.m. NBC carries Today at 7-9 a.m. and CBS presents Early Morning News at 7-8. (CBS's show will have a new team, former Washington Post reporter Sally Quinn and news correspondent Hughes Rude, starting Aug. 6.)

ABC said last week its proposed program will feature entertainment, news and information and will premiere no later than Jan. 1, 1975, and hopefully before that date.

Steve Mills, now vice president, ABC Entertainment, West Coast, has been assigned to supervise development of the early-morning show, in addition to his present duties.

DNC tries again for telethon

NBC-TV has requested that the FCC waive the prime-time access rule to permit the network's presentation of the Democratic National Committee fund-raising telethon Sept. 15 (Broadcasting, June 4).

The waiver, which would permit NBC-TV to broadcast the telethon for the entire four hours of prime time on Sept. 15 (the program is planned to commence at 7 p.m. NYT and run until 11 a.m., with a 30-minute break for localaffiliate programming between 11 and 11:30), is being sought "in order to avoid the necessity of seeking a definitive ruling" on possible exemptions of the prime-time rule, the network said. It told the commission that, in its opinion, the telethon would not ordinarily be covered by the rule since it could be considered to fall under any one of three exempted program categories: political programming, on-the-spot news coverage and public affairs.

NBC-TV noted that the commission in the past has encouraged political parties' use of broadcast facilities to broaden the base of contributions, and that it has stated that such solicitations need not be confined to electoral periods. The Dnc telethon, it asserted, falls within the type of political activity to which the commission has referred.

The first DNC telethon was carried on ABC-TV July 8-9, 1972 (Broadcasting, July 17, 1972).

Program Briefs

Goldberg cites duplication. Former Supreme Court Justice Arthur Goldberg told Senate Foreign Relations Committee that "Radio Free Europe and Radio Liberty have out-lived their usefulness" and should be abolished because they duplicate services of Voice of America, arm of U.S. Information Agency. Committee has been holding hearings on S. 1914, administration's bill to authorize continued federal funding for outlets and establish independent Board for International Broadcasting to administer that assistance. Similar bill has been introduced in House (Broadcasting, June 4).

Bi-lingual broadcasts. FCC has indicated that it will soon explore possibility of establishing dual-language broadcast service, utilizing simultaneous TV and FM transmissions, on bi-lingual island of Puerto Rico. Commission announced it will institute inquiry on matter in ruling in which it had denied WPRM-FM San Juan extension of experimental authorization permitting it to operate in conjunction with WPRM-FM there. Stations have been utilizing dual-language concept for several years with WAPA-TV showing films in Spanish and WPRM-FM simulcasting English sound-tracks. In same decision, commission deferred application (pending resolution of several questions in forthcoming inquiry) on WAPA-TV's request to extend authority to sister stations in Aguadilla and Ponce. and also deferred application for similar authority by WRK-TV Ponce (which would lease time on unaffiliated FM's).


Sales spurt. Time-Life Films reports new sales on a number of properties, including Wild, Wild World of Animals, now in 53 markets; Vision On (children's series), now in 64 markets; The Search for the Nile, 66 markets and The Six Wives of Henry VIII, 74 markets.

Royal performance. Independent Television Corp. has begun production of Edward VII in 13-hour-long episodes, prepared for network showing in the U.S. in the fall of 1975.

For "Dusty's:" Metromedia Producers Corp. has signed 15 new markets for Dusty's Trail; prime-time access series, raising total to 82. Latest takers include WALA-TV Mobile, Ala., KDBC-TV El Paso, WGAN-TV Portland, Me., and KTLA-TV Shreveport, La.

Book says TV's window on the world needs cleaning

Study of children's TV fare calls for public pressure and FCC action

A new book on television's effect on children reviews and renews some old arguments on the subject, or brings a variety of studies that "the weight of the evidence is clear"—that the "demonstrated teaching and instigating effects of aggressive television fare upon youth are of sufficient importance to warrant remedial action." This, it says, would take the form of "an immediate and sharp decrease in the amount of violence shown," and an equally enthusiastic effort to increase the number of programs designed to teach positive lessons.

The book, "The Early Window: Effects of Television on Children and Youth," does not hold out much hope of attaining those goals through commercial broadcasters, through cable TV in the near future or through public television unless PTV gets more money. It suggests that the most feasible approach may be through direct pressures on commercial broadcasters both by public bodies and other groups and by using "glorifying" aggression and by stifler regulation by an FCC whose present practices are "a mockery of the concept of serving the public interest."

What it nets down to, the book concludes, is that "all of us must bear the responsibility for what is being taught on television"—and for changing it so that children will learn "constructive solutions" instead of violence. The 193-page volume, published by Pergamon Publishing Co., Elmsford, N.Y., is by Robert Liebert, John M. Neale and Emily S. Davidson, all of the psychology department at the State University of New York at Stony Brook. Dr. Liebert is a principal investigator and overview writer for the National Institute of Mental Health's program on television and social behavior, and Dr. Neale and Ms. Davidson are said to have contributed to NIMH reports. The book is priced at $9.50 in hard cover, $4.50 in paperback.
ABC contradicts OTP on Hollywood jobs

It denies access rule is cause of unemployment in TV production

With the FCC's oral argument on the prime-time-access rule still two weeks away, two of the rule's staunchest advocates last week made an effort to buttress their positions in written pleadings. In separate briefs, ABC and the National Association of Independent Television Producers told the agency that the prime-time rule has not, as its critics have claimed, contributed to the unemployment situation among Hollywood film workers. The unemployment issue is one of the major factors to be explored in the July 30-31 FCC proceeding.

Allegations that the rule, by reducing the amount of network time available to major Hollywood film companies, has aggravated an already deteriorating job situation there amount to "an unduly simplistic analysis," ABC told the commission. The network was particularly critical of a study conducted by the Office of Telecommunications Policy early this year which linked the access rule and allegedly excessive network reruns to the West Coast employment crisis (Broadcasting, Feb. 5).

"What this issue really comes down to is that the prime-time-access rule has resulted in somewhat less programming produced by the major Hollywood studios, which has affected certain workers." At the same time, ABC said, the rule has resulted in new opportunities for other persons, although "often under other union jurisdictions and sometimes in different employment roles."

NAITP, while maintaining that the commission has no jurisdiction to delve into the employment issue, claimed that the demise of the Hollywood majors in television and elsewhere is inevitable. "Just as [the rule] did not cause the decline of Hollywood as the empire of the industry, its abrogation could not prevent the inevitable relegation of Hollywood to its destined status as one of many [production] centers," NAITP said.

Salvage planned for Programing db

Programing db, Los Angeles, a radio syndication and program-consultancy firm, announced last week that it had arranged to lease its programs to Golden Country Inc., a new firm organized to take over the tangible assets of Programing db.

Golden Country will continue to service the same 50 radio stations said to be using Programing db products, which include music-library series for automated radio stations. The library includes "Old Gold," "Big Country" and "Something to Love." Golden Country will pay royalties to Programing db for these assets.

Programing db, in the meantime, has placed its $400,000 current and long-term obligations in the hands of the Credit Managers Association of Southern California for settlement with creditors. A meeting of creditors with the association took place July 13; a second meeting is planned soon. Creditors reportedly were offered seven cents on the dollar; they counteroffered to settle for 25 cents. Among the creditors, it is understood, is IGM Inc., Bellingham, Wash., owed $150,000.

Golden Country is headed by Donald Kasperek as president, and is affiliated with an Oklahoma financial organization some of whose principals are also principal owners of KLPR(AM) and KJAK (FM) Oklahoma City. Kenneth Draper, president of Programing db, remains as a consultant to Golden Country. Programing db was founded five years ago by Mr. Draper, Chuck Blore and Milton Klein. Messrs. Blore and Klein, however, are no longer associated in the management of the firm.

Hustling a hustler's game

Tandem Productions, the producer of All in the Family, Sanford and Son and Maude, is asking $1 million for network rights to the Billie Jean King-Bobby Riggs $100,000 challenge tennis match. Jerry Ferencich, president of Tandem and promoter of the event, said that if a network commitment is not obtained, he will arrange either an independent network or a closed-circuit presentation of the match. Site and date for the contest will be announced soon. The telecast would be Tandem's first effort in the sports field.

Another reading on TV violence

The composite index of violence on prime-time network television dropped slightly in 1972 from 1967-69 levels, according to a report issued by two University of Pennsylvania educators.

In their fifth study on the subject, Dr. George Gerbner, dean of the university's Annenberg School of Communications, and Dr. Larry P. Gross, assistant professor of communications, said the actual prevalence of violence had not changed since 1967. They said the elements of the "violence index" responsible for the reductions were the decline in the proportion of violent characterization by leading performers and in the proportion of those involved in killing.

The study said that eight out of every 10 programs and nine out of every 10 cartoon shows contained some violence. It said NBC programs increased in violence in 1972 from 1971 and were the "most violent" last year; ABC programs also increased in violence and were in second place, while CBS shows were down from 1971 and were rated "the least violent."

If you operate an FM station with 100,000 watts E.R.P., there's one transmitter that's best for you.

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HARRIS

GATES DIVISION

Quincy, Illinois 62301, U.S.A.

Broadcasting Jul 23 1973

35
Tracking the Playlist. Nine new records, 10 bullets and six records breaking into the top-40 positions.

Indicate the activity on this week’s "Playlist." There is a new number-one song this week, Three Dog Night’s “Shambala,” replacing “Kodachrome” (four). New to the top 10 are Seals and Crofts’ "Diamond Girl" (six) and Deep Purple’s “Smoke on the Water” (10). Mid-chart records (in positions 40 to 60) showed the greatest strength this week as the chart flips in a process of broad turn-overs. It can be expected to stabilize again in about three weeks. Breaking into the top-40 positions this week are “My Sweet Gypsy Rose” (30) by Dawn—In its third week—“Are You Man Enough” (32) by the Four Tops, “Clouds” (35) by David Gates (“Breaking In,” June 25), Johnnie Taylor’s “I Believe In You” (38) (“Breaking In,” July 2), the Manhattan’s “There’s No Me Without You” (39) and the incredible Bongo Band’s “Bongo Rock” (40). All except “Clouds” have bullets. Also bulleted this week are Gladys Knight’s "Where Peaceful Waters Flow" (47) and War’s "Gypsy Man" (45). New and bulleted this week are Carole King’s new single—which may turn out to be a rare double-sided hit—“Believe in Humanity” (49), backed with "You Light Up My Life" (see “Exhibit”), and "Loving’s Agreed" by Stealers’ Wheel (57), and Coven’s "One Tin Soldier" (61). Also new, without bullets, are "Jimmy Loves Maryann" (66) by the Looking Glass, "Roland the Roadie" (69) by Dr. Hook and the Medicine Show, "Here I Am" (71), Al Green's newest, "A Million to One" (72), which is the flipside of Donny Osmond’s "Young Love" (55), "My Marie" by B. W. Stevenson (73) and "Let's Get It On" by Marvin Gaye (75).

The Broadcastign Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a national sample of stations that program contemporary, “top-40” formats. Each song has been “weighted” in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears.

- Bullet indicates upward movement of 10 or more chart positions over previous week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
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<td>Shambala (3:27)</td>
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<td>3</td>
<td>2</td>
<td>2</td>
<td>Give Me Love (Give Me Peace on Earth) (3:32)</td>
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<td>7</td>
<td>3</td>
<td>3</td>
<td>Bad Bad Leroy Brown (3:02)</td>
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<td>Kodachrome (3:24)</td>
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<td>Yesterday Once More (5:50)</td>
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<td>11</td>
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<td>Carpenters—A &amp; M</td>
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<td>Seals and Crofts—Warner Brothers</td>
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<td>Boogie Woogie Bugle Boy (3:22)</td>
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<td>Natural High (4:02)</td>
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<td>Smoke on the Water (3:48)</td>
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<td>Deep Purple—Warner Brothers</td>
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<td>Will It Go Round In Circles? (3:42)</td>
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<td>My Love (4:08)</td>
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<td>Touch Me In the Morning (3:51)</td>
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<td>Live and Let Die (3:10)</td>
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<td>Feelin' Stronger Every Day (4:13)</td>
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<td>Chicago—Columbia</td>
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<td>I'm Gonna Love You (3:58)</td>
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<td>Barry White—20th Century</td>
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<td>Right Place Wrong Time (2:50)</td>
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<td>Brother Louie (3:55)</td>
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<td>Stories—Kama Sutra</td>
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<td>Soul Makossa (4:30)</td>
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<td>Manu Dibango—Fiesta</td>
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<td>So Very Hard To Go (3:37)</td>
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<td>Tower of Power—Warner Brothers</td>
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<td>Misedemeanor (2:36)</td>
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<td>Foster Sylvers—Pride</td>
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<td>Uneasy Rider (3:53)</td>
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<td>Charlie Daniels—Kama Sutra</td>
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<td>One of a Kind (Love Affair) (3:31)</td>
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<td>Spinners—Atlantic</td>
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<td>Behind Closed Doors (2:55)</td>
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<td>Charlie Rich—Epic</td>
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<td>Bobby Boris Pickett—Parrot</td>
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<td>How Can I Tell Her? (3:59)</td>
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<td>31 31 34 34</td>
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<td>Lobo—Big Tree</td>
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<td>31 31 34 34</td>
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</tbody>
</table>

N.Y. pop outlets’ files subpoenaed in payola probe

Nearly all contemporary stations are ordered to produce files on program people and business with record industry; some see it as a ‘fishing expedition’

Almost every popular-music station in New York was served last week with a subpoena for station files and financial records pertaining to station program personnel, and dealings with record manufacturers, distributors and trade publications. The subpoenas were requested by U.S. Attorney Herbert Stern, Newark, N.J.

The stations served subpoenas (for which the material was due last Friday [June 20]): WNBC-AM-FM, WABC(AM), WPLJ(FM), WYR(AM), WLIR(AM), WINS(FM), WNYE-FM, WNYC(AM), WMCA(AM) and WOR(FM). The only New York contemporary stations that said they had

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<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week's rank</th>
<th>Title (Length)</th>
<th>Artist-Ilabel</th>
<th>Rank by day parts</th>
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<td>46</td>
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<td>Are You Man Enough? (3:24)</td>
<td>Donny Osmond—MGM</td>
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<td>31</td>
<td>33</td>
<td>Four Tops—Dunhill</td>
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<td>35</td>
<td>34</td>
<td>Pink Floyd—Harvest</td>
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<tr>
<td>42</td>
<td>35</td>
<td>I'll Always Love My Mama (3:04)</td>
<td>Intruders—Gamble</td>
<td>32 34 36 39</td>
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<td>37</td>
<td>36</td>
<td>Clouds (2:45)</td>
<td>35 33 35 41</td>
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<td>37</td>
<td>David Gates—Elektra</td>
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<td>55</td>
<td>38</td>
<td>I Believe in You (3:58)</td>
<td>Johnnie Taylor—Stax</td>
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<td>39</td>
<td>There's No Man Without You (3:28)</td>
<td>The Manhattan—Columbia</td>
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<td>61</td>
<td>40</td>
<td>Bongo Rock (2:36)</td>
<td>Incredible Bongo Band—Pride</td>
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<tr>
<td>49</td>
<td>41</td>
<td>Over the Hills and Far Away (4:42)</td>
<td>Led Zeppelin—Atlantic</td>
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<td>If You Want Me To Stay (2:58)</td>
<td>Styx and the Family Stone—Epic</td>
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<td>43</td>
<td>Roll Over, Beethoven (4:30)</td>
<td>Electric Light Orchestra—United Artists</td>
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<td>Daniel (3:52)</td>
<td>Elton John—MCA</td>
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<td>Gypsy Man (5:22)</td>
<td>War—United Artists</td>
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<td>Daddy Could Swear, I Declare (3:42)</td>
<td>Gladys Knight and the Pips—Soul</td>
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<td>68</td>
<td>47</td>
<td>Where Peaceful Waters Flow (4:22)</td>
<td>Gladys Knight and the Pips—Buddah</td>
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<td>You'll Never Get to Heaven (3:36)</td>
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<td>Believe in Humanity (3:22)</td>
<td>Carole King—Ode</td>
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<td>What About Me? (2:40)</td>
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<td>The Hurt (4:16)</td>
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<td>Pillow Talk (3:41)</td>
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<td>Tequila Sunrise (2:52)</td>
<td>Eagles—Asylum</td>
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<td>He Died with Me (2:27)</td>
<td>Vicki Lawrence</td>
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<td>Young Love (2:18)</td>
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<td>Let's Pretend (2:51)</td>
<td>Raspberries—Capitol</td>
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<td>Everyone's Agreed (3:12)</td>
<td>Stealers Wheel—A &amp; M</td>
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<td>Frankiestein (3:28)</td>
<td>Edgar Winter Group—Columbia</td>
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<td>Goin' Home (2:10)</td>
<td>Osmos—MGM</td>
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<td>I'd Rather Be a Cowboy (4:10)</td>
<td>John Denver—RCA</td>
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<td>One Tin Soldier (3:14)</td>
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<td>62</td>
<td>Time To Get Down (2:53)</td>
<td>O'Jays—Philadelphia International</td>
<td>58 66 66 64</td>
</tr>
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</table>
| 63           | 63              | I'm Doin' Fine Now (2:48) | New York City—Chelsea | 54 73 58 *
| 57           | 64              | Give It to Me (3:07) | J. Geils Band—Atlantic | 66 68 67 63 |
| 72           | 65              | L. A. Freeway (3:20) | Jerry Reed—RCA | 63 64 66 67 |
| 75           | 66              | Lord, Mr. Ford (3:25) | Jerry Reed—RCA | 61 69 73 69 |
| 54           | 67              | Blockbuster (3:12) | Sweet—Bell | 65 75 64 68 |

Bullish on the r&b scene — The Hues Corporation. Now this soulful conglomerate is making big dividends on pop stations with their blue-chip single "Freedom for the Stallion" (Bill Gavin "Record to Watch," 7-9)

Ronnie Milsap — a classical musician gone back to his country roots. ASensation at "Fanfare!" the recent country music festival, and no less a sensation with his new single release "I Hate You." (Ronnie’s also been packing them in lately at Roger Miller’s Nashville place, “King of the Road”)

“What Do You See In Him?” In 13-year-old Darren Green, the answer to that is "A lot." Darren’s got the potential and the power to be every bit as heavy in the pop arena as he is in r&b, and this single is where he proves it.

Tony Lordi’s “All-American Rock ‘n’ Roll Band” is making big breakouts in the all-American cities of Detroit and Cleveland. It’s only the beginning of the all-American smash he’s heading for.

HOT STUFF!
For a glorious full-color Guess Who Official Pinup Poster, drop a card to JACK MAHER, RCA Records, 1133 Avenue of the Americas, N.Y., N.Y. 10036.
from page 36

not been served were WXLO(AM) and WCBS(FM). WPXK-FM would not say whether it was served.

Most of the stations' managers were not overly concerned about the subpoenas. But there was an undercurrent of sentiment that the subpoenas constituted a "fishing expedition." (R. Peter Straus, president of WMCA, said he would inform Mr. Stern that WMCA had switched from rock to all-talk in 1969 and that he did not have the three-year records requested in the subpoena. He said, however, that he was "available" to the grand jury.)

And in Washington last week, Leonard Saffir, news secretary to Senator James Buckley (C-N.Y.) and a central figure in the flurry of payola charges in the past few weeks, said his office has been denied access to RCA Records executives and personnel. (CBS Records two weeks ago denied Mr. Saffir and other members of Mr. Buckley's staff access to CBS Records operating personnel, after initially promising "full cooperation" [BROADCASTING, July 16].) Mr. Saffir said he was told RCA executives would answer only written questions. When Mr. Saffir refused to do that, he was categorically denied access to RCA staff. In a prepared statement, the company said it would cooperate only with a duly authorized "legislative committee."

Mr. Saffir also said four weeks of attempts to reach Atlantic Records executives Ahmet Ertegun and Jerry Wexler were fruitless. Atlantic said both men were out of the country and Mr. Saffir's messages would be brought to their attention on their return. So far, Mr. Saffir has met with MGM Records and Chess-Janus Records and will attempt to arrange conferences with Warner Brothers Records and ABC/Dunhill Records. Mr. Saffir added that no record company has answered a "lengthy" questionnaire sent out some weeks ago by his office to all record companies.

"My Maria"—B. W. Stevenson (RCA)

B. W. Stevenson was on the losing side of this year's most celebrated cover battle. And it may have done him some good.

Two and a half months ago, Mr. Stevenson released his first single for RCA, "Shambala." In its first few days out, programmers, especially in his home state of Texas, reacted favorably to the song. But on the West Coast, Three Dog Night was hopping mad that the publishing arm of their label, ABC/Dunhill, had given away "Shambala," which the group had been planning for some time to record. The Dogs cut the song over a weekend, ABC promo staff rushed acetates to stations and B. W. Stevenson's version was stifled.

But Mr. Stevenson seems to have gained a measure of recognition for his losing effort. His newest, "My Maria," is beginning to be added to major-market stations.

Much of the success for "Shambala" should go to the co-author of the song with Mr. Stevenson, Daniel Moore. The two also collaborated on "My Maria."


Extras. The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:

- Angel, Aretha Franklin (Atlantic).
- Bad Talkin' Lady, Left End (Polydor).
- Best of Friends, Joan Baez (A&M).
- Daddy Ain't Gone, New Cactus Band (Atco).
- Finders Keepers, Chairman of the Board (Invictus).
- First Cut Is the Deedeest, Keith Hampshire (A&M).
- Freedom for the Stallion, Hues Corp. (RCA).
- Glamour Boy, Guess Who (RCA).
- Just Don't Want to Be Lonely, Ronnie Dyson (Columbia).
- The King of Rock and Roll, Cashman and West (ABC/Dunhill).
- Love Me Like a Rock, Paul Simon (Columbia).
- Loving Arms, Dobie Gray (MCA).
- Maybe Baby, Gallery (Sussex).
- Searchin', Johnny Rivers (United Artists).
- Short Stopping, Vida Brown (Stax).
- Fifty Minute Man, Clarence Carter (Fame).
- Sunshine Ship, Arthur, Hunley, Gottlieb (Columbia).
- Sweet Charlie Babe, Jackie Moore (Atlantic).
- Sylvia, Focus (Sire).
- Top of the World, Lynn Anderson (Columbia).
- Touch of Magic, James Leroy (Janus).
- We're an American Band, Grand Funk (Capitol).
- Wouldn't I Be Someone?, Bee Gees (RSO).
- You Got Me Anyway, Sutherland Brothers and Quiver (Capitol).
- You Light Up My Life, Carole King (Ode).
Cable men gearing up for network study

Gwin, Schlafly and Lovett arrange two meetings in August to raise $100,000 to fund exploration

Cable operators will meet again, in Chicago Aug. 2, to explore further the possibility of funding a $100,000 study on the creation of a Cable Satellite Access Entity (CSAE). The study would examine the structure, demand and cost factors relevant to creation and operation of a national interconnection of cable systems. John Gwin (Cox Cable), who with Hubert Schlafly (Teleprompter) and Bruce Lovett (American Television & Communications) spearheaded the drive for the study, says chances for raising the necessary funds are “very good.” At the first meeting on this subject, at the National Cable Television Association convention in July (BROADCASTING, July 25), an informal show of hands revealed 19 individuals interested in committing $5,000. Mr. Gwin acknowledges that several of these people were members of the same firm. He also said that each cable company gave no more than $5,000. However, “nine or ten” others who were not present at that meeting later expressed interest in funding the study, Mr. Gwin said.

All cable operators, in a July 16 memo from Messrs. Gwin, Schlafly and Lovett, were advised that a $5,000 commitment would entitle them to a seat on the committee that would direct the study group’s efforts. In order to achieve broad participation among smaller operators, groups of five were encouraged to contribute and select one firm to represent them.

Although a $5,000 commitment is not a requirement for attending the Aug. 2 meeting, such a commitment must be made in order to attend a later meeting, on Aug. 28, if participation in the study is desired.

Following the trail of cable franchising

New study tracks the action in all the cities reporting any

Some 1,600 U.S. cities have reported activities in cable-system franchising, according to a study to be published this week. In eight out of 10 of those cities, franchise applications are pending or have been granted.

The extent of franchising was surveyed jointly by the International City Management Association and the Cable Television Information Center, both Washington. In August 1972, questionnaires were sent to 6,223 cities with populations over 2,500. Replies came from 3,211.

Stanley Wolfson, who supervised the research for the ICMA, said last week it was the definitive study on franchising. Among the findings:

* Of the 3,211 cities replying, 51% reported varying degrees of involvement in cable franchising, from preliminary planning to grants.
* Applications are on file or have been granted in 82% of the cities involved in franchise activity.
* Cable marketing studies are completed or under way in 67% of the cities that are at or beyond the planning stage.
* The right to grant exclusive franchises has been adopted in 42% of the cities that are at or beyond the planning stage.
* In 36% of cities where franchises have been granted, cable systems are ticketed for two-way capacity.

An overview of the survey results will be presented in an article in the July issue of Urban Data Service. Copies may be ordered from the ICMA (1140 Connecticut Avenue, N.W.) for $8.50.

CTIC, AMST on one side, Teleprompter on other on technical standards

National Cable Television Association effort to persuade the FCC to make technical guidelines for cable operation standard throughout the country (BROADCASTING, May 28) has met with mixed reactions.

In several pleadings submitted to the agency, the commission was asked by some interests to dismiss the petition for standardization NCTA filed last May and by others to grant it. Among the pleadings opposing the NCTA was one filed by the Cable Television Information Center, which claimed NCTA’s argument that technical standards, if left to local jurisdictions, would result in higher costs to systems is without factual support and “cannot be taken at face value.” CTIC added that CATV equipment now generally available is capable of meeting and exceeding present FCC technical standards and “might well meet more stringent local standards.” The Association of Maximum Service Telecasters added that it would be “a waste of time, energy and effort” for the commission to act on the NCTA petition now, especially since it is not yet known to what extent the commission will augment its existing standards (a proposal to do so is pending) or how it will enforce them.

Opposition was expressed, in addition, by the New York State Commission on Cable Television. The state commission noted that technical performance in different parts of the country will be influenced by the difference in economic, geographic, demographic and climatic factors and that subscribers will have differing needs and desires.

On the other hand, the NCTA petition was supported in several pleadings from major cable operators, including Teleprompter. Teleprompter said the commission’s first priority should be “on the best means of development for cable television” and that the absence of standardized technical guidelines “is in the derogation of this development.” Teleprompter claimed that if the commission permits local jurisdictions to implement their own standards, the effect would be to thwart the training of cable technicians, make system interconnection “extremely difficult” and necessitate increased costs to operators, since without standardized guidelines, systems would have to order custom-made equipment to conform to local standards.

CTW comes around to the other end of the cable

Producer of ‘Sesame Street’ is one-quarter owner of franchise in Hawaii as part of effort to be financially self-sustaining

The Children’s Television Workshop, producer of ‘Sesame Street’ and other programs for children, is 24% owner of a new Hawaiian company that has been awarded a cable-TV franchise for much of Honolulu and other populous areas of the island of Oahu. CTW reported last week. It said the Hawaiian State Department of Regulatory Agencies had announced its decision to transfer to the new company, Cablevision Holdings Inc. (CHI), the franchise awarded two years ago to Oceanic Cablevision Inc., whose stock has been acquired by CHI.

Fred Walsh Antenna Systems, a leading Canadian CATV developer and a stockholder in the original franchise holder,
owns 25% of CHI. CTW's 24%, owned through CTW Communications Inc., a wholly owned subsidiary of the work- shop, makes it the second largest stock- holder. The remaining 51% is owned by Hawaiian interests including Castle & Cooke, a conglomerate that was also in- volved in ownership of the original franchise; Consolidated Amusement Co., a motion-picture theater group; National Securities & Investments Inc.; State Sena- tor Kenneth Brown, who is chairman of CHI; Honolulu attorneys Charles B. Dwight 3d and Galen C. K. Leong and businesssman Tadao Sagami.

The franchise area is said to have a potential of 93,000 housing units. CTW said the system will require an initial out- lay of more than $11 million, with long- term financing that includes a $6-million loan from Teachers Insurance and Annuity, one of the largest insurance and retirement funds in the U.S. and $2.5 million from John Hancock Insurance Co. The system will have 20-channel ca- pacity, including two-way capability, and will require 584 miles of cable. Micro- wave will be used to reach less accessible areas of Oahu and neighboring islands. It was estimated that service would begin in the more remote, low-income North Shore area and the middle-income Waikiki and Ala Moana areas within seven months following transfer of the fran- chise, assuming construction at a monthly rate of 20 miles of cable above ground and two to three miles underground.

CTW said its program-advisory service would assist in designing local CATV program originations, which will also have the benefit of the experience of Welsh Antenna Systems, said to be the second largest CATV operator in North America, with major systems in Montreal and Toronto, and in Victoria, B.C.

CTW said its revenues from this and other commercial ventures would be used to replace the government and foundation grants that have been its main support. A competing applicant for the Hono- lulu franchise was said to have been a company owned by Hawaii businessmen and the Teleprompter Corp.

Spokane stations up
in the air about
CRTC ad-deletion rule

Two TV's there are likely to be first affected by regulation that forces Canadian cables to remove commercials from U.S. signals at request of local television outlet

A Canadian Radio Television Commis- sion ruling could produce a situation that will entangle U.S. broadcasters, Canadian broadcasters and Canadian ca- bles systems in complicated legal questions. A July 1971 ruling by the CTRC forces a Canadian cable operator to de- lete, at the request of a local Canadian TV station, the commercials of any American signals it imports. Basis for the action, says Norman Harvison, man- age for cable television development for the CRTC, is the unwanted competition that could result for Canadian broad- casting if American signals were import- ed into Canadian cities by cable systems. The details of the first such arrangement are to be submitted to the CRTC this Friday (July 27) and CRTC approval is expected within a few days.

The arrangement involves Calgary Ca- ble TV Ltd. and Community Antenna Television Ltd., both Calgary, Alberta, and local CFAC(TV). The station has re- quested that the station delete the com- mercials of KREM-TV and KXXL-TV, both Spokane, Wash., which are carried on the two Canadian cable systems.

Jack Davis, manager of Community Antenna, expects the details of the local agreement (matters of debate are who should bear the capital costs of the switching equipment and who should op- erate it) to be submitted to the CRTC by this Friday (July 27) and the CRTC to approve the arrangement within a few weeks." He expects the deletion process will begin by the fall season.

The Calgary manager does not envi- sion any legal problems because the dele- tion of the Spokane commercials will not affect those stations' economic viability. The Spokane stations would not be able to be seen by Calgary residents if they were not put on the cable system. Be- cause Spokane stations do not base their rate cards on TV viewing in Calgary the deletion of their commercials would not affect their advertising rates.

Wayne McNulty, general manager of KXXL-TV, and the station's attorney, Ar- thur Stambler, of Stambler & Shinsky, Washington, take a different view of the situation. Mr. McNulty pointed out that it was a very complicated issue and that no legal action has been formulated yet because the deletion process had not be- gun. Mr. Stambler said he had not de- cided what legal action should be taken. He said that it "is a very touchy situation" to question the legality of such actions be- cause a foreign government is involved. His immediate opinion is that it is an "incredibly inequitable" situation for his client.

How the commercials will be deleted is an unsolved matter. Mr. Davis envi- sions a simple deletion of the audio and video and replacement with a slide and background audio. Both Mr. Davis and Mr. Harvison think that this form of deletion could evolve to the point where the Canadian broadcasters could substi- tute their own commercials into the de- leted spot.

Viacom's pay-cable try
to begin on Long Island

Viacom International Inc., New York, began a test of pay-cable television in Smithtown, L.I., last Wednesday (July 18).

Called Viacode, the system provides two channels of recent feature films and a third channel of special programs and events, and a fourth preview channel. The test was launched in conjunction
with Trans-World Communications, a division of Columbia Pictures Industries, whose equipment is being used.

The test is being conducted at Viacom's Suffolk Cablevision system covering Smithtown. Subscribers desiring the pay channels will be supplied with a selector. Beyond their regular monthly subscriber charge, these customers will pay a monthly service fee of $1.50 and a per-program fee for each feature film or special show ordered. The 400 subscribers who have signed up will pay $3 for each feature film; $2 for concerts and opera performances, and $1 for children's programs. Among the feature films to be seen are "Young Winston," "Nicholas and Alexandra," "1776," "The Candidate," and "The Cowboys."

**Cable Briefs**

In operation, House Recording Studio last week began using newly installed equipment enabling congressmen to be seen on Fayetteville Cablevision. No, Attempt by the Philadelphia 76'ers of the National Basketball Association to prevent two Pennsylvania cable systems from importing from New York a cable-origination sports package which includes games of the rival American Basketball Association's New York Nets has been denied by FCC. Commission granted application by Twin-County Trans-Vide, operator of CATV systems in Allentown and Bethlehem, both Pennsylvania, to construct microwave facilities to bring in sports programing made available by Teleprompter Corp. and Long Island Coliseum.

On the dotted line, C-COR Electronics Inc., State College, Pa., has reached an agreement with Warner Cable Corp., New York to build Warner's cable system in Hampton, Va. C-COR President, James R. Palmeter, seated left, and Robert Symons, Warner senior vice president of metropolitan systems, shake hands after signing a contract for 400 miles of cable system for over $1 million. The system will be capable of carrying more than 55 channels in forward and up to 16 channels in reverse trunk. Warner's director of engineering, Sol Yeager (r), and C-COR sales manager, Thomas Kenly (l), witness the agreement.

**Finance**

**Adams-Russell and ATC borrowers be**

Broadcast and cable owner A-R nets $7.5 million in credit while ATC picks up $18.5 million in additional credit; Telesystems' deal with Cable Funding falls through

Over $26 million in financing was pumped into the cable industry last week and the figure could have been $34 million if it had not been for the breakdown of another $7.5 million proposed loan.

American Television & Communications was far and away the biggest winner. The Denver firm renegotiated its revolving credit arrangement—with Morgan Guaranty Trust Company of New York, the First National Bank of Chicago, The First National Bank of Boston and the Industrial National Bank of Rhode Island—and came up with an additional $18.5 million in capital. The company increased its line of credit from $17.5 million to $36 million. At the same time its interest rate on the renegotiated loan fell from .5% to .25% over prime. "The increased line of credit enables us to refinance existing debt at lower interest rates and provides a substantial uncommitted balance for acquisi-

**Legal Notice**

The Village of Hagaman is now accepting bids for a Cable T.V. System in said Village. Any interested parties should send a $25.00 non-refundable fee in the form of a certified check made payable to Village Clerk, Hagaman, New York. A public hearing will be held to determine who will be awarded said franchise, 7 days prior, applicants will be notified as to date, time and place.

The following are specifications and location of said franchise to be awarded:

(A) Hagaman is located in the County of Montgomery. Bordered on the South, West and East by Town of Amsterdam and bordered on the North by Fulton County.

(B) Description of Type of System Desired:

(1) Twenty Channel Capacity
(2) Two way capability
(3) Public access including local origination

(C) Applications will be accepted till 12 o'clock noon E.D.T. September 5, 1973 at Village Clerk's Office. Any application received by the Municipality will be available for public inspection during normal business hours at the Village Clerk's Office, 74 Pawling Street, Hagaman, New York 12066.

(D) Any further information may be obtained by contacting Mayor Philip Kriger, 12 Northern Blvd., Hagaman, New York. Phone 842-4405.

Dated July 10, 1973

Philip Kriger, Mayor
Not up to expectations


"We are disappointed that second-quarter earnings were below our earlier expectations," said John W. Kluge, Metromedia's chairman and president. "We have recently witnessed a slowdown in the revenues of our transit, outdoor and radio divisions. Additionally, although recent acquisitions, other than the two FM stations, are all profitable, their contribution has been largely offset by greater interest cost.

"Because of the current advertising softness and the uncertain outlook for the economy, we do not feel assured at this time that we will surpass the record earnings of last year."

For six months ended July 1:

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<th>1973</th>
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Teleprompter says earnings are down

Teleprompter Corp., New York, reported last week that its second-quarter earnings would be lower than those of the first quarter due to an "accelerated expansion program in major CATV markets."

"The company is now in the midst of its building years," said Raymond P. Shafer, chairman and chief executive officer of Teleprompter. The company has taken down $85-million of a $150-million bank-credit line, he said, and plans to take down the remainder this year and next to finance a continued construction and expansion program. He called the program an "investment in a profitable future" and added that a slower earnings-per-share growth-rate may occur while construction outpaces subscriber additions.

As of June 30, Teleprompter had signed up 818,716 homes out of a possible 1,909,489, for a 42.9% penetration, as compared to last year's figures of 672,834 subscribers out of a possible 1,441,511. That constitutes a 21.7% increase in subscribers and a 32.5% increase in potential homes.

Teleprompter stock fell from 17% on July 11 to 13.3% last Thursday (July 19).

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol | Exch. | Closing Wed. July 18 | Closing Wed. July 11 | Net change In week | % change In week | High |
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**Broadcasting Jul 23 1973**

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Media

Ernest W. Kitchen, president, Major Market Radio, New York, named VP and general manager, WEZE(AM) Boston, newly acquired station of McCormick Communications.

George Collie, with KONO(AM) San Antonio, Tex., joins KGPS-TV Laredo, Tex., as VP and general manager.

Joseph Rowan, director of administration, AM- owned TV stations, New York, elected VP-administration.

George E. Castrucci, assistant VP/business manager, Taft Broadcasting Co.'s broadcast division, named VP-administration. Charles D. Lindberg, partner with Taft's general counsel, Taft, Sittenius & Hollister, named corporate secretary.

James Price, general manager, KAFY(AM) Bakersfield, Calif., elected president.

Philip J. Robbins, with WSM-AM-FM Madison, Wis., appointed general manager, WOSF-AM-FM Oshkosh, Wis. All are Midwest Family stations.

James P. Behling, director of advertising and promotion, KMOX-TV St. Louis, named operations manager, WTTV-TV Milwaukee.

Carl Brazell, assistant operations manager, WNEW(AM) New York, appointed assistant station manager.

Tom Kearns, sales manager, KCCR(AM) Pierre, S.D., named station manager, KNTY(AM) Yankton, S.D. Both stations are owned by Sorenson Broadcasting Corp.

Bermuda Schwartz, with own public relations firm, New York, joins Mutual Radio Networks, Washington, as director of network public relations.

Marlan J. Calale, director of advertising, Rheingold Breweries Inc., Brooklyn, N.Y., named director of information services, WCBS-TV New York.

D. Paul Rich, director of public information, Tufts University, Boston, joins WCVB-TV there as public-relations director.

Larry B. Seewald, on-air promotion director, WWPL-TV Philadelphia, joins KSP-

Sick cell. Specialists at Johns Hopkins, Baltimore, after exhaustive tests, have determined that J. Leonard Reinsch, Cox Broadcasting Co. president, has form of muscular inflammation (Polymyagia Rheumatica) that usually responds to medication. Mr. Reinsch, hospitalized since July 4, was to return to his home in Atlanta over weekend. Now 56, Mr. Reinsch will retire at year's end under Cox's compulsory plan, but will continue as chairman of Cox Cable and as director of parent broadcasting company.

Grover C. Cobb, 52, senior executive VP, National Association of Broadcasters, returned to NAB headquarters in Washington for hour last Tuesday (July 17) for first time since he suffered heart seizure May 14. He expects to return to work on curtailed schedule Aug. 6. Meanwhile, NAB is interviewing prospects for legislative contact assignment to relieve Mr. Cobb pending full convalescence.

TV Minneapolis-St. Paul as promotion director.

Thomas J. Jercke, former program producer for BBC and Westinghouse Broadcasting Co., joins KRON-TV San Francisco as supervisor of on-air promotion.

Andrew M. Economos, director of management-information systems, NBC, New York, elected VP of management-information systems, responsible for administration and coordination of all computer activity there.

Raymond Simko, business manager, WWKB-TV Detroit, joins WDCA-TV Washington in same capacity.

Karen Klass, with WMAL-AM-FM Washington, joins WWDC-TV there as director of creative services.

Manny Lucoff, with University of South Florida, Tampa-St. Petersburg, named general manager, university's noncommercial WUSF-FM-TV there.


Bill Reed, KKE-AM Redding, Calif., elected president, Western Educational Network. Other officers elected: Gordon Tuel, KWSU-TU Pullman, Wash.; VP; Mark Hathaway, KBVY-TV Provo, Utah, secretary; Walt Schaau, KSPS-TV Spokane, Wash., treasurer; and Art Paul, KBIE-TV Sacramento, Calif., and Charles Northrip, KAUC-TV College, Alaska, representatives at large.

Fates & Fortunes®

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Paul A. Mutino, former chief counsel, House Subcommittee on Government Activities, joins Corporation for Public Broadcasting, Washington, as assistant general counsel. Tom Slevin, formerly producer-director, ABC-TV, joins CPB as senior program officer. L. Kent Lineback, director of business affairs, Public Broadcasting Service, named vice president for planning and finance, CPB.

Joel Carlson, director of community affairs, WOR-FM-TV Norfolk, Va., retires after 25 years with stations. He is succeeded by Tom Roland, news editor, WTRU-AM-FM.

Alma Newsom, with KHOU-TV Houston on part-time basis, named director of community relations.

 Broadcast Advertising

Edward Trahan, senior VP/partner, W.B. Doner & Co., Baltimore, appointed assistant to chairman of board. William Evans, creative director, named senior VP. Emanuel Klein, VP, named senior VP-creative media director. Eugene Azzam, VP-executive art director, Doner, Detroit, appointed senior VP-associate creative director. Bruce Dunham and J. Raymond Gaeng, account supervisors, elected VP's. James Frost, creative group head, named VP-associate creative director. Edwin Mammen, VP-creative services and branch operations director, Meldrum and Fewsmit Advertiser, Cleveland, joins Doner, Detroit, as VP.

John P. Ward and Robert V. Graham, account supervisors, McCaffrey & McCall, New York, elected VP's.


Nan Dillon and Penney Hawkey, copywriters, and George Jacomma, creative director on General Motors account, Mccann-Erickson, New York, elected VP's. Martin Fiederer, Neil Leiner and Clayton Warrington, management supervisors, and John Dorfle, manager of client services, Sudler & Hennessey, New York, subsidiary of Young & Rubicam International, elected senior VP's.

Peter F. Ryan, VP-midwestern sales manager, Harrington, Righter & Parsons, Chicago, elected senior VP and corporate secretary. John J. Walters Jr., executive VP-national sales, appointed treasurer. Frank Morello, sales manager of blue group, and Carl Weinstein, sales manager, green group, named VP's.

Raymond A. Mineo, account executive, Avery-Knodel, New York, named Eastern sales manager.

Neil Kennedy, Eastern sales manager, MMT Sales, New York, named VP.

Jim Thompson, account executive, KKCR-(AM) Pierre, S.D., named sales manager.

Bill Early, with WCPD-TV Cincinnati, joins WHTV-Syracuse, N.Y., as local sales manager.

Roger Matney, general manager, WJCA-(AM) Johnson City, Tenn., joins WLEE-(AM) Richmond, Va., as local sales manager.

Clyde R. Merritwether, who graduates from University of Washington next month (B.A., communications), named sales promotion manager, KOMO(AM) Seattle.

Phil Keller, account executive, TeleRep Inc., Chicago, joins WTV3(TV) Miami as assistant national sales manager.

Jerrold E. Whaley, account executive, Katz Television East/South sales, Chicago, named sales manager.

Howard W. Fingers and Samuel D. Britton, with Parker, Wilcox, Fairchild & Campbell, Saginaw, Mich.-based agency, named VP-broadcast production and VP-administration, respectively.

Michael Giacalone, art director, Doremus, New York, joins Kenyon & Eckhardt there in same capacity.

William E. Cameron, associate director of programming, media department, J. Walter Thompson, appointed director of programming, New York office.


Marvin D. Olinsky, with Mohawk Advertising, Mason City, Iowa, joins Lessing-Flynn Advertising, Des Moines, Iowa, as account executive and director of radio and television accounts.

Thomas A. Roper, production manager, WLWC(TV) Columbus, Ohio, appointed manager of computerized sales/traffic systems.

Don Wells, former announcer, California Angels, Los Angeles baseball team, joins KFWB(AM) Los Angeles as sportscaster.

Broadcast Journalism

Tom Weiser, news director, KFAC-TV Corpus Christi, Tex., joins WPFL-TV Lake Charles, La., in same capacity.

Gary Bentley, with KABC-TV Los Angeles, named news director, KATU-TV Portland, Ore. George Redpath, former news director, WYSL(AM) Buffalo, N.Y., joins WMEX(AM) Boston in same capacity.

Caron Field, ABC succeeded by Cynthia K. Krulish, quarters rector. News, New York, appointed named assistant news director, David Dow and Joseph Mack, both community College's closed-circuit ant administration, ABC Radio News, production of special reports, NBC.

ABC Radio News, New York, named manager of news, WYSL(AM) Los Angeles, named director, George Redpath, and Joseph Mack, both community College's closed-circuit ant administration, ABC Radio News, production of special reports, NBC.

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Broadcasting Jul 23 1973 46

Deaths

John Rolfson, 47, chief of ABC News's Paris bureau, died in Paris hospital July 17. In his career, Mr. Rolfson was news director of kvgo(AM) Missoula, Mont., and newsmen for WMAL(AM) Washington, before becoming Washington correspondent for ABC News in 1960. He became Paris bureau chief in 1965. He is survived by wife, Marie-Theresa, son, Eric Francois, and daughter, Michele.

John H. Schacht Jr., 70, veteran broadcaster who was one of founders of what is now KXTV(AM) Sacramento, Calif., died July 4 of cancer at his home in Van- ness, Ore. Mr. Schacht began his broadcast career in 1940's, was general manager of KSFO(AM) San Francisco and of KSAMO(AM) San Mateo, Calif., and was past owner of KMOD(AM) Modesto, Calif. He organized Sacramento group to apply for channel 10 there in 1950's; station was sold to Corinthian Broadcasting in mid-1960's. He leaves son, John, daughter, Sue Heath, and five grandchildren.

Ezra McIntosh, 52, former VP and account executive, J. Walter Thompson, New York, died July 13 at Norwalk (Conn.) hospital of leukemia. In NBC's early days he had been announcer-producer of Bob Hope radio shows. His wife, Ro, and sons Bryan, 35, and Tracy, 21, survive.

Herman Greenberg, 77, financial consultant, and assistant general manager, American Society of Composers, Authors and Publishers from 1922 to 1949, died July 15 in Great Neck, N.Y., after short illness. He is survived by his wife, Edna, two daughters, Mary Ann Leiner and Jane Kisber, and six grandchildren.

Mrs. Earl E. May, 80, wife of founder of May Seed and Nursery Co. and its subsidiary, May Broadcasting Co., Shenandoah, Iowa, died July 9 at her home in Mercer, Wis., as result of a fire. Mrs. May took an active role in the founding of what is now its station, KMA(AM) Shenandoah, and formerly served as board chairman of company. Other May interests are KFAM-AM-FM and KMTV(AM) Omaha and KFAC(AM) Tucson, which is survived by a brother, a son and daughter, and five grandchildren and five great grandchildren.

Francis A. Silver, 78, attorney and former associate general counsel, Interstate Commerce Commission, died July 14 at Fairfax hospital, Fairfax, Va., of apparent heart attack. Mr. Silver spent several of his 32 years in the transport service with FCC which he joined in 1935 as attorney on special investigative staff. He is survived by two daughters, Mary Lou and Elizabeth Barley, a son, Robert, and four grandchildren.

Thomas McGowan Powell, 30, formerly with WMAL-TV Washington and recently in training for management position, Sony Corp., died July 10 when small plane in which he was passenger crashed while landing in Sacramento, Calif. Mr. Powell is survived by parents, Mr. and Mrs. John E. Powell, a sister, two brothers and a fiancé.
As compiled by Broadcasting July 11 through July 18, and based on filings, authorizations and other FCC actions.

**Abbreviations:** Alt.—alternate. ann.—announced. ant.—antenna. aux.—auxiliary. critical. hours. CP.—construction permit. D.—day. DA.—directional antenna. ERP.—effective radiated power. khz.—kilohertz. kw.—kilowatts. LS.—local sum. set. mhz.—megahertz. mod.—modifications. N.—night. PSA.—presumably service authority. SCA.—subscribers community authorization. SH.—specified. SSA.—special service authorization. STA.—special temporary authorization. trans.—transmitter. TPO.—transmitting. U.—unlicensed. vis.—visual. w.—watts. *—educational. HAAT.—height of antenna above average terrain. CARS.—community antenna relay station.

**New AM stations**

**Final action**

**Action on motions**
- Administrative Law Judge Forest L. McClennan in High Point, N.C. (Southern Broadcasting Co. [WGHF-TV] and Furniture City Television Co.), TV proceeding, granted permission to change station location to Stauffer Communication Arts Building, Winston-Salem State University, Tempe. Action July 10.
- Miseni, Fla.—Chief, complaints and compliance division of Broadcast Bureau, notified Cliff Wilmuth, editor and publisher of Mobile Home News, that no further action was warranted on complaint that Mar. 5-60 Minutes on CBS presented biased mobile homes program. Action July 11.
- WQED (TV) and WQEX (TV), both Pittsburgh—Broadcast Bureau granted CPs to replace expired permits for changes. Action July 10.

**Actions on motions**
- Administrative Law Judge John H. Conlin in Dallas—Broadcast Bureau, petitioner (WFAA-TV and WADECO Inc.), TV proceeding, granted motion by Broadcast Bureau to allow time to respond to petition to show cause. Action July 5.
- Administrative Law Judge Frederick W. Dennisjon in High Point, N.C. (Southern Broadcasting Co. [WGHF-TV] and Furniture City Television Co.), TV proceeding, on motion of pending judge, ordered transcript of official record of proceeding corrected by deletion of lines dealing with proposed furnished City exhibit (Docs. 19606-7). Action July 12.
- Administrative Law Judge Frederick W. Dennisjon in High Point, N.C. (Southern Broadcasting Co. [WGHF-TV] and Furniture City Television Co.), TV proceeding, set procedural dates; scheduled further hearing for Oct. 16 (Docs. 19606-7). Action July 12.
- Administrative Law Judge Frederick W. Dennisjon in Boston (RKO General Inc. [WNNCTV] et al.), TV proceeding, granted petition by Dudley to amend application to show acquisition by Bertram Lee of 400 shares of non-voting stock and to show election of Dr. Peter S. Bing, holder of 1600 shares of non-voting stock, as director of Times Mirror Co.; granted petition by RKO to amend application to show change in media interests (Docs. 19720-45). Action July 12.

**New AM stations**

**Start authorized**
- KHYM Guymon, Tex.—Authorized program operation on 1060 khz, 5 kw DA. Action June 25.

**Actions on motions**
- Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Inc. and Panhandle Broadcasting Inc.), AM proceeding, granted petition by Salem to amend application by adding updated bank loan commitment letter (Docs. 19434-6). Action July 5.
- Administrative Law Judge Lenore G. Ehrig in Lubbock and Plainview, both Texas (Caprock Radio Inc. and Panhandle Broadcasting Inc.), AM proceeding, granting application to Panhandle to amend application to reflect fact that its president will no longer have interest in KWKC (AM) Abilene. Upon consumption of sale of that station, subject to condition that standing of respondent and contingent comparative issue shall not be enhanced by reason of acceptance of amendments; closed record in proceeding (Docs. 19454-6). Action July 9.
- Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Co. of Florida), AM proceeding, grant motion by Broadcast Bureau to compel answers to interrogatories to extend that United will provide required information; denied motion in all other respects (Docs. 19664). Action July 6.
- Administrative Law Judge David F. Kraunhaar in Richmond, Va., and Sanford, N.C. (WQOE Inc. and Crest Broadcasting Corp.), AM proceeding, set trial date; motion to vacate procedural date; rescheduled hearing for Nov. 5 in Richmond (Docs. 19757-8). Action July 9.
- Administrative Law Judge Jay A. Kyle in Gulfport and McComb, both Mississippi (Gulf Broadcasting Co. and HWH Corp.), AM proceeding, granted applications of Robert Barber Jr., George Simon and F. M. Smith Jr. Gulf Broadcasting Co. (Docs. 19465-67) and HWH Corp. (Docs. 19465-7). Action July 5.
- Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Co. and PAT-Broadcasting Corp.), AM proceeding, granted application by Northeast Oklahoma to amend application to show changes in resident and employment of Mr. Charles W. Preston, secretary, to 10% stockholder (Docs. 19639-40). Action July 12.

**Other actions**
- Review board in Sumiton, Ala., AM proceeding, scheduled oral argument for Sept. 13 on exceptions and briefs in initial decision released May 28, 1972, which proposed denial of application of Sumiton Broadcasting Co. for new AM at Sumiton (Doc. 19206). Action July 12.
- Review board in Jessup, Ga., AM proceeding, granted oral argument for Sept. 6 on exceptions and briefs in initial decision released July 6, 1972, which proposed denial of application of Morris' Times Radio Inc., licensee, for Station Class II AM at Jessup (Doc. 18395). Action July 11.

**Call letter application**
- Carroll R. Hauser, Eureka, Calif.—Seeks KHUM.

**Call letter actions**
- Tri County Broadcasting Co., Eupora, Miss.—Granted WEPA.
- Radio Montgomery Inc., Blackshear, Va.—Granted WQBX.

**Existing AM stations**

**Final actions**
- WQGF Coffeeville, Ky.—Broadcast Bureau granted of license covering operation of trans. by remote control from 306 West 8th St., Coffeeville. Action July 6.
- WMPX Midland, Mich.—Chief, complaints and compliance division of Broadcast Bureau, notified Robert F. Philip, Chairman of Saginaw Valley Nuclear Study Group, that while WMPX took strong position in favor of construction of nuclear power plant in Midland area, review of record does not indicate that station failed to comply with fairness doctrine. Action July 11.
- WFAQ Farmville, N.C.—Broadcast Bureau granted CP to increase tower height, increase radiated field and add FM ant. Action July 11.
- WHLO Akron, Ohio—Broadcast Bureau granted license covering operation of trans. by remote control from 2650 West Market Street, Akron. Action July 11.
- KNOR Norman, Okla.—Broadcast Bureau granted remote control. Action July 12.
- WOSU Columbus, Ohio—Broadcast Bureau granted remote control. Action July 12.

**Other actions**

**Fines**
- KSCB Liberal, Kan.—Broadcast Bureau noted licensee that it had incurred apparent liability for...
$200 for willful or repeated violation of rules in that its equipment performance measurements had expired.

**WKFY** Frankfort, Ky.—Broadcast Bureau notified licensee that it has incurred apparent liability for $200 for repeated violation of rules in that its equipment performance measurements had expired. Action July 11.

**WISP** Kinston, N.C.—FCC ordered Smiles of Kinston Inc., licensee of WISP, to forfeit $2,000 for repeated violation of rules in that its equipment performance measurements had expired. Action July 11.

**WPWM** Portsmouth, Va.—FCC designated for hearing application of Chesapeake-Portsmouth Broadcasting Co., licensee of WPWM, for renewal of license. Hearing is to be held at the request of Chesapeake-Portsmouth Broadcasting Co., which is to be advised of the time and place of hearing. Action July 11.

**New FM stations**

**Applications**

- **Casa Grande, Ariz.—Santa Cruz Valley Communications Inc. (Terry Howard, president and engineer at KXCT(FM) Glendale, Ariz. Ann. June 28:**
  - seeks 90.1 mhz, 10 kw. Application program operating on 91.5 mhz, ERP 3 kw. Action September 3.

- **Creston City, Calif.—Corporation for Community Radio. Seeks 90.1 mhz, 10 kw. HAAT 100 ft. P.O. address 365 36th Street, Richmond, Calif. 94804. Estimated construction cost $71,500; first-year operating cost $2,500; revenue none. Principals: Tim Abar and Carol Abar. Application for Community Radio, non-profit organization. Action July 29.

- **Dana Point, Calif.—Lupe G. Hernandez. Seeks 102.3 mhz, 3 kw. HAAT 324 ft. P.O. address 801 Los Arroyo Street. Application program operating on 91.5 mhz, ERP 3 kw. Action July 30.

- **Vandella, Ill.—Clark Communications Corp. Seeks 107.1 mhz, 3 kw. HAAT 164 ft. P.O. address 111 South Fifth Street, Vandella 62474. Estimated construction cost $57,200; first-year operating cost $21,200. Principals: Bill Clark (35%), Mrs. Wayne H. Clark (35.5%), and B. John Clark (28.5%). Application for non-profit organization. Action August 7.

- **Bastrop, La.—Jamie Patrick Broadcasting Ltd. Seeks 94.3 mhz, 2.9 kw. HAAT 277 ft. P.O. address 801 Louisiana Street, Bastrop, La. Application program operating on 91.5 mhz, ERP 3 kw. Action July 31.

- **Westfield, Mass.—President and Trustees of Westfield State College. Seeks 91.5 mhz, 10 kw. HAAT 130 ft. P.O. address Post Office, Westfield, Mass. 01085. Estimated construction cost $27,800; first-year operating cost $10,000; revenue none. Principals: James E. Patrick and Diane Patrick (together 51%), and Charles E. Brown (49%). Application for non-profit organization. Action August 7.

- **Centralia, Wash.—Centralia Community College. Seeks 91.5 mhz, 10 kw. HAAT 62 ft. P.O. address Locust and Oak, Centralia 98531. Estimated construction cost $2,605; first-year operating cost not given. Licensee is dean of instruction, Centralia Community College. Action August 7.

- **Clarksburg, W. Va.—Rau Radio Stations Inc. Seeks 104.9 mhz, 3 kw. HAAT 164 ft. P.O. address 421 Main Street, Clarksburg, W. Va. Estimated construction cost $29,690; first-year operating cost $1,500; revenue none. Principals: Dr. Thomas S. Field is president of William Jewell College. Georgia Bowman is assistant college administrator. Action June 25.

- **KWFJ** San Antonio, Tex.—Granted KXLY.

**Designated for hearing**

- **WSRA** Milton, Fla.—FCC designated for hearing application of WSRU, for renewal of license. Hearing is to be held at the request of WSRU, which is to be advised of the time and place of hearing. Action July 3.

**Final actions**

- **Mammoth Lakes, Calif.—Mammoth Mountain FM Associations Inc. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 120 ft. Action July 6.


- **KVH** (FM) Visalia Air Force Base, Calif.—Application for construction on 91.5 mhz, ERP 10 kw. Action June 4.

- **WOR** (FM) Fort Hurnon, Mich.—Authorized program operating on 91.9 mhz, ERP 3 kw. Action May 31.

- **WITF** (FM) Ironont, Ohio.—Authorized program operating on 107.1 mhz, ERP 3 kw. HAAT 125 ft. Action July 3.

**Action July 11.**

**Other actions**

- **Review Board in Steamboat Springs, Colo., FM processing, granted motion by WWYK Inc. for extension of time through July 12 in which to file responsive pleadings to request to add issues by WWYK Inc. in proceeding involving applications of WWYK Inc. for new station to operate on ch. 24 in Steamboat Springs (Docs. 19703-2). Action July 10.

- **Review Board in Cocoa, Fla., granted motion by WIOO Inc. for extension of time through July 12 in which to file responsive pleadings to request to add issues by WWYK Inc. in proceeding involving application of WIOO Inc. for new station to operate on ch. 24 in Cocoa, Fla. Action July 12.
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<tr>
<td>CHU ASSOCIATES, INC.</td>
<td>Telecommunications Division AM—FM—TV—CATV Applications—Facilities Planning Field Surveys and Appraisals 800 S. Mall Dr., El Cajon, Ca. 92020</td>
<td>(212) 642-9459</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3137—Olympic Station 90212 BEVERLY HILLS, CALIF.</td>
<td>(213) 272-3344</td>
<td>1970 Readership Survey showing 3.2 readers per copy.</td>
<td></td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for new fm tv and facsimile facilities.</td>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 102 S. Market St. Lee’s Seminole, Mo. 64663</td>
<td>(816) 524-3777</td>
<td>1970 Readership Survey showing 3.2 readers per copy.</td>
<td></td>
</tr>
<tr>
<td>APPLIED VIDEO ELECTRONICS, INC. Box 25, Brecksville, Ohio 44121</td>
<td>(216) 293-1143</td>
<td>SYSTEMS DESIGN—INSTALLATION SERVICING—EQUIPMENT BROKERAGE</td>
<td></td>
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Summary of broadcasting
Compiled by FCC, June 30, 1973

## Commercial AM

<table>
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<tr>
<th>Licensed</th>
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<th>CP's</th>
<th>Total on air</th>
<th>CP's</th>
<th>Total authorized</th>
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<td>4</td>
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<tr>
<td>Educational total TV</td>
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<td>0</td>
<td>17</td>
<td>227</td>
<td>9</td>
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</table>

* Special temporary authorization.

### Call letter applications

- Willard Shoercraft, Miami, Ariz.—Seeks KIKO-FM.
- Heidelberg College, Tiffin, Ohio—Seeks *WHEL-FM*.
- Erwin Gladdenbegg, Shell Lake, Wis.—Seeks WKCF-FM.

### Call letter actions

- Mesa Broadcasting Co., Grand Junction, Colo.—Granted KQXI(FM).
- McPherson Broadcasting Inc., McPherson, Kan.—Granted KNEX-FM.
- Empire Inc., McComb, Miss.—Granted WTBI-FM.
- St. Michael’s College, Colchester, Vt.—Granted *WWPV-FM*.

#### Designated for hearing


### Existing FM stations

#### Final actions

- KSFM(FM) Woodland, Calif.—Broadcast Bureau granted CP to change trans. location to near corner of roads 29 and 102 Woodland; change trans. and ant.; make change in ant. system; opera. by remote control from 1212 Kentucky Avenue Woodland; ERP 50 kw; ant. height 500 ft. Action July 6.
- WKCF(FM) Hamden, Conn.—Broadcast Bureau waived rules and granted mod. of license covering change in studio location outside city limits to 59 Quinipiac Avenue, North Haven, Conn. Action July 4.
- WQXM(FM) Clearwater, Fla.—Broadcast Bureau granted CP to cover changes; desribes trans. studio location as 8320 Starkey Road, 56 mile north station 810, near Pinellas Park, Fla.; ERP 10 kw; ant. height 440 ft. Action July 11.
- WWL-FM New Orleans—Broadcast Bureau granted CP to move facility to a sub-car frequency of 67 kHz. Action July 10.
- WMNB-FM North Adams, Mass.—Broadcast Bureau granted license covering changes; main tran. ERP 1.0 kw; ant. height 480 ft; aux. tran. ERP 1 kw hor. and 850 watts vert. Action July 11.
- KZEL-FM Eugene, Ore.—Broadcast Bureau granted CP to change trans. location to near corner of roads 29 and 102 Woodland; change trans. and ant.; make change in ant. system; opera. by remote control from 1212 Kentucky Avenue Woodland; ERP 50 kw; ant. height 500 ft. Action July 6.
- WZPR(FM) Meadville, Pa.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 12.5 kw hor., 1.3 kw vert.; ant. height 740 ft; remote control permitted. Action June 6.
- KLVR(FM) Roshonka, Va.—Broadcast Bureau granted CP to use former main tran. as aux. tran. and use former ant. as main tran. location; also to operate on 92.3 mhz, ch. 222; ERP 2 kw for aux. pot. power, effective radiated power 4010. Action June 25.
- KLVR(FM) Longview, Wash.—Broadcast Bureau granted CP to change frequency to 90.9 mhz, ch. 222; ERP 2 kw for aux. pot. power, effective radiated power 4010. Action June 25.

#### Renewal of licenses, all stations


#### Modification of CP's, all stations

- KDFR-FM Oxnard, Calif.—Broadcast Bureau granted CP to expand primary station of VHF translator to KEKO-TV Elko, Nev. Action July 4.
- WVCFS(FM) California, Pa.—Broadcast Bureau granted CP to change trans. and ant.; make change in ant. system; ERP 1 kw; ant. height 870 ft. Action July 4.

### Other action, all services

- FCC adopted rules specifying that licenses and permits require only seal of commission for authentication. Action July 6.

### Ownership changes

#### Applications

- WBWH(AM) Cleveland, Ga.—Seeks transfer of control of Newsec Inc. from J. D. Dover (75%) before, to Robert M. Gray (25%); also, to Robert M. Gray (25%) before, to R. M. Gray (25%). Action July 6.
- KALN(AM) Iola, Kan.—Seeks assignment of license from Lloyd C. McKenzie to Iola Broadcasting Inc. Action June 20.
- KRMG(AM) Mount, Mo.— Owner has 50% interest in KRMG(AM) Brandon, Mo., and 25% interest in KMDX(AM) Buyers, Mo., and has been found to be engaged in *non-broadcasting* activities. Action June 26.
- KCH(AM) Cedar Falls, Iowa—Seeks assignment of license from Cedar Falls Broadcasting to Jim Mudjick (100%) for $500. Action June 26.
- KGW(AM) Portland, Ore.—Seeks transfer of control of Radio Station WKRJ from WKKM to WKKM for 85% ownership. Action June 29.
- WROR(AM) Boston—Seeks assignment of license from Fred Brieschke to James P. DeAngelo for $500,000. Action June 29.
- WKRA(AM) Holy Springs, Miss.—Seeks transfer of control of Radio Station WKKJ from WKKJ to WKKJ for 85% ownership. Action June 29.
- WWDP(AM) San Antonio—Seeks transfer of license for filing fee of $1.8 million. Action June 29.
- WWBN(AM) Chicago—Seeks transfer of license for filing fee of $1 million. Action June 29.
- WKKQ(AM) Cleveland—Seeks transfer of license for filing fee of $250,000. Action June 29.
- KNAI(AM) Cedar Rapids—Seeks transfer of license for filing fee of $100,000. Action June 29.
- WWVR(AM) Farmington, Conn.—Seeks transfer of license for filing fee of $250,000. Action June 29.
- WERQ(AM) Milwaukee—Seeks transfer of license for filing fee of $1 million. Action June 29.
- WCBN(AM) Allentown—Seeks transfer of license for filing fee of $500,000. Action June 29.
- KJAY(AM) Fort Worth—Seeks transfer of license for filing fee of $500,000. Action June 29.
- WWMT(AM) Battle Creek—Seeks transfer of license for filing fee of $250,000. Action June 29.
- WKWO(AM) Box Elder, S.D.—Seeks transfer of license for filing fee of $100,000. Action June 29.
- KLYU(AM) Butte—Seeks transfer of license for filing fee of $100,000. Action June 29.
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dore Kramer (each 33 1/3% before, none after) to I. J. Simon, the balance (33 1/3% before, 100% after). Consideration: $208,000. Mr. Rogers is 30% owner of WMYU(AM) Red Springs and WZOO(AM) Ashboro, both of which Dr. Libbie owns. Action Jan. 11.

KYNT(AM) Yankton, S.D.—Broadcast Bureau granted management of license from Leon T. Scott and Lloydie G. Redstrom, Joint Venturers (100% before, none after). Date, Jan. 11.


KWOX-FM Ogden, Utah—Broadcast Bureau granted assignment of license from C. C. Peterson and Frank J. Schlicht, New Owners. Also has petitioned for adoption of small-town format. Action Jan. 11.


KBOC(FM) Ogden, Utah—Broadcast Bureau granted assignment of license from Leon T. Scott and Lloydie G. Redstrom, Joint Venturers (100% before, none after). Date, Jan. 11.


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Cable

Applications

The following operators of cable television systems have requested certificates of franchise. FCC announced July 10 (stations in parentheses are TV signals proposed for carriage).

Communications Specialist, Washington nonprofit research and public education organization specializing in formal policy person to handle broad variety of media relationships, ranging from daily contacts with press to promotion of radio and television programs, including policy experience necessary. Basic requirement is ability to learn and apply techniques and ideas to reach a broad general audience. Reply sending resume and names of qualifications to Box G-203, BROADCASTING.

General Manager, Northeast modern country FM. Three-station market of 100M. Ideal working and living conditions. $14M salary plus incentives. Solid long-term opportunity. Write in confidence, Box G-215, BROADCASTING.

We are a progressive 32,500,000 agency in Charlotte, N.C. We need a person, someone with proven record, to sell. Manager needs responsibility for their subsidiary or return. Rate, classified listings ads:

- Help Wanted, 40¢ per word—$5.00 weekly minimum. (Billing charge to stations and rooms $1.00.)
- Situations Wanted, 60¢ per word—$8.00 weekly minimum.
- All others, 40¢ per word.
- $1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (personal ads) $25.00 per inch.
- All others $40.00 per inch.
- $4.00 per line, 25¢ per word.
- $20.00 per inch.

Agency Classification on display space.

Word Count: Includes name and address. Name of city or county of residence (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, and number as one word. Symbols such as $55, CO, OD, VG, etc., count as one word. Hyphenated words count as two words.

Help Wanted Management Continued

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RADIO

Help Wanted Management

One of America's largest radio/TV groups has a rare opportunity for a knowledgeable and enterprising AM/FM combination in Southeast. Firmly established Z1 rated adult oriented station. The person we are seeking is for a radio pro, strong on sales and administration. Excellent salary and incentive plan. Send resume today to Box G-107, BROADCASTING.

Help Wanted

Sales

Immediate opening for strong salesperson to take solid active account list to all sales future. Excellent compensation with full range of company benefits. Eat/Southwest applications are welcome to Jack Z. Bennett, WHBF Radio, Taelo building, Rock Island, Ill. Box 3056, Rock Island, Ill. 61201. (309) 786-5441. An Equal Opportunity Employer.

Salesman wanted. No experience required but, broadcast background necessary. We want someone interested in future management to sell our new easy Listening FM stereo. Send resume and photo to WKFE-FM, Box 406, Kearne, NE 68331.

Sales manager with proven record at personal sales and building staff, creating sales promotions, training, etc. Successful station in medium market. Demonstrate your ability and we'll see how you can approach $20,000 within two years. Manager (307) 335-3206.

Travel counselor is needed immediately who is ready to relocate. Excellent working conditions in small market. Guaranteed salary, plus commission and travel. Would prefer family man who is ready to settle down and make money for both himself and station. At our station it is up to the individual as to how much he can make. You are needed immediately. Contact Jack Clark, Box 213, Lake Charles, La. 70601. All replies must be on large envelope. A non-smoking environment.

We have an unusual opportunity for a creative salesman with a proven record, Outstanding local account list. Only highly successful need apply. Manager (307) 255-5200.

Help Wanted Annunciators

Announcer with excellent news delivery, commercial, voice of moving picture. Excellent opportunity with best known Gulf Coast city. Box G-118, BROADCASTING.

You'll like it here! Top 40/Up&MOR personalities for top rated Midwest regional. Small market operation up and coming. Limited experience applicants welcome. Send tape and resume to Box G-140, BROADCASTING.

Contact us for the latest in the field of new Frontier programming. Qualified announcer immediately. For North-Western PA. MOR station. Have complete applications for year's news and DJ experience. Send tape, references and salary requirements to Box G-164, BROADCASTING.

Western New York stereo giant needs warm announce voice with commercial background. No ego tripper, Good money, Time for life and a place to live it. Rush tape with commercial and news. Box G-176, BROADCASTING.
Help Wanted Announcers Continued

We're looking for a top quality person who can project a professional image in our dynamic new looking station. Positions include: Flaggers, 4th market, 3rd ticket, Send tape and resume to Box G-196, BROADCASTING.

Young man on the way up in radio. Opportunity to advance with our up and coming West Texas MOR station. Send tape to Box G-204, BROADCASTING.

Needed experienced exteriores: Replacement for number of years. Good pay. Big voice, Modern Country talent. Must do A line production. Experienced pro's considered only. Resume to Box G-208, BROADCASTING.

We're one of the country's best, and a growing group. If you have the makings for the major markets, Box G-214, BROADCASTING.

Largest Northeast market FM Beautiful music station seeks PRO announcer with voice to match, Salary arranged. Tape and resume to Box G-218, BROADCASTING.

Western NY full time radio station needs night announcer, third class ticket with endorsement required. Some experience necessary. Box G-226.

Top-rated Colorado Contemporary MOR looking for strong afternoon drive man who can communicate, entertain. No spot for a beginner. If you cut it, it's yours permanently. Tape, resume, pic to Box G-243, BROADCASTING.

Tired of the big city? Group owned station in Northwestern part of state needs 25,000-40,000 population, MOR personality. Top Production a must. Send tape, resume and salary requirements to Box G-255, BROADCASTING.

Northern New York small market needs good voice for contemporary MOR days/tack night time format. Must have broad experience, including hard for young, growing station. Ability more important than experience. Send tape, resume and references. An equal opportunity employer. Box G-256, BROADCASTING.

Major market midwest stereo beautiful music station seeking strong experienced announcer to announce high quality programmed operation with all new facilities. Send tape, resume, and salary requirements to Box G-258, BROADCASTING.

Wanted announcers, have a $65,000 contract for recording that will be farmed out to independent announcers. If you own or have access to professional recording equipment contact Mr. Kilgore, ETC Advertising, 930 Main Street, Waltham, MA, 02154. You will be reimbursed for all expenses and details. All or any portion of $65,000 could be yours.

Modern Country announcer needed immediately. Must have experience in TV, radio and commercials. Remotes. . . Great opportunity in South Georgia's most progressive city. Send tape or contact GPQ Radio, Albany, Georgia, 31701.

Wanted: Experienced. DJ. Must know music. Format- Contemporary and Top 40. Send complete resume including samples to Box G-260, BROADCASTING.

Two of our alumni are programming WOXY in Miami and San Diego's KCRG. Others have graduated to similar successful situations. We're good. And we're looking for someone who's as good to fill our afternoon drive slot. Good voice, good pace, strong production. Top pay. We'll underway your health care. And very liberal contracts with profits. If you're on the way to the top, make your next step with us. Your resume needs no pen pere. resume to: Ted O'Connell, WODJ, Box 36, Green Bay, WI 54305.

Mature, bright sounding experienced announcer to work signons at 10,000 watt station, MD or PD background welcome addition. Play-by-play experience in football and basketball, many benefits. Bright up-tempo MOR format. Call General Mor. 717-266-3683 or send resume and tapes to WKOX, Box 151, Arlington, VA 22215.


Needed: Experienced free form progressive Singer with a desire to expand musical awareness. Immediate opening. Full time with morning drive. Salary open, many benefits. Bright up-tempo MOR format. Call General Mor. 717-266-3683 or send resume and tapes to WKOX, Box 151, Arlington, VA 22215.


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Help Wanted Technical

Wanted: Internationally Systems and operating technicians for Chicago with an independent production house. Experience in maintaining and operating AV, FM, ENG, and TV facilities. Send resume for consideration. Send Camera, switchers and all associated equipment. Salary competitive. Some travel, but not lavish. A great opportunity with a company that knows how to communicate, entertain and relate. Contact Mike Anthony, KLKJ, 7207 W. Hampden Ave., Denver, CO 80237.

Help Wanted News Continued

Active small newspaper ready for a move? Do you have at least two years experience? Opening here for a news pro. Send resume, salary requirements, WCAP, 243 Central Street, Lowell, MA 01852.

Help Wanted}

Program Director - If you know and love all good country music, and get morning numbers, this is a sweet job. Cross-Country format. Announcing staff of four. Excellent salary negotiable. Send resume, salary requirements, WCLB, Box G-225, BROADCASTING.

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Opportunity

Talented announcer ticket. request. on-air sound. Any format. Dynamic state. Good Music or MOR. ANC’R: DJ

Broadcasting. Top 30 locate Box 314 Unusual and references. Box 3 on Sales Broadcasting.

-106, Broadcasting.

Situations Wanted Announcers

DJ, right board, good news, commercials, 3rd pine. Can follow direction. Wishing to go anywhere. Box C-106, BROADCASTING.

Currently Program Director at number one medium size market looking for same or air shift in same experience with proven Pulse record. Box G-146, BROADCASTING.

Easy going DJ, friendly delivery, good news, commercials, tight board. Will go anywhere. Ready now. Box G-160, BROADCASTING.

Are you looking for a hard working draft exempt young black announcer with 3 years, Experience in R&B & Top 40? Need to know music of knowledge, See changing and will replace if price is right, because radio is my life. Available Sept. 1st, but let's talk now. For more info, Box G-171, BROADCASTING.

New hire this Young Industrial, creative radio comm. Experience. With all formats. Looking for Top 30 market, Eager to relocate. Dynamize presentation of what I am, why I am, and what I can do for you available upon request. Box G-209, BROADCASTING.


DJ looking for opening in small market. Broadcast school graduate. Awards in copywriting, announcing, third endorsed. Box G-207, BROADCASTING.

PD, experienced 5 years Country MOR. Young, single, 3rd college, desires to relocate. Announcing position. Any format. Box G-210, BROADCASTING.

DJ, high school commercial, limited experience, 3rd phone, willing to follow instructions, ready now. Box G-216, BROADCASTING.

ANCB: 22 years experience, Desires to return to NY state. Good Music or MOR. Other states considered. Box G-219, BROADCASTING.

Are you a major personality station in markets 13-39? I am a Deejay with several years of major market background. Talk Too. Ready now for interview, I seek a permanent position. Box G-220, BROADCASTING.

Country jobs, desires six to midnight or midnight to six. Other hours considered. First phone, experienced, employed. Box G-261, BROADCASTING.

Talented announcer with one year experience and first ticket desires airshift in midwest. Seeks Equal Opportunities in my chosen field. Appreciates talent and creativity, Air check, picture and resume sent upon request. Box G-284, BROADCASTING.

Hard worker with 1st looking for start. Good broadcasting training. Will relocate and stick. I'm good. Bob Jenkins, 421 Spring Valley Dr., Bloomington, MN 55420


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Hard worker with 1st looking for start. Good broadcasting training. Will relocate and stick. I'm good. Bob Jenkins, 421 Spring Valley Dr., Bloomington, MN 55420


Situations Wanted Management Continued

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Broadcasting Jul 23 1973
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Profile

Win Baker: good karma at Group W TV stations

Win Baker will be moving to the New York area shortly from Concord, Mass., to be closer to his new office on Park Avenue. And one of his problems will be the allocation of the early-morning hour he devotes to running, sitting-up exercises and yoga.

Mr. Baker, who recently was elevated to president of the Television Station Group of Group W from his post of Group W vice president and general manager at WBZ-TV Boston, used to rise at 6 a.m. in order to complete his daily regimen. "I don't know what time I'll have to get up when we're established in Wilton, Conn.," he remarked with a wry smile. "But I'll go through with my exercises."

This attitude toward discipline and diligence is characteristic of Mr. Baker, a lean six-footer who weighs 181 pounds, down from a high of 213 pounds. He has climbed up the broadcasting ladder, rung by rung, starting at smaller-market stations and progressing through a series of increasingly responsible posts at Group W, which he joined in 1960.

Like many television executives, Mr. Baker originally had no thoughts of a broadcast career. In 1954, strapped by finances, he accepted a job with a television station in New Orleans, thinking he could earn money in a hurry and resume his studies at Tulane University Law School.

He soon learned that television was no get-rich-quick sojourn. But he also made a discovery that he considers valid today: "After I was in broadcasting for about a year, I came to realize that management in the field generally was inept," he says. "I began to feel there was an opportunity for capable management, and I possibly could do it. It was at this point I decided to go back to law school to return to law school.

"To this day I don't have a high opinion of broadcast management in general. There are exceptions, of course, and I think highly of Group W management. I think the reason for the lack of good management was that broadcasting had it so easy for so long. But I think there is a change now because of the pressures not only on broadcasting but on society in general."

Mr. Baker is understandably pleased that Group W, in selecting him for a top-echelon post, drew upon a person with background in programming rather than sales. He believes that programming executives will be tapped on a growing scale for top corporate jobs because of their intimate knowledge of local communities.

Mr. Baker would acknowledge that both his entry into broadcasting and his start in programing smack of serendipity.

In 1954 a small advertising agency in New Orleans hired him as a copywriter but before he started actual work, the head of the agency notified him that the position would not be filled. He recommended Mr. Baker to WJTV New Orleans for a sales job and he was hired.

"It was a tough period for a few weeks since I was low man on the sales pole at a UHF station," Mr. Baker says. "One night the program director quit, and I was told to do his job. I didn't know the first thing about it, but I did it and learned as time went on."

In the next six years, Mr. Baker sharpened his skills as a programer in posts at WBRZ-TV Baton Rouge; KFLY-TV Lafayette, La.; and WMBD-TV Peoria, Ill. He joined Group W in 1960 as assistant program manager of WBZ-TV Boston.

Along the way he picked up programing awards from Ohio State University, the Radio Television News Directors Association, and the National Conference of Christians and Jews.

"I value the years I spent in small markets," Mr. Baker remarked. "There is a communality to television, no matter what the size of the market. At a small market you have to work very hard to stay competitive."

He values the friendships he forged at smaller-market stations and spoke glowingly of Doug Manship, president and general manager of WJTV Baltimore, and a variety of colleagues from his days at WMBD-TV Peoria: Chuck Harrison, now news director, WGN-TV Chicago; Tom Kelly, sportscaster at KTTV-TV Los Angeles, and Jim Jensen, newscaster at WCBS-TV New York.

He was still Mr. Peripatetic at Group W. From Boston in 1960 he moved to WJZ-TV Baltimore in 1962; to KYW-TV Philadelphia in 1965; to KDKA-TV Pittsburgh in 1967 and back to Boston in 1968. By that time he was a man-to-watch in the Group W hierarchy.

Mr. Baker considers the most significant function of top management of a station, aside from making a profit, to be involvement in the community. As general manager of WMBD-TV, he said, the two most pressing responsibilities in this segment were to the youth and minority population.

"Boston is unique because of the large number of young people there because of the many colleges and universities," he pointed out. "There are about 300,000 young men and women there, and in the late 1960's and early 1970's there were unrest and demonstrations on the campuses. I decided to become involved with the youth segment through short lectures at the various educational institutions followed by a question-and-answer period. I found this approach very satisfactory."

Mr. Baker explained that Boston has a traditionally small but well-organized black community. He became an active member and officer of the Boston Community Media Committee, an organization representing both media and minority groups, which worked toward increasing employment among blacks and other ethnic groups; developing TV programs of specialized interests and sharpening the sensitivity of the media toward handling ethnic problems.

"Television in large urban markets must concern itself not only with the established power structure but also with the minority power structure," Mr. Baker asserted. Mr. Baker is on a back-breaking schedule these days. His successor at WBZ-TV has not been named, and he is splitting his time at that station and at Group W's headquarters in New York.

Mr. Baker says he has scant time for hobbies. He enjoys reading nonfiction and often is reading two books at a time. In New England he and his family went off frequently on skiing jaunts. But his relaxation comes mainly from his daily fitness program.

"The combination of running hard, calisthenics and yoga has a rejuvenating effect on me," he says.
Editorials

Off the reservations

The FCC has relaxed its rules for noncommercial broadcasting to permit the sideband transmission of subscription programming by educational FM stations. To be sure, the commission has decreed that the FM's may make no money from the service, but in doing so it has changed their status from noncommercial to nonprofit. There is a significant difference.

It is argued, of course, that the subscription authorization is limited to the subsidiary use of broadcast frequencies, but the precedent is there. If subscription programming is in the public interest on a sideband, why not on the main signal? Indeed, why not on a noncommercial (or nonprofit?) television station? May a station be a little bit nonprofit or a lot?

When the FCC originally reserved specific FM and TV channels for noncommercial, educational use, it intended them to be both noncommercial and educational. That intention is long gone. On television, air credits (complete with trademarks) are given to the "sponsors" of "noncommercial" programs that are more often in the entertainment category than the educational. Now pay service is admitted to FM.

If the distinctions between noncommercial and commercial operations are to disappear, there is no reason to keep all those channels reserved for a purpose they no longer serve.

It's all in the name

From its ambitious if futile start 30 years ago pay TV has been characterized by the fury with which each side has attacked the other. The advocates today insist it is their unadorned right to sell the public at their box office any programs they pick up, buy or underwrite. The broadcast-station licensees say they will be driven to the wall through pilferage of their own product "by electricians."

There's overstatement on each side. But neither will give ground.

A special committee of the National Association of Broadcasters held its organizational meeting in Washington a couple of weeks ago. It selected a name which, if it does nothing else, poses the issue as the telecaster sees it. Chairman Willard Walbridge, of Capital Cities Communications, coined the title: "Committee to Protect the Public from Paying for What It Now Gets Free on TV."

This has to raise the hackles of every cable operator. It will be recalled that the National Cable Television Association, at its national convention last month, gave pay TV a salient priority. It all has to do to come home free as the air—but on pay cable—is to disprove the proposition propounded in the NAB committee's name.

Zenith to 'Nader'

What has all the earmarks of a campaign to regenerate sagging support for the anticommmercial-TV crusade in the hope of blocking license-renewal legislative relief is taking place as broadcasters are otherwise preoccupied with the troubled economy and other transcendental events in the new world wrought by Watergate.

At center stage, as if you had to be told, is Nicholas Johnson, still under government auspices and at taxpayers' expense, even though his legal term expired June 30. Timed with the Johnson appearances on the air and in print are the less spectacular but tradewise more significant supporting efforts of the foundering "public interest" fronts. Examples can be found in

recent feature stories in the nation's most influential newspapers on the WLBT-TV Jackson, Miss., deletion, the test case in which the United Church of Christ joined with citizen groups.

It could have been coincidence that saw the FCC and the same United Church, plus other "citizen group" entities argue for more onerous provisions in TV renewal forms before the Office of Management and Budget (Broadcasting, July 16). Both the renewal form, which smacks of program censorship, and the annual reports being sought by the FCC covering time devoted to program categories, are the handiwork of Professor Barry Cole, an academician who moonlights as FCC consultant at $100 per day.

Portents of the revival didn't really coalesce until last week. They surfaced when Nick Johnson, operating on all publicity fronts he could snatch, spelled it out in a WTTG-TV Washington interview. Prodded by Metromedia interviewer Maury Povich, the outing (in both senses of the word) Mr. Johnson announced with verve that he didn't propose to waste the seven years he spent in the FCC. He said he planned to devote his life to "public service." Moreover, he expected the FCC to implement and future applicants (presumably of the strike variety) to use as basic criteria his utterly worthless top-50-market "ratings" of TV affiliates (Broadcasting, July 9, 16).

That ought to complete the picture for Nick Johnson. But the signs suggest he is setting out the bait for underwriting of a continued association with broadcast regulation, if not as regulator, then as a regulatory goad. Mr. Johnson is realist enough to know that he can't eat those newspaper clippings and television tapes when there's no government meal ticket.

The show goes on

In rescheduling a broadcast of Sticks and Bones, the antitax drama that precipitated an affiliate revolt when originally scheduled, CBS-TV has knowingly risked another problem in station relations—and after that, quite probably, a problem in audience relations too. Sticks and Bones is strong stuff.

Hopefully the network's rewards will make the risks worthwhile. However various affiliates choose to handle the show, the network was all but obliged to affirm its original belief in the artistic quality of the program. As Bob Wood, the CBS-TV president, said: "We just had to bring this thing full circle."
THE TRIPLE CROWN IS NOT EASILY WON.

It's not easily won in racing or in broadcasting. But in 1973, WSB-TV captured Georgia's three top broadcasting awards. No other television station has ever received all three awards, let alone in one year.

The Associated Press Pacemaker Award recognizes WSB-TV's continued news dominance. The Jack Williams Memorial Research Award was given in recognition of Channel 2's all-out efforts to educate the public about cancer. And the "Station of the Year" Award, the Georgia Association of Broadcasters' tribute to one of its own, wraps it up.

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