FCC hears a massive outpouring about prime-time access from an industry that's learning to live with it

Broadcasting  Aug 6
The newsweekly of broadcasting and allied arts

Women’s home companions.
By late afternoon the lady of the house is ready for a good laugh. That’s why smart stations give her 3 good sitcoms back-to-back in fringe time.
The payoff: an average 84% buildup in women 18-49 over the 90-minute span. Viacom can cite 22 happy stations doing it right now.

Viacom

Source: NSI, Feb.-Mar. 1973. Audience estimates are subject to qualifications available on request.
KFQD, Anchorage
Blankets Alaska with
50,000 Watts
of Hi-Fi Sound

Covering a state that's one-fifth the size of the continental United States with AM radio is a powerful big job.

But KFQD does it, beaming 50,000 non-directional watts on 750 Khz to reach 89% of the state's population—"Reaching more Alaskans than any other advertising medium."

KFQD's transmitter—a new 50 kW RCA Ampliphase radiates high quality sound to the vast reaches of Alaska. Letters from daytime listeners range from Wainwright (720 miles north) to Nome (550 miles northwest) to the Ogilvie River (528 miles northeast) to Juneau (580 miles southeast) and Belkofski (620 miles southwest). That's coverage with a capital "C"!

Coverage isn't the whole KFQD story by a long shot. Quality programming has a lot to do with our growing popularity. And the quality sound from our new RCA Ampliphase transmitter enhances the programming in building listener preference.

We may be Alaska's oldest radio station, but we've got a lot of new ideas to help you sell our burgeoning, high income market. Ask us for all the facts: KFQD, P. O. Box 1040, Anchorage. Or talk to our National Representatives, Alan Torbet Associates, Inc.—or our Seattle and Portland Representatives, Art Moore & Associates.

Gale Allred, Chief Engineer, with KFQD's powerful 50 kW AM transmitter notes: "It has by far the best overall frequency response I have ever seen, including distortion."

Translated, this means better quality sound that encourages listeners to keep their radio dial set at 750.

KFQD 750 RADIO
ANCHORAGE

"Reaching More Alaskans Than Any Other Advertising Medium"
FCC may take on pole-attachment role if parties can't agree; Broadcast Bureau says it would lift license of WPIX (TV) New York.

A call to arms for broadcasters on behalf of the National Guard.

What to do about prime-time access? That was the question uppermost on the FCC's mind last week as it heard two days' worth of oral argument. While rift between vested interests remains substantial, some opponents of rule—particularly NBC—show signs of retreat.

Congressman Macdonald's blackout bill has a growing fan club and NAB, networks are among the charter members. Industry leaders pledge support at hearings.

New PBS schedule reflects funding headaches.

FCC fences in the stomping grounds of nonnetwork exclusivity.

Senate passes a Jekyll-Hyde campaign-spending bill.

PSA's supplant rhetoric in Texas campaign against recruitment-ad ban.

NAB pulls out the stops in renewal-legislation fight.

Creditable ratings ease industry tensions over Watergate coverage.

A rivalry revisited: no cable-copyright accord in sight.

McClellan vs. Buckley on payola.

NAB sees a lurking monster in the FM translator.

Cable Funding's fending off cash-minded suitors.

Marcus Cohn: extolling social awareness at the FCBA.
Next Month

James H. Quello, former Detroit broadcaster, will be nominated for Democratic vacancy on FCC when Congress reconvenes after Labor Day recess. With FCC in "hiatus" during rest of August, complications of recess appointment will be avoided by waiting until Senate is back in session and when prompt hearing on confirmation hopefully can be set (see page 28).

All but done

Transfer of KTBC-TV Austin, Tex., from Lyndon B. Johnson family (Texas Broadcasting Co.) to Los Angeles-based Times Mirror Co. for $9-million cash will be approved by FCC, probably this week. Transfer was on commission's agenda last Thursday but held up for more routine information on recent antitrust judgment against Times-Mirror subsidiary unrelated to communications. Since transfer has cut-off date of Sept. 1, approval by circularization was authorized, if FCC doesn't hold full meeting this week. Johnson family retains Austin radio stations, to which calls KLBJ-AM-FM have been assigned (BROADCASTING, July 2).

Though FCC will take no formal recess, only emergency matters are to be considered until after Labor Day (Sept. 3). Anything approved by committee (fewer than quorum of four members) will be subject to ratification when full FCC reconvenes.

Early suitor

Sources at ABC-TV say William MacPhail, vice president of sports for CBS-TV, is already in negotiation with Walter Byers, executive director of National Collegiate Athletic Association, to get college football away from ABC beginning in 1974. CBS is so confident of its ability to outbid ABC, these sources say, that it has escape clause in its recently negotiated three-year National Basketball Association contract (story page 23) allowing it to pull out of its 1974 and 1975 commitment of seven Saturday-afternoon NBA games in fourth quarter—which would conflict with NCAA schedule. Current season is second on NCAA's two-year, $13.5-million contract with ABC. CBS's desire to get NCAA games in 1974 was acknowledged by network spokesmen, but they declined to say whether CBS had escape clause in new contract with NBA.

The chill

Noncommercial WETA-TV Washington's proposal that FCC drop channel 12 into Washington for WETA's "experimental" use got generally frosty reception when presented by last week to members of commission for formal consideration. FCC staff opposes drop-in on engineering grounds; station on channel 12 in Washington would be short-handed to four stations in other markets. There is concern that approval of plan, under which WETA would move from its present channel 26 to 12, if directional-antenna experiment worked, would set precedent hard to ignore if other UHF's wanted drop-ins.

Reception was not, however, unanimously negative. Commissioner Benjamin L. Hooks, reportedly impressed by argument VHF would reach more inner-city dwellers than WETA's UHF signal, asked for more time to study matter—though staff argued answer to penetration problem was increase in WETA's UHF power. With Commissioner Charlotte Reid and H. Rex Lee absent on vacation, FCC decided to postpone decision.

Miffed

Was Roger Rice, vice president-general manager of Cox-owned KTXV-TV Oakland-San Francisco, who spearheaded organization of Association of Independent Television Stations (INTV), slighted in naming of 12-man Special Committee on Pay TV of National Association of Broadcasters? Mr. Rice had been "nominated" but wasn't picked. Cox Broadcasting Co. officials felt company's identity with cable through Cox Cable Corp. would have provided know-how not available to noncable members.

Members of committee, headed by Willard Walbridge, Capital Cities Communications, were selected by Robert F. Wright, WTOP-TV Meridian, Miss., NAB television board chairman, and include three TV network and seven TV-network affiliate members, plus Ward L. Quaal, WGN Continental, representing TV independents, and Richard Chapin, Stuart Stations, Lincoln, Neb., representing radio.

Picking at a jam

One of first projects FCC will undertake after August slowdown will be attack on backlog of some 140 license renewals that have been deferred as result of questions about equal-employment-opportunity policies and practices. Deferral have been piling up since last August, when commission began seeking additional information from stations that report no women or minority employment, or declines in employment in those categories. Staff, now in process of analyzing responses, will begin early in September to bring batches of renewal applications to commission with recommendations either for renewal or possibly further inquiry. First batch will include District of Columbia, Maryland, Virginia and West Virginia.

New unit created by commission to help it develop equal-employment-opportunity policies for industries it regulates is working with renewal staff in analyzing responses. But it also hopes to have policy recommendations in September.

Two out of three

Color TV is edging toward two-thirds mark in U.S. TV-homes penetration and will reach approximately 70% by end of 1973 if sales keep pace with those of past 12 months—18% higher than record set year before. That is nub of quarterly estimate to be issued by NBC this week. It puts number of color-equipped TV homes at 42.4 million or 63.1% of all TV homes as of July 1, for gain of 6.6 million since July 1972. NBC says color sales in calendar 1973 could total close to 10-million new homes, as against 7.5-million color homes added in calendar 1972, 7.3 million in 1971 and 6.1 million in 1970.

Chairman to chairman

National Association of Broadcasters officials may be on sound ground in predicting movement on license-renewal legislation in House Communications Subcommittee next month (see page 25), but it's hard to predict what direction movement may take. Before subcommittee starts work on legislative drafting it wants to hear testimony from FCC Chairman Dean Burch, and questioning may run afielid of license-renewal relief. Chairman Torbert H. Macdonald (D-Mass.) is expected to ask what FCC is doing to simplify reporting forms and ascertainment-of-needs procedures. That's Macdonald pet, and he's concerned that trend is away from simplification and toward more paperwork, as exemplified by criticisms of FCC's proposed new reporting forms for television stations (BROADCASTING, July 16).

Breath of life

National Association of Educational Broadcasters' reorganizational efforts (BROADCASTING, July 16) are expected to get healthy push this week with announcement from Ford Foundation of grant to association—estimated to be in area of $175,000. Figure is not as much as NAEB had sought, but is regarded as enough to accelerate number of new programs established after association ended station-representation function.

From the attic

Underlining growing interest of radio stations in drama series, NBC is reported to have signed agreement calling for Charles Michelson Inc., New York, to distribute four vintage series, starting in September. These series were syndicated between 1948 and 1955 by RCA Recorded Programs: The Weird Circle, The Haunting Hour, The Playhouse of Favorites and Five-Minute Mysteries. Michelson will distribute 52 episodes of three-half-hour series and 260 of Five-Minute Mysteries.
High cost of doing business at the FCC. Commission collected $24,564,403 in fees during fiscal 1973, with broadcasters contributing more than $10 million. Total was almost $600,000 above that collected in previous year. Breakdown by bureau: Broadcast Bureau, $10,275,180; Safety and Special Radio Services Bureau, $7,384,123; Common Carrier, $4,548,746; Field Engineering, $1,473,407; Cable TV Bureau, $485,344; Chief Engineer, $397,309; miscellaneous, $294. * Maybe. Willard Welbridge, chairman of National Association of Broadcasters' Special Committee on Pay TV, told National Cable Television Association President David Foster in letter Friday (Aug. 3) that committee will consider NCTA's offer to debate pay-TV issue at next meeting, in September. NCTA issued challenge two days earlier (see page 22). * Rejected. Richard Eaton has been turned down in latest bid to retain licenses for WFAN-TV Washington and WMET(TV) Baltimore while keeping UHF stations dark. Commission is expected to announce this week it has rejected Mr. Eaton's petition for reconsideration of order to put stations back on air or turn in his licenses (Broadcasting, May 21). Mr. Eaton had asked to be permitted to retain licenses until he could complete sales of both stations. * On Leave. Lawrence Webb, for nine years executive VP and general manager, KRLA(AM) Pasadena, Calif. (Los Angeles), has taken leave of absence "for reasons of health." Harold Mathews, station manager, takes over. For 10 years KRLA has been under interim operation pending outcome of comparative hearings for permanent assignment. Nine applicants survive out of 20 originals. * Feminine first. Charlotte Beers, vice president and management supervisor of J. Walter Thompson Co., Chicago, elected senior vice president, first woman in agency's 109 years to hold that title. * Goes with the territory. WTOP-TV Washington news team assigned to cover famine in Africa (picture page 30) was arrested Wednesday in Bamako, Mali, and held for two hours. They were released upon convincing officials their filming had official sanction. * Another iron for Wiley's fire. FCC Commissioner Richard E. Wiley is one of three presidential appointees to Council of the Administrative Conference of the U.S. Council, comprising 10 members with three-year terms, is executive board of conference, which was established by Congress to develop and recommend to federal agencies improvements in their procedures which affect rights and obligations of private citizens and businesses.
Broadcast Bureau favors lifting of WPIX-TV license as case proceeds toward administrative law judge

FCC's Broadcast Bureau has recommended denial of renewal of WPIX-TV New York, which is locked in comparative hearing contest for channel 11 with Forum Communications Inc. Bureau, in proposed findings and conclusions filed on Friday (Aug. 3) argued that WPIX, part of Tribune Co. communications complex, lacks basic qualifications to be licensed.

Conclusion results principally from what bureau says were WPIX's deceptive news practices that misled public, and management's alleged lack of supervision of news department. Bureau does not make recommendation on comparative basis. But it said only issue in Forum's case—its financial qualifications—should be resolved in Forum's favor.

Case now goes to administrative law judge, James Tierney, who can either reject or accept bureau's proposed findings and conclusions. And after him, commission will review case. WPIX and Forum also filed proposed findings and conclusions on Friday.

Listed catalogue of what it said were deceptive news practices of which station was guilty between August and December 1968. Included was alleged mislabelling of news film as to location of event involved or on-camera correspondent—UPI correspondent in Vienna during Czechoslovakian crisis was said to be reporting from Prague, for instance, or super "via satellite" was said to have been used on film at time when no satellite-transmitted film was available to station.

Bureau said during this period ostensibly head of news department, Walter Englefeld, had assigned control to Edward Kamp, producer. And, bureau added, he was responsible for alleged mislabeling and misidentification.

CBS-TV goes to court in protest of ABC-TV's deal on Riggs-King tennis

CBS-TV reported Friday (Aug. 3) it had filed complaint in Superior Court of Los Angeles "to commence action seeking an injunction" against playing and ABC-TV's broadcasting of Bobby Riggs-Billy Jean King tennis match scheduled for Houston's Astrodome on Sept. 20 (see page 18). Named in complaint are: ABC Inc.; Tandem Productions; Jerry Perenchio, president of Tandem; Jay-Bar Industries; Jackie Barnett, head of Jay-Bar; Bobby Riggs, and Creative Management Associates, which represents Mr. Riggs. Complaint charges breach of Jay-Bar contract giving CBS first refusal on match and "wrongful interference" in CBS's contract with Jay-Bar.

Mr. Riggs and Ms. King stand to pocket $100,000 each as percentage of Astrodome gate and of deal with ABC. Winner will get additional $100,000.

Headlines

Mr. Kizer Mr. Knodel

Robert J. Kizer, administrative VP, Avery-Knode Inc., named president, effective Aug. 1. He succeeds J. W. Knodel, who becomes chairman and chief executive officer. Mr. Kizer joined Avery-Knodel in 1956 and has held several top executive posts. Mr. Knodel was co-founder of station representative firm with late Lewis H. Avery in 1945.

James D. Boaz, VP and general manager of Metromedia's WXIX-TV Cincinnati, elected president of Metro Radio Sales, New York, succeeding Robert William- son, who is returning to Chicago as regional VP of Metro Radio Sales.

Philip D. Marella, vice president-TV, LIN Broadcasting Corp., and president-general manager of WAVY-TV Portsmouth-Norfolk-Newport News, Va., named VP-operations for LIN in New York. Ralph W. Beaudin, vice president-radio, has resigned to pursue other business interests in Scottsdale, Ariz.; his duties have been reassigned. Dickie Rosenfeld, president and general manager, KILT-AM-FM Houston, named VP of LIN and assumes additional responsibilities for WIL-AM-FM St. Louis, KEEL-AM-FM Shreveport, La., and KAY(A) (AM) Little Rock, Ark.

Donald W. Meyers, president and general manager, WAKY(AM) Louisville, appointed VP of LIN and adds responsibility for WBBF(AM) and WVB(AM-FM) Rochester, N.Y. James De Caro, president and general manager, WFIL(AM) Philadelphia, named VP of LIN.

At it again in Sylvania

Transfer dispute involving citizen objections to format change at WXEZ(FM) Sylvania, Ohio, became wide-open again last week after FCC refused to approve settlement between station and group which challenged WXEZ sale. Agreement (BROADCASTING, July 9) would have obligated Midwestern Broadcasting Co., firm seeking to purchase WXEZ, to conduct listener survey in event that WITF-FM in nearby Toledo, Ohio, dropped its progressive-rock format (Midwestern's abandonment of progressive format at WXEZ in favor of MOR programming was object of protest), and to resume progressive programming on WXEZ if 20% of those responding indicated desire for that format. Commission, however, found agreement a condition of impeding Midwestern's licensee responsibility over programming, since it could obligate firm to change format whether it wanted to or not.

Whitehead puts Nixon on side of lifting sports blackouts, and OTP in corner of federal backup for cable's public services

The Nixon administration "wholeheartedly favors" legislation to prohibit sports leagues from blacking out sold-out home games, Office of Telecommunications Policy Director Clay T. Whitehead told Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) late last week (see also page 20). Responding to letter from Senator Pastore last month, asking OTP's view on application of copyright bill to cable retransmissions of pro sports broadcasts, Mr. Whitehead supported FCC's contention that CATV should not be allowed to circumvent national policy on blackouts. He said bill should be "more narrowly drawn so as to remove from compulsory licensing only those professional sporting events whose retransmission by cable systems would result in a departure from legally sanctioned sports broadcast practices."

In another appearance on Capitol Hill last week, Mr. Whitehead said federal programs are needed to develop cable television's full potential for providing public services.

OTP spokesman later said Mr. Whitehead was referring to need for federal assistance in one- or two-market test of cable's capacity for providing educational and social services. Feasibility study of such program has already been completed, and OTP spokesman said long-awaited high-level administration committee report on long-range cable policy will recommend such test.

Mr. Whitehead, who was appearing before House Subcommittee on Foreign Operations and Government Information, also expressed concern about federal agencies' use of broadcasting stations to air public service announcements. Noting that broadcasters "are strongly encouraged" by FCC to carry public service announcements, Mr. Whitehead said care should be taken that federal agencies do not abuse opening they thus are given to offer announcements regarding their activities. "The number and type of such messages produced and distributed by the government must not constitute an unwarranted intrusion into the public mind," he said.

KBLU-AM-TV sale approved

FCC has waived its one-to-a-market rule and approved sale of KBLU-AM-TV Yuma, Ariz., from group owner Combined Communications Corp. to KBLU Broadcasting Co. for $550,000. Sale leaves Phoenix-based CCC with six television stations. KBLU-TV are first stations to be acquired by KBLU Broadcasting, new firm headed by Robert Crites. KBLU-TV (ch. 13) is NBC affiliate, KBLU(AM) is full time on 560 khz with 1 kw directional at night.
Short form
Editor: Just to set the record straight [see editorial, July 23], I didn't coin the name of our committee [the National Association of Broadcasters' Committee to Protect the Public from Paying for What It Now Gets Free on TV]. We knew that your journal would come up with a name for us anyway, so we floated this jawbreaker out to give you something to work on.

We are the Special Committee on Pay TV from now on, And we are addressing ourselves to protecting the public, believing over the years as we have served the public interest that anything short of this would be a betrayal of our continuing responsibility to them.

It is true that the National Cable Television Association convention spokesmen gave pay TV a salient priority, and they also made no bones about where they intended to find the program content to build their service. And they can never "come home free as the air" if their stated intent is to remove the present program entities of free broadcasting and force the public to pay into a home box office if they want to see them in the future.—Willard Walbridge, senior vice president, corporate affairs, Capital Cities Communications Corp., Houston.

International respect
Editor: The National Association of Broadcasters has recommended that the Dec. 2, 1963, Broadcasting has an article entitled "A world listened and watched" (dealing with radio-TV coverage of the assassination of President Kennedy and swearing-in of President Johnson). As a student of radio I would be grateful if you could let me have a copy of this work.

My own thanks to you and your staff for producing the finest broadcasting newspaper there is. I am afraid it puts our home journal to shame.—Adrian Proctor, Richmond, Surrey, England.

(Reprints dispatched.)

Late starter
Editor: In the special report on football coverage in the July 30 issue one wic-tv show was omitted. In the AFC Central Division, we will have The Year of the Steelers, with Chuck Noll, coach of the team, as host, Wednesdays at 7:30-8 p.m., from Sept. 12 through Dec. 12. Sponsors include Pittsburgh National Bank, Koehler beer and the American Motors Dealers' Association. This program was lined up just after the deadline for the story.—Amy Morgan, publicity director, WIC-TV Pittsburgh.

Recall letters
Editor: Here's another method of selecting call letters [see "Open Mike," July 23]. I was born and spent five years of early life in Chicago, but listened to all of the seven or eight Chicago stations in existence between 1922 and 1927. So, when it came time to apply for our call letters I put WBBQ and WMAQ together and came up with WBBQ.—George G. Weiss, president, WBBQ-AM-FM Augusta, Ga.

Numbers please
Editor: Since I have been for many years a contributor to the learned journal in the field of copyright and broadcasting, the Archiv fur Urheber-, Film-, Funk- und Theaterrecht, Munich, Germany, I asked my friend, Professor John Malcolm, who is in charge of theory and technique of broadcasting at North Carolina State University, to recommend a paper that brings regular reports concerning the legal situation in that field in the U.S. Upon his advice I became a subscriber of your weekly, and I am not disappointed.

Yet you could help me and other readers: Whenever your journal carries a report concerning the decision of any court of law or of any agency, it should quote the file number of the case.—Robert Rie, Fredonia, N.Y.

(Beginning in this issue, Mr. Rie's suggestion is adopted.)

 Speaking up for Johnson
Editor: Nicholas Johnson can take pride in his record as an FCC commissioner. Mr. Johnson knows that the public interest is all too easily forgotten by well-paid members of regulatory agencies, when industry and political pressures befal them; so, the public interest gets sold out in "executive session" or "closed-door session" because the public interest is not properly represented at these agencies.

Commissioner Johnson knows that there is always room for improvement, but Chairman Dean Burch apparently gives a wide berth to the status quo.—John E. Bowles, Louisville, Ky.

Datebook

Footnotes:
- Indicates new or revised listing.

This week
Aug. 11—Board of directors meeting, Michigan News Broadcasters Association. WXYZ(AM) studios, 2077 West Ten Mile Road, Southfield, Mich.

Also in August
Aug. 18—Cable television workshop, sponsored by Fairleigh Dickinson University, Florham (N.J.) campus.

Aug. 31—Deadline for entries in Abe Lincoln Awards competition sponsored by Southern Baptist Radio-Television Commission.

September
Sept. 7-9—Southern regional conference, boards of directors from Alabama, Georgia, South Carolina, Florida and Mississippi broadcast associations. Special guest: Vincent Wastewski, president, National Association of Broadcasters. Point Clear, Ala.
Sept. 7-9—Fall conference, Florida Association of Broadcasters, in conjunction with Southeastern regional broadcasters conference. Grand hotel, Point Clear, Ala.
Sept. 7-10—Sixth annual Atlants International Film Festival. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffers Atlanta Inn and Fox Theater, Atlanta.
Sept. 10—Regional seminar; Radio Television News Directors Association. University of Michigan, Ann Arbor.
Sept. 11-14—Western electronic show and convention, sponsored by WECA/TN. Brooks hall/sylvic auditorium, San Francisco.
Sept. 17—Extended date for filing comments with FCC in matter of practices of licensees and networks in conjunction with broadcasts of sports events (Dec. 1973).
Sept. 17—New deadline for entries in Broadcasters...
Promotion Association/Television Information Office.

Sept. 17-19—Annual meeting, Oregon Association of Broadcasters, Pendleton.


Oct. 19-21—Annual meeting, Minnesota Broadcasters Association, Kahler hotel, Rochester.


Oct. 21-23—Annual meeting, Maine Association of Broadcasters, Sebasco Estates, Sebasco.

Oct. 27-30—Joint fall meeting, Missouri and Illinois Broadcasters Association, St. Louis.

Oct. 28-30—VIDCA, International market for videocassettes and videodisc programs and equipment. Festive palace, Cannes, France.


Oct. 7—Second annual meeting, Michigan News Broadcasters Association, Kellogg center, Michigan State University, East Lansing.

Oct. 8—Electronic Industries Association 49th annual convention, Fairmont hotel, San Francisco.


Major meeting dates in 1973-74


Nov. 11-14—Annual convention, National Association of Educational Broadcasters, Marriott hotel, New Orleans.


Nov. 14-17—Annual convention, Sigma Delta Chi. State hotel, Buffalo, N.Y.


March 17-20, 1974—52nd annual convention, National Association of Broadcasters. Albert Thomas Convention and Exhibit Center, Houston.


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Broadcasting Aug 6 1973

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Lawrence B. Taishoff, publisher.

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Rufus Crater (New York), chief correspondent.

Leonard Zeldenberg, senior correspondent.

J. Daniel Rudy, assistant to the managing editor.

Frederick M. Fitzgerald, senior editor.

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John Andre, sales managers—equipment and engineering.


Stan Sobolewski, sales manager—programming (New York).

Sue Kwan, classified advertising.

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A pitch for pitching in: How the broadcaster can help back up Guard and Reserve

One might comfortably say that the automotive field and radio broadcasting are linked by a common bond—the individual in the car. Where automobile radios were once a luxury, today they are almost as much a part of the car as a steering wheel. There is an additional link between broadcasting and autos that takes place in the home, where television joins forces with radio to reach people.

I don't believe I have to extol the importance of broadcasting in the selling of automobiles. The evidence is quite clear when one considers the sizable budgets we all direct annually toward radio and television advertising. General Motors, a long-time user of broadcasting, has always recognized the importance of the medium. And I'm sure it will continue to do so.

My purpose in writing this commentary, however, is not to discuss the virtues of radio and television with respect to the cars we drive. This time, I have something else to sell. Something that is even more important to each of us and impacts on everyone in the nation in one way or another. My purpose now is the security of our nation, security based on the uncertainties of the world in which we live and the importance of deterrent capability. Particularly, the capability now being forwarded in the Department of Defense through a smaller, active military force supported by a viable National Guard and Reserve.

It may seem strange to some that a former chairman of General Motors, a leading manufacturer of consumer products, should be espousing a military program. But perhaps after you have read this, you will begin to understand why I have found this program so challenging and worthwhile.

First of all, let me make clear that I am seeking your assistance. There is something that you as broadcasters can do to help and, once you have considered the fact, I hope you will. Because the broadcast media reach millions of people daily, a message from broadcasters concerning this specific program will probably do more good than anything else to succeed in the undertaking.

Last June, President Nixon asked me to be chairman of a special committee that would take on the task of seeking the understanding and support of American employers in relation to employee participation in the Guard and Reserve. In the President's strategy for peace, our military capability would be made up of a smaller, well-equipped, highly trained Guard and Reserve. This plan contemplates the merger of the two forces to meet emergencies. Through this, the Guard and Reserve will give our nation the security we need in the years ahead and would represent an integral part of the total force.

Today the Guard and Reserve components are becoming better equipped, better trained and more responsive. The infusion of new equipment and new missions which complement those of the active forces assure an effective force. But what still remains is the great need for employer understanding and appreciation so that we will be able to retain and recruit the individuals necessary to man these Guard and Reserve units.

I accepted this assignment, confident that once the need was seen American employers would give their support to the implementation of personnel policies which would encourage employee participation in these important Guard and Reserve programs. I am happy to report that my faith in the American business community has not been misplaced. I have been greatly encouraged by the response received thus far from thousands of employers representing millions of employees.

To assist me in this program, I have secured the help of some outstanding Americans from various walks of life—business and industry, labor, associations and the media. Among those leaders who serve on a 21-member executive committee are Vincent T. Wasilewski, president of the National Association of Broadcasters; W. Stanford Menger, president of the American Newspaper Publishers Association, and Richard C. Block, vice president of Kaiser Broadcasting Corp. Each has contributed time and talent to assure our success in this endeavor.

Application of this new plan will require the Guard and Reserve to satisfy about 30% of the nation's military manpower needs; however, this will be accomplished at a cost of less than 5% of the defense budget. In my estimation, this is quite a bargain in national security.

At the same time, the men and women of our Guard and Reserve enjoy specialized training which often increases their value to the civilian employer. They learn leadership as well as discipline—both of which are important to employers. They enjoy part-time earnings from the one-weekend-a-month training and from their annual two-week training tours, as well as the great personal satisfaction of serving their country.

To assure that employers are permitted to participate in the Guard and Reserve without impediment or penalty, we are asking employers to sign a statement of support that outlines the purpose for the Guard and Reserve and sets forth the basic support essential if employees are to feel free to participate. Those basics are:

- No limitation of job or career opportunities because of service in the Guard or Reserve.
- Leaves of absence for military training in the Guard or Reserve without sacrifice of vacations.
- The agreement and resultant policies to be made known throughout the organization.

Now for the role I am asking broadcasters to assume. Editorially, they can be of inestimable value. A word from them suggesting that those employers who have not yet signed a statement of support should do so will encourage many employers to join our team. The Advertising Council has accepted our program as a public service, and when it has prepared radio announcements and television spots, we hope they will be used regularly. Finally, we would like each broadcaster who is an owner or manager to sign a statement of support for his or her station. We are most pleased that ABC, CBS, and NBC, as well as the NAB and many radio and television stations, have already signed the statement of support.

I don't think that has asked for too much in terms of national security, which I know all of us seek and are willing to support. With the broadcasters' help and cooperation, we will successfully conclude our program and continue to enjoy the benefits of the freedoms which are a part of our heritage.
On Group W TV stations the air is cleaner. But not spotless.

For years, Group W stations have had a goal of maintaining the most stringent commercial time standards in the industry.

We carry less commercial time than the NAB Code allows, less than any of our competitors.

Take the 90-minute Mike Douglas show, as an example. Our stations are 37% below the NAB Code standards.

So if you’re planning a buy in one of our markets, why not buy cleaner air? You’ll breathe easier.

GROUP

Where cleaner air gives you a better sales environment.
More people in the Knoxville area are turning to Channel 10 for the television ACTION TEN NEWS. Latest May ARB ratings* give ACTION TEN NEWS more total homes than any station in the Knoxville market. WBIR-TV ACTION TEN NEWS leads in total homes at 6:00PM and 11:00PM, Monday through Friday.

Join the winning ACTION TEN TEAM... reach more people with WBIR-TV ACTION TEN NEWS.

Talk to Katz about it.
The biggest access show to date: oral arguments at the FCC

Fifty witnesses in two days give the commissioners plenty to chew on in deciding just what to do with a rule that is praised, damned or lived with.

The FCC last week got down to basics in the oral argument it heard in its re-examination of the controversial prime-time access rule (Docket No. 19622). The basics are the economics involved—and not merely the abstract economic determinism of the marketplace but the economics of profitability and survivability of those elements of the television industry affected by the rule.

And those basics appear to have weakened the opposition to the rule. NBC, which had vigorously opposed its adoption, said through its counsel, Jerome Shetock, that currents set in motion by the rule are difficult to reverse, and added, "We're not as offended by the rule as we used to be."

CBS said it is, however. But John Schneider, president of the CBS/Broadcast Group, said the effective date of the rule's repeal should not be prior to September 1973 because of the lead time required to develop the program inventory the networks would need. (A CBS spokesman, in response to speculation that the statement really was a signal the network is not interested in repeal, made a special point of telling reporters CBS remains unequivocal in its opposition to the rule.)

The comments of the representatives of the two networks were not cast in self-interest terms. But with program producers, syndicators, station managers and owners, studio representatives and labor-union officials generously sprinkled among the 60-odd witnesses who appeared during the two-day session, many of the arguments were cast in those terms, sometimes unabashedly so.

Successful producers such as Bud Yorkin and Lee Rich, and representatives of major Hollywood studios that provide a substantial portion of the networks' programing, urged repeal of the rule, contending they wanted an opportunity to sell programs for the nightly half-hour of prime time the rule denies the networks.

On the other hand, ABC, which has split from the other networks four years ago to support adoption of the rule, hailed it last week as a major factor in the emergence of the ABC-TV network as a profit-making organization. Adoption of the rule, ABC's counsel, James McKenna, said, was the most important regulatory action the commission has taken in 15 years "to make ABC competitive." He called it an "unforeseen" consequence of the rule.

The commission was also told on several occasions that, since the rule was adopted, "typical" UHF stations were moving across the line from red- to black-ink operations. And a delegation of five representatives of the Association of Independent Television Stations Inc. pleaded for the rule's continuation. They all recounted an upswing in their stations' fortunes since the rule was adopted two years ago. They said more first-run syndication programing was available and more stations are doing local programing. But some also reflected the pleasure of independents around the country carrying in the prime-time-access period the off-network programing that the rule denies the network affiliates with which they compete. Jack Petrick, of KDKN-TV (ch. 30) St. Louis, said, that, with the Beverly Hillsbillies, the station's rating for the access period has tripled.

Commissioner Richard E. Wiley, after listening to independent operators, commented, "Maybe we ought to keep the rule and rewrite the objectives."

The rule, which was adopted in 1970 and which became effective for the 1971-72 season, prohibits top-50-market network affiliates from taking more than three hours of prime-time network programing. It also bars the use in the freed time of off-network programing and feature films previously seen in the market. The rule was intended to develop diverse independent sources of programing, to provide greater competitive opportunities for independent producers and to lessen network dominance. The economic fortunes of networks and stations were not cited as matters of concern to the commission.

The current proceeding, which involved the filing of written comments as well as the oral argument, was initiated by the commission in response to continuing complaints about the rule and the unhappiness with it of several members of the commission. Chairman Dean Burch, who had voted against its adoption, is the commissioner most hostile to the rule.

And his attitude came through in several snappish questions last week. When ABC's Mr. McKenna was recounting the original programing ABC's owned-and-operated stations were doing in the access period, Chairman Burch asked why those ABC stations could not have done that programing before the rule was adopted. "Because the rule turned ABC into a profitable organization for the first time in 10 years," Mr. McKenna answered. (He said the network had lost $33 million in 1970-71 while CBS and NBC were earning total profits of $136 million. But last year, he said, ABC made "a substantial profit," and expects a "big profit in 1973 also.""

At another point, Chairman Burch put the matter bluntly: "Why is the rule good? Because it helps ABC?"

"Exactly," Mr. McKenna replied. But it has also produced some public-interest

Cram course. For two days last week, six members of the FCC (H. Rex Lee was absent) heard some 60 witnesses testify about the prime-time-access rule. At one point, pictured here, they were shown film clips of programs presented by major market stations before and after the rule's adoption. Object of it all: to determine whether the rule should be kept, repealed or modified.
Two-dozen voices for the rule. Donald McGannon, Westinghouse Broadcasting Co.; John Lane, counsel to Westinghouse; James A. McKenna of McKenna, Wilkinson and Kittner, counsel to ABC; Ralph Baruch, Viacom International; Herman Land, Association of Independent Television Stations; Milton Grant, WDCA(TV) Washington; James P. Terrell, KVT(IV) Fort Worth; Jack Petrick, KDLN-TV St. Louis; Herman Pease, WUTV(TV) Buffalo, N.Y.; Roger Rice, KTUV(TV) San Francisco; Katrina Renouf of Renouf, McKenna and Polivy, counsel to the Association of Independent Television Producers; Nick Vanoff, Yongestreet Productions; benefits, he added, "in spurring the other networks."

ABC has been aided by the rule in that it has less program-production cost and is better able to sell the advertising time in the programs it does distribute. Expectation of those advantages led ABC to support the rule when the commission was considering proposals for limiting network control of programing. Those factors are also helping CBS and NBC and, possibly, draining off some of their previous opposition.

The position of the affiliates was somewhat ambiguous. The only affiliate group represented at the oral argument was CBS's, which opposed the rule, although ABC's had filed written comments urging repeal of the rule. And Charles Miller, counsel for the CBS group, said that the 194 member stations had been polled on whether they supported a position in opposition to the rule; those that did not were asked to say so.

Representatives of five affiliates affected by the rule appeared in support of its retention—Joel Chaseman, of Post-NewswEEK Stations (WTOP-TV Washington and WJXT-TV Jacksonville, Fla., both CBS affiliates, and WPLG-TV Miami, an ABC affiliate), Richard Holland, of WTVJ-TV Miami (a CBS affiliate), and Robert Bennett, of WCVB-TV Boston (ABC).

Messrs. Chaseman and Bennett particularly stressed the local programing their stations have been doing in access time. Mr. Bennett said WCVB-TV will be carrying eight half-hours weekly in the seven hours from which the rule bars network programing (except news programing, which has been granted a waiver).

But while supporting the rule, Mr. Chaseman raised an objection many affiliates share: to the ban on their presentation of off-network programing and feature films in the access period. "All local stations should be allowed to exercise their licensee discretion about what product best meets the needs and interests of their viewers in prime-access time," he said.

David Baltimore, of WERE-TV (ch. 28) Wilkes-Barre, Pa., felt strongly about the off-network ban. He suggested retaining the rule but lifting that restriction.

Observers have noted that although network affiliates may miss the quality programing that networks can provide, many are doing well financially under the present arrangement. They have substantially more prime-time spots they can sell than they had when the network could program the half-hour.

However, CBS's counsel, Timothy
Mr. O'Sullivan, Worldvision Enterprises; A. Frank Reel, Metromedia Producers Corp.; Adam Young, Adam Young Inc.; Robert Bennett, WCVB-TV Boston; Joel Chase, Post-Newsweek Stations; David Henderson, Outlet Co.; Dyck, insisted CBS's opposition to the rule has not "fluctuated," and made the argument the network has repeatedly made—that the rule has failed—that the kind of first-run syndication it was intended to produce has not materialized—and that it has involved the commission in the impermissible area of program content. "We are opposed to the rule and any variance of it," he said.

But Mr. Shestack, while rejecting Chairman Burch's suggestion that NBC's position had changed "180 degrees," did contend that the rule had "changed the industry"—that there is "new vigor" on the part of independent producers, that some affiliates like the rule—and that it would be difficult now to turn the clock back. NBC's position was simply to suggest ways the rule could be made "more livable"—by building into it exemptions designed to eliminate the need for at least some of the waivers that have caused the commission so much trouble in the past. Mr. Shestack mentioned major sports events and news and public-affairs programs.

One striking aspect of the two days of argument was the time devoted not only to the question of the diversity of program sources produced by the rule but the quality of that programming. Opponents of the rule repeatedly denigrated the "game shows" they said the rule had spawned. And Edward Bleier, Warner Brothers vice president for network sales and programing, referred to the product now showing up in access time as "garbage."

Members of the National Association of Independent Producers, who vigorously support the rule and who are scrambling to produce programs to fill the access time, made their own comment on the programing with which network affiliates filled the access period before and after the rule was adopted. They ran, on monitors in the commission meeting room, a string of clips from the access-time programing on 30 major-market network stations in 1971 and in 1973. (Mr. Dyck, in making his argument that the rule involved the commission in the question of program quality, cited as evidence "the spectacle" of the commission being shown the clips.)

The question of whether the rule was working as it was intended to produced endless debate, with each side interpreting the same figures differently. Paul Klein, of Computer Television, who appeared in the company of representatives of the major Hollywood studios, presented a
Two-dozen voices against the rule. John A. Schneider and David Blank, CBS/Broadcast Group; Timothy Dyck of Wilmer, Cutler and Pickering, counsel to CBS; Charles Miller of Covington and Burling, counsel to the CBS-TV Affiliates Association; A. Frank Reel, of Metromedia Producers Corp, which produces programs for the networks as well as for syndication but which supports the rule, said that the charts were "misleading," that Mr. Klein was "spinning a web about something he knows little about." He said that a Metromedia Production, Dusty's Trail, has grossed $62,000 thus far in 86 U.S. markets and is expected to do as well abroad; it cost $80,000 to produce.

And John Lane, counsel for Westinghouse Broadcasting Co., which had originally proposed the three-hour rule, said that if the entire prime-time period is considered, which he said was a more realistic base than the access period, the number of half-hours allotted to game shows has increased from 2.6% to 8% while the number allotted to dramatic entertainment has risen slightly, from 32.3% to 34.9%. He also produced charts to indicate that four major Hollywood producers who banded together to urge the rule's repeal—MCA, Warner Brothers, Paramount, and Screen Gems—are producing more half-hours of network programming now (48) than they did before the rule was adopted, in 1970 (40).

Representatives of unions representing the talent and craftsmen who work in television urged repeal of the rule, contending it was a factor in the soaring unemployment rate among the union members. Chester L. Migden, national executive secretary of the Screen Actors Guild and president of the Film and Television Coordinating Committee, said the elimination of 21 periods of 30 minutes each results in an employment loss of 16,128 jobs per year and a potential payroll loss of $53.5 million—though perhaps $23 million of that would be replaced in the production of access shows.

Backers of the rule, however, contend that access product will provide new employment opportunities. And Ralph Baruch, president of Viacom International
Inc., in urging retention of the rule, said there is no guarantee that, if the half-hour is returned to the networks, the programs they air will not be produced abroad—a major complaint of the unions.

There was disagreement, too, on whether the number of producers selling programs had increased or decreased. Warner Brothers' Mr. Bleier said the number had dropped from 54 to 43. But Mr. Lane said that was true only with respect to access time; over-all in prime time, the number is about the same, 65.

Donald McGannon, president of Group W, conceded that his company would not be producing syndicated programs for the access periods next season, although the five Group W stations would produce local programs for the access period. He said that Group W had made an ambitious effort to produce first-term syndicated programing after the rule was adopted—and lost $5 million on five projects.

Most of those defending retention of the rule urged the commission to give it a longer chance to prove itself: they said two years were not enough, especially since the off-network rule did not become effective until the second season. They also said uncertainty that clouds the rule's future has made it difficult for stations and producers to plan ahead.

Kevin O'Sullivan, of Worldvision Enterprises Inc., a syndicator that was created as a result of the rule, noted that broadcasters are asking Congress to extend their license period from three years to five. That, he said, would be a proper period in which the rule could be tested. For Mr. McGannon, it would not be enough for the commission simply to permit the rule to remain in effect. He said the commission should provide some leadership—"establish policy on the interaction between national programing and local service." He noted that commission policy calls for broadcasters to provide local service, and said the commission ought to indicate what it expects broadcasters to do in the half-hour of access time—"not by proscribing or prescribing but what you expect."

Questions of quality and diversity aside, the rule, according to Mr. Lane, has had "a beneficial effect" in that it has fostered local decision-making in the access period. "That's the important thing, making programing decisions at the local level." The major studios were not against local decision-making. They said they wanted an opportunity to compete for the time.

One argument made in opposition to the rule and in favor of returning the half-hour to the networks is one that has
not often been made before: the networks have the "courage" to do off-beat and controversial-issue programming that stations might lack. Usually networks are accused of lack of courage.

The praise came from Mr. Yorkin, who with his partner, Norman Lear, have three successful comedies on the networks—*All in the Family* and *Maude* on CBS, and *Sanford and Son* on NBC—and Mr. Rich, executive producer of *The Waltons*, on CBS. Mr. Yorkin said the networks have made it possible for him and his partner to "make a strong move to help man understand his fellow man." And Mr. Rich said only a network would have the "courage" to do "a soft show," like *The Waltons*. Both said they were not dominated by the networks; that they used them only as the most efficient conduit available for their programming.

The commission has said its review could result in retention of the rule (perhaps with modifications to eliminate some of the problems that have developed in connection with it), in repeal, or in a compromise in the form of a major revision of the rule.

And the last possibility seemed the most likely after the oral argument, according to some commission sources. The staff has prepared a number of options for the commission's consideration; one that would be an almost classic compromise would return to the networks two or three of the half-hours now denied them (Broadcasting, June 18).

The commission is expected to act by late September. And that schedule could have effect on the outcome of the proceeding. Commissioner Nicholas Johnson, who is believed to support the rule, will probably leave the commission by that time. He has been serving beyond the June 30 expiration of his term because the President has yet to appoint a successor. But James H. Quello, the former Detroit broadcaster who is said to be the President's choice to replace Mr. Johnson (Broadcasting, July 30), could be serving before the end of September.

The weight Lear swings at CBS
Nobody pushes Tandem Productions around, says Jack Schneider in response to a charge that CBS requires its producers to use the network's video-tape facilities

To John Schneider, president of the CBS/Broadcast Group, Norman Lear is a 2,000-pound gorilla. You know, the one in the joke that can sleep anywhere he darn pleases.

Mr. Schneider offered the estimate in the FCC's oral argument on the prime-time-access rule last week, when a question was raised as to whether Mr. Lear's Tandem Productions and other producers providing programing for CBS are obliged to use CBS's taping facilities.

It so happens that all producers for CBS using tape do use the network's facilities. (That is not true of shows done on film.) But, Mr. Schneider said, in response to Commissioner Nicholas Johnson's feigned amazement at the "coincidence," that condition comes about only because CBS's facilities are the "best" and are offered at competitive prices.

The question had been raised as a result of an allegation by Katrina Renouf, counsel for the National Association of Independent Television Producers, which favors retention of the rule, that independent producers providing network programing are "locked into contracts that require use of network facilities."

"Norman Lear," the writing half of the Tandem Productions team of Bud Yorkin and Norman Lear that is producing the very successful *All in the Family* and *Maude* for CBS, "is a 2,000-pound gorilla," Mr. Schneider said. "We can't push Norman Lear around. We have firm contracts with him, and every year he comes in and tears them up. Each year his salary goes up 20 to 25%.

The counsel for NBC, Jerome Shastack, said it is not true that independent producers must use NBC facilities for producing their programs. ABC's counsel, James McKenna, was asked by the commission to provide information regarding that network's practices.

ABC picks up Riggs-King match for $700,000
Network already has sold out game and will put it on in prime time

ABC-TV has bought the rights for a two-hour prime-time telecast of the Billie Jean King-Bobby Riggs tennis match. The event will be aired live from the Houston Astrodome on Thursday, Sept. 20, at 8 p.m. NYT, with the winner picking up $100,000, the loser nothing.

The network paid an estimated $700,000 for the rights, and the 15 commercial minutes were priced at $90,000 per minute (although each of the nine sponsors was accorded at least a nominal discount on that figure, according to an
Most adults.
24 hours.
Weekdays.
Weekends.

No matter how you count them – 24 hours, on weekdays, on weekends – more adults in Chicago Metro listen to WGN Radio than to any other Chicago station.

Source: Pulse, Chicago, Mar/Apr '73, Mon-Sun 24-hour metro cume, adults 18+.

Data subject to qualifications listed in the report.
The fors have their say on blackout bill

Broadcasters support measure that would lift, for one-year trial, ban on locally televised home games

The three networks and the National Association of Broadcasters last week enthusiastically supported legislation to ban home blackouts of professional sporting events. In particular, they endorsed House Communications Subcommittee Chairman John Macdonald's (D-Mass.) D-66.244x446x123.jpg

Mr. Macdonald's H.R. 9553 did in fact receive the most attention at three days of hearings last week. The measure, introduced two weeks ago (Broadcasting, July 30), specifies that if professional football, baseball, basketball and hockey games are broadcast under league television contracts and tickets are sold out 48 hours in advance, "then television broadcast rights shall be made available for television broadcasting" of the home game. The blackout ban would be in effect for one year.

"I am delighted that under the language of [the Macdonald] bill the sold-out, blacked-out game under a league contract must appear on free television," CBS/Broadcast Group President John Schneider told the Macdonald subcommittee. "Thus, the game removed from league-imposed blackouts cannot be drawn off to cable or pay cable."

Mr. Schneider suggested that the Macdonald bill be modified to prohibit a cable or pay-cable system from originating non-sold-out home games.

"If this loophole is not closed," he warned, "it will inexorably lead to the substitution of pay television for free television in the showing of major sporting events to the public, for first the home games now blacked out and eventually to all games being shown free."

Mr. Schneider pointed out that, in its contract negotiations with CBS, the NFL insisted on first time that it be given the right to take blacked-out games to pay cable.

When Mr. Macdonald pointed out that there is no such provision in CBS's contract, Mr. Schneider said it was part of the negotiations. According to NFL Commissioner Pete Rozelle, Mr. Schneider said, the NFL is under pressure from team owners who want to take the games to cable.

Everett Erlick, senior vice president and general counsel for ABC, also favored the Macdonald measure. But he suggested a modification to make it clear that only free television could carry local sold-out games.

Carl Lindemann Jr., vice president, sports, of NBC, said H.R. 9553 "has substantial merit in following an across-the-board approach eliminating blackouts."

He said NBC "would strongly oppose any continuation of blackout policy that would permit home games to be siphoned away from free television." Siphoning, he said, could destroy the financial ability of free TV to carry sports events. And he added, paid cable could reach a point where it might outbid free television for sports rights.

From NAB President Vincent Wasielowski also came support for the Macdonald bill. "We vigorously oppose pay TV which will require the public to pay for what it now sees without charge on free television," he said. "While previously blacked-out home professional sports contests have not been seen on local free TV, it is obvious that except for the present blackout provisions they would have appeared on free TV."

FCC Chairman Dean Burch expressed the opinion that neither Congress nor the commission "should tell a private entrepreneur how to market his product—should tell him in this instance, that he must telesport or cablecast certain games—unless that entrepreneur is the recipient of a tangible benefit conferred by Congress." That is the rationale underlying the Macdonald bill, he pointed out.

But he also noted that anti-blackout legislation that amends the Communications Act could lead to problems of implementation and enforcement.

The Senate Commerce Committee on June 18 approved anti-blackout legislation that would amend the Communications Act to prohibit TV stations, networks, or cable TV systems from entering into agreements to prohibit home telecasts of the four major professional sports when tickets are sold out 48 hours in advance. That bill also would be in effect for one year (Broadcasting, July 23). Similar bills have been introduced in the House.

Donald V. Ruck, vice president of the National Hockey League, told the Macdonald subcommittee that the NHL has for the past four seasons experimented with lifting blackouts for most home games. The results, he said, indicate a general enthusiasm for the games, and the NHL, he said, is opposed in principal to blackout legislation. But he said if Congress decides to adopt legislation it should be H.R. 9553, which he called "more reasonable and realistic approach and because it applies to sold-out games under authority of a league television contract. In answer to a question from Mr. Macdonald he said the NHL has "no intention of pulling games from free TV and putting them on pay cable."

Also opposed to blackout legislation in principal—but in favor of the Macdonald measure if a bill is inevitable—were William Alverson, president of the Milwaukee Bucks basketball team, and Alan Rothenberg, representing the Los Angeles Lakers.

A firmer stand was taken by National Basketball Association Commissioner Walter Kennedy. "The NBA and its member teams oppose all forms of proposed legislation, which we believe will have a serious financial impact on our member teams," he said. He called the bills a "frontal attack on a team's ability to sell tickets to its presentations, which is the single most important source of a team's revenues, and thus the lifeblood of professional sports." Mr. Kennedy contended the legislation would have an adverse impact on ticket sales to individual games because of the unpredictability of whether the game was to be blacked out. The effect on season-ticket sales, he said, is po on to be greater.

NFL Commissioner Pete Rozelle will testify when the hearing resumes—after Congress's recess, which ends Sept. 5.

But Bob Cochran, NFL's broadcast coordinator, last week denied published reports that the NFL plans to acquiesce to a one-year trial ban on blackouts in order that gate receipts will be decline and leave the NFL harmful to pro football. "There's not one of [the bills] we would favor," he told Broadcasting. He said it would be unfair to institute a blackout prohibition this September. If October tickets are already sold out. He suggested that any ban be put into effect next year, when season-ticket holders could be warning in their ticket renewal notices that some of the games may be televised.

Mr. Cochran also denied that blackouts are the NFL's decision. It is strictly a matter between the home and visiting teams, he said, adding that the NFL's job is to enforce the blackout.
PBS takes wraps off fall line-up
Funding difficulties apparent as black series are dropped

The Public Broadcasting Service last week unveiled its new schedule for the fall season beginning Oct. 1. The schedule includes several new programs, including a new interview series produced by the National Public Affairs Center for Television and a nine-week British Broadcasting Corp. adaptation of Leo Tolstoy’s War and Peace. It does not include Black Journal, a black-affairs program produced at WNET, New York, which has run into funding problems.

PBS noted that the schedule announced last week is subject to modification if the Senate Select Committee on Watergate continues its hearings into the fall. PBS has been running Watergate sessions on a delayed basis in prime time. If the Watergate hearings continue into the fall, PBS is understood to be prepared to carry abridged coverage in prime time from 8 p.m. to 1 a.m. (“Closed Circuit,” July 30).

Black Journal was lifted from the interconnection for the fall after it became apparent that the series would not receive sufficient funding to carry it through the entire 1973-74 season, including the winter months. The Corporation for Public Broadcasting has partially funded the show, but hoped-for private underwriting has not been forthcoming. The Black Journal production staff is being retained, however, and the program is being completely revamped for re-introduction on the interconnection next January under a new format.

Another WNET-produced black series, Soul!, was dropped from the fall line-up earlier. CPB has awarded the show’s producers $175,000 to prepare two specials under the Soul! format to be presented in the fall, but no further funding for the series itself will come from CPB in the immediate future. The absence of Black Journal and Soul! leaves PBS’s new schedule with only one black-oriented series, and that one—tentatively titled Black Performance Series—is only a five-part affair. Black Perspective on the News, a 13-week effort by WHYY-TV Philadelphia, runs out before the Oct. 1 startup date.

Also new to the schedule this fall will be Hollywood Television Theater, a series of dramas produced for television by KCET-Los Angeles; a five-part series on the five leading causes of death in America, and The Chinese Way, a series blending lessons in Chinese culture and Oriental cookery hosted by master chef Titus Chan. PBS will also transmit reruns of Julia Child’s French Chef series. Among those series returning are The Advocates and Firing Line, two public-affairs series that have been plagued by financial difficulties and are funded only through January (“Closed Circuit,” July 23).

The full PBS schedule follows:

**Monday:** 8-9:30—Specials of the Week; 9:30-10—Book Week; 10-10:30—WAPCT Interview Series (start-

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Senate gets bill to protect TV from pay, cable
Beall enters scheme of regulation to preserve free broadcast service

Senator J. Glenn Beall Jr. (R-Md.) last week introduced legislation designed to prevent pay television from siphoning programing from free television.

The bill was introduced under two new sections to the Communications Act to set congressional guidelines on the regulation of cable and pay television.

One section specifies: “It is the intent...
of the Congress to assure [that] the quality and quantity of free, over-the-air broadcasting service that is now available to the public shall not be reduced or impaired by the operations of CATV systems or by pay television.”

Another section directs the FCC to regulate pay TV so that its development will be consistent with the free-TV system; pay originations will be “innovative” and will supplement those of free television, and “the public will not have to subscribe to or otherwise purchase pay television for reception of programs that otherwise are or would be available without charge from free over-the-air television.”

Senator Beall, a member of the Senate Communications Subcommittee, said the measure is designed to protect programming now offered on free television and at the same time “provide for the orderly development of pay television and allow pay systems to create new programming that will be available to those who want to pay for it.” It will also confirm cable TV’s place in the present system and allow it to expand in conjunction with pay TV, he added.

**FCC reduces exclusivity area for syndicated, nonnetwork fare**

Limit is now 25 miles from city of license; public interest is cited over major-market objections

The FCC has moved for the first time into the area of regulating the terms of contracts between television licensees and program suppliers. Under a new rule adopted by the commission July 26 (“Closed Circuit,” July 30), TV licensees now would be afforded exclusivity on syndicated nonnetwork programs only within an area 25 miles beyond the city of license.

The obvious intent and apparent effect of the new rule will be to permit stations located in fringe areas of large geographic markets to obtain nonnetwork programming previously denied them because exclusivity had already been given to a station situated in the market’s primary city. The commission said that “by having a specific mileage criterion, excess geographic exclusivity cannot be secured by contract.”

The action was the result of an inquiry (Docket 18179) initiated in 1968 at the request of UHF’s. In its latest ruling, the commission made a particular effort to lay to rest the arguments of several major-market broadcasters that the action is illegal under the Communications Act. The act limits the agency in the extent to which it can attempt to supervise broadcast programming. But the commission, in rejecting that position, noted that the same legislation charges it with the responsibility of regulating broadcasting in the public interest. Since licensees’ ability to secure programming is an integral consideration in the station’s over-all service to the public, the commission said, the new rule is not only justified; it is necessary.

The commission indicated that it does not feel the new rule will work much of a hardship for major-market stations that had the benefits of exclusivity under old FCC regulations. It noted that the 25-mile standard gives stations in large cities a protected area of approximately 1,900 square miles, and that the standard would give the major-market station continued exclusivity over nearby communities where the market’s largest centers of population (other than the primary city) are located. The beneficiaries of the new rule, it said, are the “overshadowed” stations whose cities of license had been engulfed by larger markets.

The commission said that its latest action to an existing rule that permits fringe-area stations to secure network affiliations, despite the fact that they may be located in the same market as another station allied with the same network. Noting that distribution patterns for network and nonnetwork programs are different, the commission said that just as the existing rule permits outlying stations to secure network affiliations, the new rule will allow the same stations to contract for nonnetwork programs. It added that the new rule also should encourage competitive bargaining between stations and therefore inspire program suppliers to develop new material.

There is still one area of the exclusivity inquiry which the commission has yet to rule—time exclusivity. The propriety of the time duration of exclusivity on certain contracts for nonnetwork programming was a major part of the inquiry. In comments submitted to the agency on that topic last year, virtually every party participating expressed the feeling that the status quo should be maintained. However, the Justice Department took the opposite viewpoint, asserting that present time-exclusivity provisions might impede the entry of cable systems and UHF stations into many markets (Broadcasting, June 26, 1972, et seq.). The commission said that matter is still under study.

The new rule takes effect Sept. 7.

**Antipay-TV campaign begins to get response**

NAB’s newspaper ads said to have reached congressmen; NCTA throws down gauntlet


The acknowledged purpose of the ad, which showed a man holding a monthly pay-television bill for $41.47, was to reach Congress before it recessed for the summer.

A source at the NAB believed that every congressman who had probably been exposed to the ad. Torbert Macdonald (D-Mass.) was one of them. Following the testimony of NAB President Vincent Wasiliewski at congressional hearings on sports blackouts (page 20), Mr. Macdonald said he thought the ad was “very effective” although he questioned whether the text might not be construed as a scare tactic. Mr. Wasiliewski replied that the ad portrayed a situation which could well exist in the future.

The National Cable Television Association was not caught unprepared for the campaign and has questioned the validity of the advertisement. In a letter dated Aug. 1 from David Foster, president of the NCTA, to Willard Walbridge, chairman of the NAB’s Special Committee on Pay TV, Mr. Foster issued a challenge for a series of debates between the two parties on pay-cable issues. Such debates “would be a thorough airing of the issues” and, in an oblique reference to the newspaper ads, would “be free from emotional appeals.”

**Program Briefs**

Round two. Another fairness-doctrine case involving broadcast commercials has been taken to court. Wilderness Society, Natural Resources Defense Council, and Public Action to Protect Environmental Resources have petitioned U.S. Court of Appeals in Washington to review FCC decision on May 9 that rejected their fairness complaint against commercials on forestry “clearcutting” on WABC-TV New York and WMAI-TV Washington. Commercials had been presented during ABC’s coverage of 1972 Summer Olympics. And the beat goes on. Viacom Enterprises will be offering for first-run syndication this fall series of 90-minute biweekly music specials titled Rock Concert. Programs will be produced in Hollywood before live audience by Kirshner
Man vs. machine. Vidistrib Inc., Los Angeles, has announced syndication of TV game show, that has husband-wife teams vying for dollars with which to challenge computer for more valuable prizes. Show is produced by John Harris Sheridan and Don Baile.

Garry Moore talks. Horizon Communications Corp., New York, syndicating Chet Huntley and Tom Haggai, has added TV personality Garry Moore to its roster. He will do five five-minute commentaries per week. Horizon also owns and operates eight radio and TV stations in New York, Wisconsin and California.

Desi on deck. Universal Television, Los Angeles, production firm, announced production agreement with Desi Arnaz for the development of TV and feature-film projects. Mr. Arnaz, who co-starred in I Love Lucy series with his then wife, Lucille Ball, and who founded Desilu studios, will produce specials, the league's games for the 1973-74 season. Desilu will produce specials, the league's games for the 1973-74 season, and is also producing three specials, the league's games for the 1973-74 season.

ABC loses basketball suit. CBS's right to carry NBA games upheld by local court.

UCC eyes formal charges over 'Life Line' attack.
Quid pro quo in Senate's new spending bill

Equal time and six-cents limit would go, but a requirement to give minor-party candidates free time would be instituted; lowest unit rate still would apply

The Senate last week approved a political-spending bill that includes repeal of the equal-time provision of the Communications Act for all federal-office candidates. But the measure (S. 372), passed by a vote of 82 to 6 last Monday (July 30), contains an amendment that predates the Section-315 repeal on broadcasters granting free time to all House and Senate candidates.

The amendment, offered by Senator Walter Huddleston (D-Ky.) (who is part owner of WLBNJAM Lebanon, Ky.), requires broadcasters to give minor-party candidates 15 minutes of free time during the election period if they allow Senate and House candidates to use their facilities free of charge.

Left intact in the 1971 law are provisions requiring broadcasters to charge candidates the lowest unit charge "for the same class and amount of time for the same period," and empowering the FCC to freeze the licenses of stations who fail to provide "reasonable access" to candidates.

Other provisions of the bill that passed last week would eliminate the 10-cents-per-eligible-voter media spending limit (only six cents of which can be spent on broadcast media) and replace it with one over-all ceiling for all spending—10 cents in primaries and 15 cents in general elections. The minimum for Senate races would be $175,000; $90,000 for House races.

The measure would also create an independent Federal Elections Commission to oversee receipts and expenditures and would establish limits on contributions ($25,000 per person for all candidates in any election) and strengthen penalties for violations.

The measure now goes to the House, where House Administration Committee Chairman Wayne Hays (D-Ohio) said the Elections Subcommittee will probably have hearings on it in September.

Nader group won't believe whole thing

It charges that Alka-Seltzer should be off market since Miles withheld information indicating product causes internal bleeding; Miles calls charge "outrageous"

The Ralph Nader-backed Health Research Group has called on the Food and Drug Administration to remove Alka-Seltzer, Labs' heavily advertised over-the-counter medication, from the market. The HRG said in a July 27 letter to FDA Administrator Alexander Schmidt that Miles failed to report adverse data on the product that linked Alka-Seltzer with gastrointestinal bleeding.

HRG director Sidney Wolfe said in the letter that Miles "deliberately withheld" a 1968 study it spawned from the FDA Antacid Advisory Committee until after the committee's examination of the safety and efficacy of over-the-counter antacids had been completed.

Dr. Wolfe, contends that had the committee been aware of this data the product may have been removed from the market.

Dr. Wolfe said the committee was involved in "considerable debate" because the product contains large amounts of aspirin "known to cause bleeding in susceptible individuals, many of whom have the very symptoms of 'acid indigestion' or 'upset stomach' which are exploited by Miles Laboratories in its multimillion-dollar Alka-Seltzer advertising campaign.

HRG analysis of the Miles study's data "shows that Alka-Seltzer causes significant bleeding in normal individuals," Dr. Wolfe said, with data demonstrating that Alka-Seltzer users demonstrated "more than twice as much bleed-

BAR reports television-network sales as of July 15

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 15</th>
<th>Total dollars week ended July 15</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>Sign-on-10 a.m.</td>
<td>67</td>
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<td>2,029</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>836</td>
<td>5,803,500</td>
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<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>239</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>394</td>
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<td>Monday-Sunday</td>
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<td>Monday-Sunday</td>
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<td></td>
<td>1,806</td>
<td>$26,709,600</td>
<td>54,405</td>
<td>$1,036,860,900</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Broadcasting Aug 6 1973 24
NAB committed to action on the Hill

Policy group orders more manpower, sees chance of renewal relief, goes to help of others in courts

The National Association of Broadcasters is stepping up its legislative activity in Washington and hopes to get license-renewal relief out of the House Communications Subcommittee in September.

The plans were outlined last Wednesday (Aug. 1) at a meeting of the association's executive committee, the first since membership changed with election of chairman and vice chairman of the NAB boards (Broadcasting, June 25). The executive committee comprises those officials plus the immediate past chairman of the joint board, a network official and Vincent Wasilewski, NAB president.

Andrew Ockershausen, of the Washington-based Evening Star Stations, chairman of the joint board, said a priority search was on for two legislative liaison officials, one an addition to the government-relations staff and the other a replacement for R. William Hable who left last April.

Grover Cobb, executive vice president, government relations, met with the executive committee during his first half-day back on the job since suffering a heart attack last May 14.

It was on the strength of reports from Mr. Cobb and his deputy, Roy Elson, vice president, government affairs, that the executive committee predicted action in the House subcommittee, which has only to hear from FCC Chairman Dean Burch to wrap up extensive hearings on bills to give deserving incumbents added protection against competing applications for their facilities. "Our best information indicates we will get a bill after the August recess," said Mr. Ockershausen, "probably by the middle of September." Committee (Broadcasting, June 18).

The bill would confer immunity from enforced disclosure of sources or confidential information before all government committees also agreed to intensify its support of newsmen's-privilege legislation approved by a House Judiciary subcommittee except state or federal courts, where immunity would be qualified.

On other fronts, the committee instructed the NAB staff to file a supporting brief in the Miami Herald's Supreme Court appeal of a Florida State Supreme Court affirmation of a Florida law requiring newspapers to give free space to candidates who are the subjects of attacks (Broadcasting, July 23).

It chose Washington as the site of the NAB's 1977 annual convention, to be held the week of March 27 at the Sheraton-Park and newly renamed Shoreham Americana hotels. Chicago is under consideration for the 1978 convention, Mr. Ockershausen said.

James Hulbert, NAB executive vice president, public relations, told the committee he and Roy Danish, director of the Television Information Office, were at work on a long-range plan of action for the recently formed NAB Special Committee on Pay TV. The plan, intended to obtain protection for broadcasters against the siphoning of their programs by subscription services, will be presented to the pay-TV committee on Sept. 5 and to the executive committee the next day. (The first advertisements in the anti-siphoning campaign appeared last week, see page 22.)

The executive committee also instructed the staff to file a petition with the FCC in support of NBC's defense of its documentary, Pensions: the Broken Promise, against fairness doctrine charges. A week earlier CBS had interceded in sup-

Fattening Selcom's portfolio

Selcom Inc., Los Angeles-based station representative (successor to All West Broadcast Representatives) announced last week the addition of seven radio stations to its list. The stations: KDKR-AM-FM Phoenix; KRSP-AM-FM Salt Lake City; WVNJ-AM-FM Newark, N.J.; WFSO-AM Pinellas Park (Tampa) Fla.; K1000-FM Los Angeles; WYDD(FM) Pittsburgh; KIOO-AM-FM St. Louis. This brings the number of stations represented by Selcom to 17. Selcom is the U.S. arm of All Canada Radio and Television, which in turn is a member of the Selkirk holdings that include TV and radio stations and CATV in Canada. Hugh Wallace, president of Selcom, the firm also has offices in New York, Chicago, Detroit and San Francisco.
port of NBC's attempt to get a reversal of an FCC staff ruling that the program violated the fairness doctrine (BROADCASTING, July 30).

In still another authorization of intervention, the committee approved support of KRON-FM-TV San Francisco in an appeal against the FCC's renewal of the stations' licenses. The appeal has been filed by a group of employees who originally petitioned against renewal.

**Bay Area group throws in ex-parte charges in challenging KSAY sale**

CCMC says proposed buyer showed FCC commissioners an agreement made with the group; discrimination against minorities also alleged

The Community Coalition for Media Change, which has launched numerous license-renewal challenges against stations in the San Francisco Bay Area, has now turned its attention to transfer proceedings. The group has asked the FCC to deny the proposed $2.5-million sale of KSAY(AM) San Francisco to Pacific FM Inc. (BROADCASTING, April 9).

Among other accusations, CCMC claimed that James Gabbert, head of Pacific FM (also licensee of KIOD(FM) San Francisco), made illegal, ex-parte communications to all seven FCC commissioners. The group noted that Mr. Gabbert informed its members that, during a visit to Washington, he had shown the commissioners a copy of an agreement between the company and CCMC. He claimed to have received negative feedback from all seven on the agreement, CCMC said.

With this disclosure, the group asserted, two possibilities emerge. If Mr. Gabbert had told CCMC the truth, it said, his communications with the FCC must be considered ex-parte and for dismissal of the sale application. But if Mr. Gabbert was not truthful with CCMC, the group maintained, the offense is equally serious.

CCMC also contended that both KSAY and KIOD perpetrate policies of discrimination against minorities in employment and programming. KSAY, it asserted, has only one minority employee on a staff of 11. It carries "very little" local news and has taken "only token action" over the air to help improve the lot of the minority population. KIOD, it added, has one black employee (clerical) "who sits at the front door as an attractive female minority statistic." That station, it said, has done nothing more than its prospective AM counterpart in the minority programming area and has conducted an insufficient community-needs survey.

The coalition also invited a question of whether it is attempting to procure a monetary settlement from Pacific FM—of the type the commission has expressed misgivings over. "The coalition views itself as a media consultant," it said, "and expects to be rightly compensated for such efforts." It estimated its expenses at $10,000.

**Midwest AM $375,000**

Profitable, well established, non-directional daytimer in market over 200,000. Combination operation with real estate included. Good terms available for a qualified buyer.

**Principals in WTIC sale**

Swat gadfly Trigona

Post-Newsweek and seller Travelers say Illinois attorney's protest is late, irrelevant and inaccurate

The FCC was told last week that the latest effort by Anthony R. Martin-Trigona to thwart a major broadcast-station sale was ill-conceived, ill-motivated and worthy of disregard.

Those contentions came from Post-Newsweek Stations Inc. and Broadcast Plaza Inc., principals in the proposed $34-million sale of WTIC-TV Hartford, Conn. (BROADCASTING, Jan. 29). The former is a subsidiary of the Washington Post Co. which, through the proposed transaction, would be acquiring its fourth television station. The latter is licensee of WTIC-TV and a subsidiary of the Travelers Group Inc., a Hartford-based insurance firm.

In a joint pleading to the commission, they claimed that Mr. Martin-Trigona's petition to deny the WTIC-TV sale, filed July 20, should be dismissed for three reasons.

First, they claimed, the challenge was untimely filed (the petition was submitted two days late) and is, therefore, in violation of the FCC's administrative procedures. Second, Mr. Martin-Trigona has failed to show that he had standing to make the challenge. The two firms noted that in an earlier case in which Mr. Martin-Trigona had objected to the license renewals of several New England television stations, the commission had ruled that since the petitioner is a resident of Illinois (he practices law in Urbana), he cannot be considered a party of interest. Third, they said, Mr. Martin-Trigona has given no evidence to support his claim that the sale should be disallowed. Indeed, they asserted, his petition "is nothing more than a brief list of conclusionary statements."

Mr. Martin-Trigona had alleged that Post-Newsweek is attempting to procure a concentration of media control in the Hartford market, that the sale would foster a discontinuance of local station ownership, and that Travelers had failed to permit local interests to "bid competitively" for the facility.
Ala. Messrs. Sathof, Hirsh and Friedland-er have interests in WPNX(AM) Phenix City, Ala. WRCX(AM) is daytimer on 1410 kHz with 500 w. WRCX-FM operates on 106.3 mhz with 3 kw and antenna 86 feet above average terrain.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see “For the Record,” page 43):

* WPNH(AM) Plymouth, N.H.; 71% sold by J. Gordon Keyworth to Richard F. Morse for $107,370. Mr. Morse was formerly national sales director for New York food-processing firm. WPNH operates daytime on 1300 kHz with 1 kw.

** Cable

* Latrobe and Blairsville, both Pennsylvania: Two systems serving aggregate of 5,500 subscribers sold by Highland Video Inc. to Adelphia Communications, Coudersport, Pa. John Rigas is president of Adelphia which, with current transaction, assumes ownership of total of 11 cable systems in western Pennsylvania and New York state. Firm’s total subscriber roster now stands at 22,000. Price was not disclosed. Broker: Blackburn & Co.

** Media Briefs

Remembering. Charles Moss, president of Wells, Rich, Greene, New York, and other friends of late Bernard Ruttenberg have formed memorial scholarship at Ithaca College to assist students interested in radio-TV. Mr. Ruttenberg was operation manager of WNEW(AM) New York at time of his death in August 1972 and earlier was with CBS Radio and his own consulting firm. Contributions may be sent to Ithaca College, Ithaca, N.Y.

New home. Media Horizons Inc., broadcast group owner, has announced plans for construction of new headquarters for broadcast division at Eaton International Airhaven Industrial District, 3719 North 32d Avenue, Phoenix. Media’s Phoenix stations, KMEO-AM-FM, will be housed in new facility.

WJBK-TV renewal appealed

A Detroit citizen group has gone to court in its continuing opposition to the FCC’s renewal of the license of Storer Broadcasting Co.’s WJBK-TV Detroit.

The Inter-Faith Centers for Racial Justice Inc. filed a notice in the U.S. Court of Appeals in Washington of appeal of the commission’s action June 27 denying the group’s long-pending petition for reconsideration of the agency’s renewal of the license in 1970.

The citizen group, which opposed the station’s renewal on a number of grounds, including alleged failure to meet and serve the needs of the community, said it will rely in its appeal on such alleged commission errors as assigning burden of proof to the petitioner and in failing to set hearing in disputed questions of fact.

AT&T says occasional services would not be affected in cost-cut program

Facilities for temporary networks are reduced, but service will stay on the same level, firm says

AT&T has undertaken a cost-reduction program that is resulting in a cutback in facilities used to transmit television programming for occasional users. However, the company says it has not eliminated occasional television program service to any point in the country.

J. Hugh Roff Jr., vice president and general attorney of the AT&T Long Lines Department, provided that information to the FCC’s Common Carrier Bureau, in response to an assertion during an oral argument before the commission on June 26. The argument involved the interrelationship between the facilities AT&T uses for occasional users and those for monthly contract users—the networks (Broadcasting, July 2).

Mr. Roff said the cost-reduction program was begun in an effort to hold down the increase in rates “needed for the occasional service to come close enough to cover its costs so that the television transmission service as a whole will not require a subsidy” from other AT&T services. The proposed increase—it would
Johnson vows to keep his seat from Quello

FCC Commissioner Nicholas Johnson expressed dismay last week at the reported choice of his successor. He indicated he would contest the would-be appointment of James H. Quello, former manager of WJR-AM-FM Detroit.

He said he would take "whatever road" is open to oppose the Quello selection. "I will do everything in my power to see that a quality appointment is made."

He said it was "hard to imagine" that President Nixon would appoint an industry figure to the FCC. "It's as if the President never learns," he said.

Mr. Johnson, whose term expires June 30, is clearly intending to stay a while longer. He said he would not give up his seat until the new occupant was "qualified," meaning confirmed by the Senate.

In his view a recess appointment would not dislodge him.

That opinion is disputed by knowledgeable sources on Capitol Hill who say Mr. Johnson's tenure would automatically be ended if the President named his successor while Congress was away.

Elsewhere there were no signs of serious opposition to Mr. Quello.

NAB says the FCC was out of bounds on fees

The FCC "clearly exceeded its authority" in adopting a new fee schedule designed to recoup 100% of its annual spending, the National Association of Broadcasters told the Supreme Court last week.

NAB pointed out in a friend-of-the-court brief that legislation authorizes federal agencies to levy fees but only "where there is an identifiable recipient who has received a measurable amount of government service from which he has obtained a special benefit." When the identity of the beneficiary is obscure, NAB said, the law specifies that the service performed is to be considered a public service and no fee can be attached to it.

NAB's brief argued that the Fifth Circuit Court of Appeals, in upholding the commission's fee schedule, erred in its broad interpretation of the "value-to-recipident" criterion.

The Supreme Court is reviewing the commission's proposed higher fees at the request of the National Cable Television Association (Broadcasting, May 21).

NAB also challenged the FCC's authority to levy fees, but dropped out of the case after the Fifth Circuit Court's decision.

Budget cut threatens Guam's one public TV

The only public television station on the U.S. territorial island of Guam will be forced to cease operation Sept. 30 unless it can come up with a lot of money soon.

Officials of KGTV-TV Agana predicted that fate after the Guam legislature last month voted to cut off all funds for the facility after the Sept. 30 deadline.

The legislature's action was the apparent result of a rift between that body and Guam Governor Carlos Camacho. It came in the form of a blanket appropriation which cut more than $20 million from the Republican governor's proposed fiscal 1974 budget of $119.8 million. With respect to KGTV itself, leaders of the Democratically controlled legislature had argued that the station, which was established by executive order three years ago, should not receive public funds since it was not created by law.

The station's opponents in the legislature, who had expressed reservations both publicly and privately over the prospect of Mr. Camacho's exerting improper influence through the use of KGTV, argued that the island's institutional needs could be served by KUAM-TV Agana, Guam's only commercial station.

But a KGTV official, who learned of the station's imminent demise while on a trip to Washington two weeks ago, termed the legislature's position "ridiculous," and maintained that the noncommercial facility serves a distinct function that cannot be duplicated by KUAM-TV. The official said KGTV still held out a hope that private donations could carry the station through the crisis, but conceded that the chances of acquiring needed funds (at least $250,000 would be necessary) from private sources are remote. He added that he was extending his visit in order to seek employment statewide.

NATRA meet set to go

The National Association of Television and Radio Announcers has decided not to tag its convention, starting Wednesday (Aug. 8) in New Orleans with a theme this year, a spokesman said. Maybe that's because the thread that seems to be running through the four days of sessions is not a new one for the black broadcaster's organization.

Workshops on "leisure-time industry opportunities for blacks" and "management of artists" are geared towards providing...
the NATRA membership with leads on career possibilities and tips on how to advance once a position is secured.

Stan Scott, President Nixon's special assistant on minority affairs, will be the main speaker of the event, keynoting the Thursday night dinner. Other scheduled activities include sessions on blacks in television, the future of gospel music and ratings.

The annual election of NATRA officers will also take place during the convention, to be held at the Hyatt House.

House told of effectiveness of propaganda operations

The State Department last week assured the House Foreign Relations Committee that Radio Free Europe and Radio Liberty have helped to reduce East-West tension and should be allowed to continue operating. Walter Stoeszel, assistant secretary of state for European affairs, told the committee that the radio outlets' continued operation will keep that situation from becoming "a short-term phenomenon." His statement was endorsed by Dr. Miller Eisenhower, chairman of a presidential study commission that recommended continuation of the stations.

The committee was holding a hearing on legislation (H.R. 9144) to authorize $50.3 million for the stations and create a seven-member board to oversee their operations. The Senate Foreign Relations Committee approved an identical bill last month.

AWRT: no license limit

American Women in Radio and Television has added its name to the list of organizations supporting specific license-renewal plans. AWRT's position favors granting licenses for indefinite periods, with licenses to be terminated only when successfully challenged, and assigning the burden of proof in a license challenge to the challenger.

The stand, taken by AWRT's national board of directors, did not back any current license-renewal bills because none embodied the "ideal position as AWRT saw it," an AWRT spokesman said, although with further study the organization may back a particular bill.

Fazed. The small-business exemption to Phase IV price controls should apply to all TV and radio stations with 60 or fewer employees, in line with previous exemptions, the National Association of Broadcasters told the Coast of Long Beach council last week. "We expect to file a, as soon as procedural regulations are issued providing for exemption requests, a fully documented request for an industry-wide exemption," NAB said in comments filed last Monday (July 31). NAB asked that the 60-employee benchmark be applied in the meantime.

Broadcasting Aug 6 1973

Watergate remains a good draw

Ratings rise with witness status; broadcasters relieved by prospect that this phase will end before new-season schedule is brought in.

Rotating coverage of the Senate Watergate hearings resumed last week as the end of the first phase began to come into sight.

The Senates Watergate committee lengthened the daily sessions, opening at 9:30 a.m. NYT instead of 10 and extending them to 6 p.m. or later, in an effort to complete the current phase as soon as possible, perhaps this week.

The committees determination to push on as long as necessary during the August congressional recess allayed broadcasters fears that the current round might not be wound up before the new television season opens. At higher sales levels then would make it harder for broadcasters to find suitable make-goods for commercials pre-empted by Watergate coverage, and thus would make their coverage more costly. Even so, the hearings are due to move into other phases later on.

As last weeks sessions got under way, Watergate coverage led in the overnight Nielsen ratings in both New York and Los Angeles. In the past, once rotating coverage was started on June 5, Watergate has consistently led in Los Angeles but has usually ranked second in New York.

In the three weeks of rotating coverage for which national Nielsen ratings are available, an analysis by NBC indicated that the hearings, on average, have drawn audiences of respectable size even by game-show and soap-opera standards.

For the June 5-7 sessions, for example, Watergate had an average 7.9 national rating and 33 share when it was on NBC 6.7 and 26 when on CBS, 61 and 24 when on ABC. During the next round, June 12-14, the average ratings were a little higher: 8.0 and 31 on NBC, 6.8 and 28 on CBS, 7.6 and 30 on ABC. And for the July 10-13 period when former Attorney General John Mitchell was in the witness chair most of the week, followed by Richard M. Nixon's White House aide and former broadcaster both ratings and shares were up: On NBC, 10.7 and 37, CBS 9.1 and 34 and ABC 9.6 and 33.

Last week, H. R. Haldeman, former White House chief of staff, took over as the central figure, following John Ehrlichman into the witness seat on Monday afternoon (July 30). ABC-TV, which had covered Mr. Ehrlichman's earlier testimony even on days when other networks had primary coverage responsibility, had the overnight ratings for at least the first day of Haldeman testimony.

But it decided not to join CBS which had primary responsibility on Monday for the reading of Mr. Haldeman's opening statement Monday afternoon. Tuesday was ABCs day in the rotation any-
Policy, is also expected to address the group.

This first symposium kicks off a series of 10 conferences sponsored by the Journalism Center to provide editors and reporters from across the country with an in-depth look at key issues in the news. In addition to two other conferences on Watergate, the schedule includes examination of consumer protection, school desegregation, budget and economy, the fuel shortage, urban growth, mass transit and women's liberation.

In addition to its conference program, the Journalism Center has announced plans for its fellowship program for young journalists. Geared toward professional journalists with at least two years of professional experience in radio-TV news, with wire services or publications, the fellowships carry a $4,200 stipend for a five-month stay in Washington, January 15-June 15, 1974. During that time fellows will attend approximately 85 seminars with members of Congress, cabinet officers, agency heads and leading Washington journalists. Additional information may be obtained from the Journalism Center, 2401 Virginia Avenue, N.W., Washington, D.C. 20037.

Post pressured with loss of stations, Graham says

Newspaper's investigations of Watergate and Pentagon Papers produced threats of prosecution and license challenges, publishers says on 'Today'

Katharine Graham, publisher of the Washington Post, says the newspaper was once threatened with a criminal prosecution and the possible loss of its broadcasting properties if it did not return certain "sensitive" portions of the Pentagon papers.

Mrs. Graham, in an interview with Barbara Walters on NBC's Today show last week, said that after the Supreme Court rejected the government's effort to bar publication of the papers in 1971, then-Attorney General Richard Klein- dient said that the paper faced criminal prosecution if it did not return the requested papers.

The message, she said, "went on to point out that papers with criminal decisions against them obviously could not own television stations."

The Post owns WTOP-AM-TV Washington, WPLG-TV Miami, WJXT-TV Jacksonville, Fla., and WCKY(AM) Cincinnati. It also proposes to purchase WTIC-AM-TV Hartford, Conn. (see page 26).

Mrs. Graham also charged in the interview that the licenses for the Florida stations were challenged because of the Post's role in investigating the Watergate affair. Three competing applications were filed against WJXT, one against WPLG-TV.

One of the applications for the WJXT facility (ch. 4) was organized by a former counsel to the Committee to Re-Elect the President and the chief fund raiser for President Nixon in Florida is involved in another (Broadcasting, Jan. 8).

Mrs. Graham's report of the Klein- dient matter earned the publisher a re- mark from a former employee now a member of the Nixon administration—Kenneth Clawson, deputy director of communications for the White House. Mrs. Graham had said the Kleindienst "threat" was transmitted through Mr. Clawson, now a member of the Post's national bureau.

Mr. Clawson saw the disclosure as a breach of professional newspaperman's ethics, requiring confidentiality of sources. "I will neither confirm nor deny" the report, he said, adding, "As a newspaperman I have higher ethics than Katharine Graham."

RTNDA supports CBS in sketch-ban case

Association cites the uniqueness of broadcast news in arguing for need for drawings in reporting

In a friend-of-the-court brief filed with the U.S. Court of Appeals in New Orleans in the CBS appeal of a federal judge's ban on sketching in his courtroom (Broadcasting, July 16, 30), the Radio Television News Directors Association argued that efforts of television journalists to portray courtroom events would be "substantially limited" if sketches are prohibited from being broadcast.

The RTNDA brief attempted to "point up the journalistic nature of courtroom sketching and its importance to television news."

RTNDA argued that, unlike newspaper reporters who can use several hundred words to describe a news scene, time limitations on news broadcasts cause television news organizations to communicate in "concise and richly informative" news stories, as possible through the "simultaneous conveyance of an abundance of information through both sound and picture."

Since both film and direct telecast are largely prohibited by court rules, "sketch- ing is especially important for the visual presentation of news stories of courtroom proce- edings," RTNDA said. This situation requires court vigilance "in preventing further restrictions from being unneces- sarily and destructively imposed upon the news media" as they cover public trials, the brief concluded.

VT. newsmen fights disclosure

A reporter with WCAK-TV Burlington, Vt., has filed with the Vermont Supreme Court an appeal of a contempt order issued after he refused to name the source of a tip about an impending drug raid. The reporter, John Gladding, cited the First Amendment in his refusal to disclose the information. Sentencing of Mr. Gladding has been deferred until the appeal is acted on, probably in October, according to a state spokesman.

Mr. Gladding was one of four reporters on the scene of a drug raid by Rutland police last February, but the only one from whom a deposition was sought revealing the source of the tip—reportedly because an earlier witness had testified that Mr. Gladding had prior knowledge of the raid.

CBS's Kalb reports his papers rifled

Marvin Kalb, CBS News diplomatic cor- respondent, walked into the small office provided him in the State Department to find it in disarray—papers strewn about and broadcast instruments on the floor. But nothing was missing.

He reported the matter to State's press office, but was not too concerned. He said last week he thought it might have been cleaning people doing a sloppy job.

But then, two weeks later, on July 23, he again found his office a mess. Again, nothing appeared to be missing. But this time he was more concerned. And so was the State Department; its security people put a new lock on his office door.

Since then, he reported, Secretary of State William Rogers called him to apol- ogy and to express his concern. That was reassuring.

Not so reassuring was the information he received that, a few days after the sec- ond apparent entry of his office, two men had been seen "going through" papers in the Boston Globe's State Department office. They slammed the door when they saw they were being observed, Mr. Kalb said.

He said the department informed him that it is "looking into all of these things" but had nothing to report.

Mr. Kalb would probably be justified in feeling spoofed. His home telephone and, possibly, his phone at State were re- portedly bugged as part of the Nixon administration's effort to plug leaks to news- men.

And his name was among those on the

Over there. This black news team from WTOP-AM-TV Washington set out last week for the drought-ridden areas of west Africa. The crew will file daily reports on the story there, and, late this month, a documentary on the crisis will be broadcast. Head- ing the team will be syndicated columnist and WTOP commentator Carl Rowan (third from left). He will be assisted by (l-r) Michael Murphy, audio technician; J. C. Haywood, co- anchor on WTOP-TV's evening news show; and Britton Arrington Jr., cameraman. Their reports will also go to other Post-Newsweek stations in Miami and Jacksonville, Fla., and WK(Y)AM Cincinnati.
Why Television Is the Number-One News Medium

mass media, television is now regarded as the rest and most complete. That was a cent-an a massive survey just reported by the au of Social Science Research, of confirms other studies of public atti-organization, which year after year in holding a position of primacy as achieve that rank; why does it? The answers will be found in that the editors of Broadcast- for publication in the Aug. 20

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 staff-ers 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.
so-called White House enemies list, allegedly prepared by Charles Colson when he was a presidential aide, that former White House counsel John W. Dean III turned over to the Senate Watergate committee (Broadcasting, July 2).

UCC backs newsmen, fairness

The 724 delegates to the Ninth General Synod of the United Church of Christ, the UCC's national representative body, voted unanimously to adopt a resolution affirming the rights of newsmen to keep their sources confidential and supporting the fairness doctrine in broadcasting. The Synod, meeting in St. Louis, called upon Congress and the FCC to "protect the integrity of the fairness doctrine and to interpret it broadly," and to "prohibit excessive concentration of ownership of mass media in a single community." It urged UCC churches, ministers and members to "work for free access to the media by persons of all points of view."

Documentation

Senator Charles Percy (R-Ill.) last week gave what he called "equal time" in the Congressional Record for CBS Washington Vice President Richard Jencks to disagree with a columnist's views on the extent of consumer news carried by broadcasters.

Last month Senator Percy had inserted into the Record a speech by columnist Arthur Rowe, who contended that broadcasters, especially the networks, fail to report consumer news because of advertiser pressure, internal conflicts of interest and fear of displeasing the administration.

In the Aug. 1 issue of the Record, Senator Percy printed a letter he received from Mr. Jencks, who called Mr. Rowe's charges "unfair and unfounded." He also printed selections from a compendium Mr. Jencks had sent Senator Percy. The 131-page document, "CBS/Broadcast Group Coverage of Consumerism," contained examples of consumer news carried by the network and its owned stations.

Early-morning battle begins this week

NBC's 'Today' to be tested by CBS's Quinn-Rudd entry

Barbara Walters and Sally Quinn were due to square off in front of this morning (Aug. 6) as the new CBS-TV Morning News made its highly publicized debut against the 22-year-old Today show on NBC-TV.

"I'm stimulated by the new competition," said Mr. Quinn. "It's unfair and unfounded." Also "I could've done without CBS's publicity tactics. In attempting to create a lot of controversy and excitement about their new show, they've set up a make-believe rivalry between Walters and Quinn." Also NBC refuses to admit that it's being affected in any way by the new competition, but Barbara Walters has just signed a new three-year contract with the network, and this morning's Today show was to feature an elaborate outdoor fashion show in Rockefeller Plaza, with a special appearance by Duke Ellington and his orchestra.

CBS has so far cleared 160 stations for the 7-8 a.m. time period (compared to the Today show's 216 affiliate average). The debut CBS Morning News with John Hart was clearing 175 or so stations, but as many as 70 of these only carried a half-hour of it, so its season-to-date Nielsen was a dismal 1.6 rating and 18 share (as opposed to Today's 5.6 and 36).

Cablecasting

No compromises on cable parts of copyright bill

In day of hearings before McClellan broadcasters, cable operators and copyright owners don't budge

Cable advocates and adversaries lined up last week to present their rival cases as Senator John McClellan (D-Ark.) held long-awaited hearings on general revision of the copyright law. Arguments on a religious-broadcasting exemption included in the bill (S. 1361) were also heard.

Big guns were trained on the cable-television royalty schedule in the bill. Although cable operators and copyright owners were in agreement that copyright payments should be made by cable systems for carriage of broadcast signals, the amounts of the payments and means of determining them were strongly contested.

Jack Valenti, president of the Motion Picture Association of America, argued that the fee schedule—put in the bill at 1% to 5% of CATV gross receipts, depending on the size of the system (Broadcasting, July 16)—should be established by an arbitration tribunal rather than by Congress. He considered the bill's current fee proposal neither adequate nor appropriate because it cannot be calculated whether or not these fees would reasonably compensate copyright owners for expected loss of value in the programs and the determination of fair fee schedule demands the full-throated scrutiny of a body of experts" who will be able to give more time to the issue than the subcommittee can give.

Mr. Valenti said the subcommittee "was not equipped to deal with the inordinate task of setting fair rates" that would need to give careful scrutiny to the number of variables such as the size, signal carriage and penetration of many cable systems. Even if schedules were high, the MPA dean concluded that any fixed would now be "artificial" and solid base of facts to reach a conclusion.

Vincent Wasilewski, president of the National Association of Broadcasters, who is also in this present fight in support of the Association of Maximum Service casters, concurred with Mr. Valenti calling for copyright fees to be determined by an independent tribunal rather than by Congress. He stated that the commission was established with the understanding that the copyright fees be arbitrated if the parties to an agreement.

The NAB/AMST's that the cable industry operate under the law and not "over a year now an NCTA" to back away from the House amendment for a negative copyright among the To counter thus...
Foster, president of the National Cable Television Association, said negotiations had been taking place over the last year with the copyright owners, to no avail. George Barco, president of the Pennsylvania Cable Television Association, said the copyright owners in the negotiations were uninformed about cable operations and had insisted on making exorbitant demands. Mr. Foster said no copyright agreement could be reached by negotiation.

He then agreed that the current fee provisions were acceptable but it would be "prudent" to reduce such fees by 50%. Bridger Mitchell, economist, projected an average drop in profit from 1% to 9.9% under the 1%-to-5% fee schedule for cable systems in the top-50 markets with 10,000 subscribers. Such a return might discourage investment in systems in the top-100 markets, concluded Mr. Foster.

Despite this point, the NCTA president urged adoption of S. 1361—with an added provision to exempt cable systems of under 3,500 subscribers from copyright. With the bill becoming law, Mr. Foster stated, the industry could remove "its parasite label" and move on to other matters. In addition, empirical data could be gathered under the bill and at the end of three years the copyright owners and cable operators could take such statistics to an arbitration tribunal to reset the fees if such a need existed.

During Wednesday-morning hearings both Senators Quentin Burdick (D-N.D.) and McCllellan said they wanted more data before they could decide on the proper fee schedule. Later the subcommittee's chief counsel, Thomas Brennan, predicted the fee schedule would "survive in some form and the movie association's endeavors for higher fees would be considered."

The Wednesday-afternoon session centered on a sports provision that would expose cable systems to special copyright liability if they imported distant-station broadcasts of games that television stations' own communities were unauthorized to carry. The provision would be an enlargement of the principles embodied in the present blackout practices that keep home games off broadcast television (and that are now under legislative attack [see page 201]).

Sports representatives argued in favor of the copyright provision. John Higgins, chairman of the National Collegiate Athletic Association's subcommittee on CATV, saw a threat to college football admissions in unrestricted cable carriage. Mr. Higgins said the football gate supported other sports. Bowie Kuhn, commissioner of baseball, saw a depreciation of values of local baseball-broadcast rights if cable importation were uncontrollable. Mr. Kuhn conjectured that, for example, the Milwaukee Brewers would command less for their own broadcast rights if Milwaukee cable systems imported the games of the Chicago Cubs and White Sox.

Amos Hostetter Jr., of Continental Cablevision, chairman of the NCTA, objected to the special copyright liability for sports transmissions. He argued for the inclusion of all sports in the compulsory licensing system that would apply, under the bill, to other forms of broadcast programming. And beyond that he wanted the blackout provision confined to professional football, baseball, basketball or hockey home games that were expressly denied local television-broadcast exposure.

Sandwiched into the cable testimony were the arguments on the copyright provision that would allow nonprofit organizations to mechanically record material of a religious nature for transmission on a broadcast station without being liable for copyright. Albert F. Ciancimino, attorney for SESAC, argued that the creator of a religious work is entitled to the same benefits received by creators of other copyrighted works. The representative of the National Religious Broadcasters Association, the Rev. Dr. William Nelson, countered that a copyright fee for nonprofit religious programming could substantially reduce the amount of religious programming offered free to broadcasters from the association's 425 organizations.

Cable-satellite study looks to be bankrolled

Gwin says $100,000 is in hand

Cable operators interested in participating in a study for creation of a Community Satellite Access Entity met in Chicago last Thursday (Aug. 2). And, according to John Gwin, of Cox Cable Communications and chairman of the meeting, "there will be no problem" raising the necessary $100,000 needed to get the study off the ground.

Over 17 definite commitments of $50,000 have now been made. With the large list of small systems willing to contribute $1,000 towards the necessary $5,000 membership fee for participation in the study's steering committee, Mr. Gwin believes that the monetary goal has already been met. These figures also do not include a number of the 38 individuals who attended the meeting and were undecided. Mr. Gwin expects many of these people will eventually contribute.

During the afternoon meeting the group heard Delmar Ports, National Cable Television Association, Peter Goldmark, Goldmark Communications and Hubert Schlafl, Teleprompter, describe the technology of satellites. The rest of the meeting was spent discussing the applications of a satellite system in regards to cable television and preliminary operating procedures for a study committee.
A cable-broadcasting detente in Naples, Florida

A CATV system and AM-FM there are co-owned, and an unusual arrangement for production has cut the costs of local origination.

Cablecasting and broadcasting have been brought to harmonious terms in Naples, Fla., to cut the costs of locally originated cable programming. Palmer Broadcasting, owner of Gulf Coast Cablevision and WNOG(AM)-WNFM(FM) there, has consolidated the physical operations of the radio stations and the cable system under the one roof of a newly constructed radio-television center. The result is an interchangeable production staff and lower expenses for the cable system's local origination department.

When the FCC ruled in 1972 that all cable systems with over 3,500 subscribers were responsible for locally originating programming, the unusual relationship between Gulf Coast, which serves 15,000 homes, and WNOG began (WNFM uses automated programming). William Ryan, manager of the center, concluded that hiring separate personnel for the cablecasting channel would be inefficient because advertising dollars in the Naples area would not support that much overhead. Management decided to draw on the existing radio staff instead.

The result is a local-origination cost that is now at the point where Mr. Ryan says the local-origination department came through the year with total losses of only $2,000. He agreed that few cable systems that originate substantial programming can make that kind of statement about what is generally regarded a heavy-expense, low-return activity.

Cable productions at Gulf Coasts' studio make use of equipment that includes a Norelco LDH-1 studio camera and similar film-chain camera, three IVC one-inch VTR's, two back pack VTR's, two Telemation black-and-white cameras and a remote van. Costs for this type of equipment, added to a 20-hour-per-week programming schedule would make most profit-conscious managers cringe.

But Mr. Ryan says he has spared himself much of the worry through efficient use of production personnel. Every cable production is staffed to varying degrees by the 13 individuals who work in both radio and cable production. For a cablecasting program such as the one hour of news and information presented on weekday afternoons, any number of the four newsmen might gather the information and with the help of the copywriter write the show. At the same time the seven production assistants can run camera, direct, switch or light, all while away from their various radio duties. Further cost savings accrue when a public-affairs program is recorded on audio tape and video tape in the afternoon and played back later in the day on both the cable system and WNFM.

Other mutual support includes a bookkeeper, who keeps separate books for each operation, and a sales force of five. During the last year, the all-purpose salesmen brought in an average of $5,000 a month for the cable system, $23,000 per month for WNOG, and another $5,000 each month for WNFM. "Financial institutions, nurseries and retail establishments have come to see the benefits of advertising on cable," says Mr. Ryan. Rates for comparable one-minute spots run $15 on the cable, $5.90 on the AM and $5.00 on the FM.
Ivory towers meet cable's blue sky

Campus of U. of Illinois is wired for two-way dormitory system with capability of 90 channels

Two-way cable television is coming to the dormitory rooms of the students at the University of Illinois in Urbana. But this in-dorm service "is only at the tip of the iceberg" in relation to the benefits expected from the university's use of cable television, according to Donald Mullalley, director of broadcasting.

A contract for cable service within the next 18-24 months has been signed by the University of Illinois board of trustees and the recently selected cable franchisee for Champaign and nearby Urbana. The university's agreement with Champaign-Urbana Communications Inc. calls for the cable company to wire the 5,400 dormitory rooms and interconnect them with specified buildings and classrooms across campus. The entire system will also be connected with the cable system serving the two local communities. The proposed 15 miles of campus cable plant will carry 24 channels with a capability of 90. Three channels will also be turned over to the university for use in the Champaign and Urbana communities to reach the 20,000 students who live off campus.

CUCI has also agreed to provide a local-origination studio and production equipment which includes two color cameras, video switcher, lighting system, two portapaks, and one-inch VTR's. Cost to the university for the construction and maintenance of both the plant and the local-originating facilities is $100,000 per year for a 15-year period.

Dr. Mullalley, who has spearheaded the movement to bring cable to the university, says a charge of $1 per dormitory student per month could evolve to help defray the costs.

But what really excites Dr. Mullalley are the educational possibilities. Lectures, laboratories and other forms of instruction can be viewed from the dormitory rooms or other cable-viewing facilities on campus. Recorded on video tape and re-cablecast periodically, classroom information could be received by students at times most convenient for themselves. Lectures that are repeated year after year could also be recorded on video tape and replayed when needed. Such a system would not replace professors; rather, Dr. Mullalley believes, "It will leave more time for interaction between faculty and students to discuss not the facts but the implications of the facts, which are really the important things."

Dr. Mullalley also envisions a two-way cable system that would relay computer data's upon request, transmit fire and burglar alarms, allow students to order material from the library and view it over their television sets and perhaps allow students to take tests through an interactive terminal.

Music

Buckley is disputed on payola reports

McClellan aide downgrades evidence that New York senator presents to support proposals for deep probe

Attempts by Senator James Buckley (R, N.Y.) to prod Senator John McClellan (D-Ark.) and the latter's Copyright Subcommittee into a full-scale investigation of the recording industry are getting a cool reception. Tom Brennan, counsel for the McClellan subcommittee, last week characterized Buckley staffers who have been looking into charges of illegalities in the record business as "neophyte investigators" who are "talking before they have all the evidence."

Mr. Brennan added: "I know there is objection also to the fact that Senator Buckley is not a member of a committee which has jurisdiction in this matter."

Leonard Saffir, press secretary to the New York senator, said that Senator Buckley had met with Senator McClellan two weeks ago and that he (Mr. Saffir) was scheduled to meet with Mr. Brennan on Thursday, the day after the Brennan denunciation. Mr. Brennan could not confirm the McClellan-Buckley meeting but said that if Senator Buckley had discussed a formal probe "Senator McClellan probably would have mentioned it to me, which he did not." He also stated that the
Thursday Saffir-Brennan meeting was the "first contact that has been made" between the subcommittee staff and Senator Buckley's staff, conflicting with earlier statements by Mr. Saffir.

In response to Mr. Brennan's charges, Mr. Saffir stated that "a good bit of the information that has come into [U.S. Attorney] Herb Stern's office [which is also investigating the charges of illegal acts in the music industry] has come from our investigation, if Mr. Brennan believes we are neophytes."

To help orchestrate his calls for a formal investigation, Senator Buckley held a news conference in Los Angeles last week to say he was "convinced" that "some of the charges that have been made have a basis in fact." The senator announced he had information about three types of illegal or unethical activity. He cited testimony that on "at least one occasion" a recording company authorized crime-figure shake-downs in which "up to 25%" of artist's box office receipts were paid for "protection" and of the victimization of "young artists and groups" by means of "fraudulent" contract practices.

The senator also shared the platform with John Phillips, former member of the Mamas and Papas, who has turned over information to the Buckley investigation connected to a suit Mr. Phillips said he was about to file against an as yet unnamed record company for avoiding the payment of performance royalties due to page 38

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**The Broadcasting-Playlist**

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide 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.

### Over-all rank

<table>
<thead>
<tr>
<th>Week</th>
<th>Title (length-program)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bad Bad Leroy Brown (3:02)</td>
<td>Jim Croce—ABC/Dunhill</td>
</tr>
<tr>
<td>2</td>
<td>Touch Me in the Morning (3:51)</td>
<td>Diana Ross—Motown</td>
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<tr>
<td>3</td>
<td>Live and Let Die (3:10)</td>
<td>Paul McCartney and Wings—Apple</td>
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<tr>
<td>4</td>
<td>Yesterday Once More (3:50)</td>
<td>Carpenters—A &amp; M</td>
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<tr>
<td>5</td>
<td>Get Down (2:38)</td>
<td>Gilbert O'Sullivan—Mam</td>
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<tr>
<td>6</td>
<td>Shambala (3:27)</td>
<td>Three Dog Night—ABC/Dunhill</td>
</tr>
<tr>
<td>7</td>
<td>Smoke on the Water (3:48)</td>
<td>Deep Purple—Warner Brothers</td>
</tr>
<tr>
<td>8</td>
<td>The Morning After (2:14)</td>
<td>Maureen McGovern—Columbia</td>
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<tr>
<td>9</td>
<td>Diamond Girl (3:29)</td>
<td>Seals and Crofts—Warner Brothers</td>
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<tr>
<td>10</td>
<td>Brother Louie (3:55)</td>
<td>Stories—Kama Sutra</td>
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<tr>
<td>11</td>
<td>Playground in My Mind (2:55)</td>
<td>Clint Holmes—Epic</td>
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<tr>
<td>12</td>
<td>Feelin' Stronger Every Day (4:13)</td>
<td>Chicago—Columbia</td>
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<tr>
<td>13</td>
<td>Boogie Woogie Bugle Boy (2:32)</td>
<td>Bette Midler—Atlantic</td>
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<td>14</td>
<td>Kodachrome (3:24)</td>
<td>Paul Simon—Columbia</td>
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<tr>
<td>15</td>
<td>Delta Dawn (3:08)</td>
<td>Helen Reddy—Capitol</td>
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<td>16</td>
<td>Long Train Runnin' (3:25)</td>
<td>Doobie Brothers—Warner Brothers</td>
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<td>17</td>
<td>Give Me Love (Give Me Peace on Earth) (3:32)</td>
<td>George Harrison—Apple</td>
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<td>18</td>
<td>Monster Mash (3:00)</td>
<td>Bobby Boris Pickett—Parrot</td>
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<td>19</td>
<td>My Sweet Gypsy Rose (2:51)</td>
<td>Dawn—Bell</td>
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<td>20</td>
<td>Will It Go Round in Circles? (3:42)</td>
<td>Billy Preston—A &amp; M</td>
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<td>21</td>
<td>Uneasy Rider (3:53)</td>
<td>Charlie Daniels—Kama Sutra</td>
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<td>22</td>
<td>Money (3:59)</td>
<td>Pink Floyd—Harvest</td>
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<td>23</td>
<td>Natural High (4:02)</td>
<td>Bloodstone—London</td>
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<td>24</td>
<td>Loves Me Like a Rock (3:32)</td>
<td>Paul Simon—Columbia</td>
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<td>25</td>
<td>So Very Hard To Go (3:37)</td>
<td>Tower of Power—Warner Brothers</td>
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<td>26</td>
<td>Behind Closed Doors (2:55)</td>
<td>Charlie Rich—Epic</td>
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<td>27</td>
<td>Soul Makossa (4:30)</td>
<td>Manu Dibango—Fiesta</td>
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<td>28</td>
<td>Are You Man Enough? (3:24)</td>
<td>Four Tops—Dunhill</td>
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<td>29</td>
<td>I Believe in You (3:58)</td>
<td>Johnnie Taylor—Stax</td>
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<td>30</td>
<td>How Can I Tell Her? (3:59)</td>
<td>UB40—Big Tree</td>
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<tr>
<td>31</td>
<td>Right Place Wrong Time (2:50)</td>
<td>Dr. John—Atco</td>
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Broadcasting Aug 6 1973

36
<table>
<thead>
<tr>
<th>Rank by day parts</th>
<th>Over-all rank</th>
<th>Title (length)</th>
<th>Artist—label</th>
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<td>5-10a</td>
<td>3-5p</td>
<td>7-12p</td>
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<tr>
<td>22 32</td>
<td>32 32</td>
<td>Misdemeanor (2:36)</td>
<td>Foster Sylvers—Pride</td>
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<td>32 33</td>
<td>32 32</td>
<td>Gypsy Man (5:22)</td>
<td>War—United Artists</td>
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<tr>
<td>30 34</td>
<td>30 30</td>
<td>If You Want Me To Stay (2:58)</td>
<td>Sly and the Family Stone—Epic</td>
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<tr>
<td>40 35</td>
<td>30 30</td>
<td>Clouds (2:45)</td>
<td>David Gates—Elektra</td>
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<td>39 36</td>
<td>34 34</td>
<td>Bongo Rock (2:36)</td>
<td>Incredible Bongo Band—Pride</td>
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<tr>
<td>45 37</td>
<td>32 32</td>
<td>Believe In Humanity (3:22)</td>
<td>Carole King—Ode</td>
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<tr>
<td>49 38</td>
<td>35 35</td>
<td>Let’s Get It On (3:58)</td>
<td>Marvin Gaye—Tamla</td>
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<tr>
<td>38 39</td>
<td>39 39</td>
<td>Young Love (2:18)</td>
<td>Donny Osmond—MGM</td>
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<td>60 40</td>
<td>44 44</td>
<td>Saturday Night’s Alright for Fighting (4:55)</td>
<td>Elton John—MCA</td>
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<tr>
<td>42 41</td>
<td>43 43</td>
<td>Here I Am (4:10)</td>
<td>Al Green—Hi</td>
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<td>51 42</td>
<td>43 43</td>
<td>The Hurt (4:16)</td>
<td>Cat Stevens—A &amp; M</td>
</tr>
<tr>
<td>19 43</td>
<td>33 33</td>
<td>My Love (4:08)</td>
<td>Paul McCartney and Wings—Apple</td>
</tr>
<tr>
<td>56 44</td>
<td>50 50</td>
<td>We’re an American Band (3:25)</td>
<td>Grand Funk—Capitol</td>
</tr>
<tr>
<td>52 45</td>
<td>45 45</td>
<td>Where Peaceful Waters Flow (4:22)</td>
<td>Gladys Knight and the Pips—Buddah</td>
</tr>
<tr>
<td>59 46</td>
<td>42 42</td>
<td>My Maria (3:23)</td>
<td>B. W. Stevenson—RCA</td>
</tr>
<tr>
<td>53 47</td>
<td>49 49</td>
<td>Angel (3:34)</td>
<td>Aretha Franklin—Atlantic</td>
</tr>
<tr>
<td>48 48</td>
<td>47 47</td>
<td>Everyone’s Agreed (3:12)</td>
<td>Stealers Wheel—A &amp; M</td>
</tr>
<tr>
<td>64 49</td>
<td>53 53</td>
<td>Jimmy Loves Maryann (3:25)</td>
<td>Jimmy Loves Maryann—RCA</td>
</tr>
<tr>
<td>43 50</td>
<td>46 46</td>
<td>Looking Glass—Epic</td>
<td>Looking Glass—Epic</td>
</tr>
<tr>
<td>46 47</td>
<td>46 46</td>
<td>Swamp Witch (3:47)</td>
<td>Swamp Witch (3:47)</td>
</tr>
<tr>
<td>47 51</td>
<td>70 70</td>
<td>I’ll Always Love My Mama (3:04)</td>
<td>Intruders—Gamble</td>
</tr>
<tr>
<td>50 52</td>
<td>71 71</td>
<td>Over the Hills and Far Away (4:42)</td>
<td>Led Zeppelin—Atlantic</td>
</tr>
<tr>
<td>61 53</td>
<td>52 52</td>
<td>There’s No Me Without You (3:28)</td>
<td>The Manhattans—Columbia</td>
</tr>
<tr>
<td>70 54</td>
<td>48 48</td>
<td>Tequila Sunrise (2:52)</td>
<td>Eagles—Asylum</td>
</tr>
<tr>
<td>57 55</td>
<td>51 51</td>
<td>You Light Up My Life (3:12)</td>
<td>Carole King—Ode</td>
</tr>
<tr>
<td>54 56</td>
<td>56 56</td>
<td>A Million to One (2:38)</td>
<td>Donny Osmond—MGM</td>
</tr>
<tr>
<td>51 57</td>
<td>57 57</td>
<td>Let’s Pretend (2:51)</td>
<td>Raspberries—Capitol</td>
</tr>
<tr>
<td>45 58</td>
<td>63 63</td>
<td>One of a Kind (Love Affair) (3:31)</td>
<td>Spinners—Atlantic</td>
</tr>
<tr>
<td>72 59</td>
<td>66 66</td>
<td>Roll Over, Beethoven (4:30)</td>
<td>Electric Light Orchestra—United Artists</td>
</tr>
<tr>
<td>60 60</td>
<td>60 60</td>
<td>I’d Rather Be a Cowboy (4:10)</td>
<td>John Denver—RCA</td>
</tr>
<tr>
<td>61 61</td>
<td>51 51</td>
<td>Half-Breed (2:42)</td>
<td>Cher—MCA</td>
</tr>
<tr>
<td>58 62</td>
<td>58 58</td>
<td>L. A. Freeway (3:20)</td>
<td>L. A. Freeway (3:20)</td>
</tr>
<tr>
<td>63 63</td>
<td>55 55</td>
<td>He Did With Me (2:27)</td>
<td>Vicki Lawrence—Bell</td>
</tr>
<tr>
<td>56 64</td>
<td>65 65</td>
<td>I’m Gonna Love You (3:58)</td>
<td>Barry White—20th Century</td>
</tr>
<tr>
<td>74 65</td>
<td>62 62</td>
<td>What About Me? (2:40)</td>
<td>Anne Murray—Capitol</td>
</tr>
<tr>
<td>66 66</td>
<td>64 64</td>
<td>Walking on Back (3:00)</td>
<td>Edward Bear—Capitol</td>
</tr>
<tr>
<td>67 67</td>
<td>54 54</td>
<td>Why Me? (3:25)</td>
<td>Kris Kristofferson—Monument</td>
</tr>
<tr>
<td>68 68</td>
<td>61 61</td>
<td>Freedom for the Stallion (3:45)</td>
<td>Hues Corp.—RCA</td>
</tr>
</tbody>
</table>

Broadcasting Aug 6 1973 37
The Broadcasting's Playlist
continued from preceding page

Over-all rank
Last week

| Rank by day parts |
|-------------------|-----------------|-------------------|-------------------|-------------------|-------------------|
|                  | 10e | 18e | 16e | 14e | 12e |
| Title (length)    | Artist-label | 6   | 10e | 3p  | 7p  | 12p  |
| ---               |      |     |     |     |     |     |
| 69                | 74  |   * | 70  | 62  |     |     |
| Give It to Me (3:07) | G. Geils Band—Atlantic |   |     |     |     |     |
| 70                | 67  | 75  | 60  | 71  |     |     |
| Sweet Charlie Babe (2:38) | J. Geils Band—Atlantic |     |     |     |     |     |
| 71                | 59  | 68  | 67  |     |     |     |
| And I Love You So (3:14) | Perry Como—RCA |     |     |     |     |     |
| 72                | 64  | 72  | 74  |     |     |     |
| Loving Arms (2:50) | Dobie Gray—MCA |     |     |     |     |     |
| 73                | 70  | 73  | 64  |     |     |     |
| Jovia (3:32) | Focus-Sire |     |     |     |     |     |
| 74                | 69  | 73  | 75  |     |     |     |
| Time To Get Down (2:53) | O'Jays—Philadelphia International |     |     |     |     |     |
| 75                | 75  | 69  | 73  |     |     |     |
| Sunshine (3:43) | Mickey Newberry—Elektra |     |     |     |     |     |

Alphabetical list (with this week's over-all rank):

A Million to One (56), And I Love You So (71), Angel (47), Are You Man Enough? (28), Bad Boy Leroy Brown (1), Behind Closed Doors (26), Believe in Humanity (37), Songo Rock (36), Boogie Woogie Bugle Boy (70), Cotton Eyed Joe (10), Cotton Fields (35), Delta Dawn (15), Diamond Girl (9), Everyone's Agreed (48), Feelin' Stronger Everyday (12), Freedom For the Station (68), Give It to Me (69), Give Me Love (Give Me Peace on Earth) (17), Gypsy Man (33), Half Breed (61), He Did It (37), He's A Keeper (41), How Can I Tell Her? (30), The Hurt (42), I Believe in You (29), I'd Rather Be a Cowboy (60), If You Want Me To Stay (34), I'll Always Love My Mama (51), I'm Gonna Love You (64), Inglenook (7), I Am Woman (59), Kodachrome (14), L.A., Freeway (63), Let's Get It On (38), Let's Pretend (57), Live and Let Die (3), Long Train Runnin' (16), Loves Me Like a Rock (24), Loving Arms (72), Miseducation (32), Money (22), Monster Mash (18), The Morning After (8), My Love (43), My Man (64), My Sweet Summer Soldier (19), Natural High (23), One of a Kind (Love Affair) (58), Over the Hills and Far Away (52), Playground In My Mind (11), Right Place Wrong Time (31), Roll Over Beethoven (60), Shambala (6), Smoke on the Water (7), So Very Hard to Go (25), Soul Makossa (27), Sunshine (75), Swamp Witch (82), That's When You're Loved (10), Tequila Sunrise (54), There's No You (46), Time to Get Down (74), Touch Me in the Morning (2), Uneasy Rider (21), Walking on Sack (66), We're an American Band (85), What About Me? (55), Where Peaceful Waters Flow (45), Why Me? (67), With It Go Round In Circles? (20), Yesterday Once More (4), You Light Up My Life (55), Young Love (39).

* Asterisk Indicates day-part ranking below Broadcasting's statistical cut-off.

from page 36

him, asking $20 million in damages. The only company for which Mr. Phillips has recorded is ABC/Dunhill Records. Mr. Phillips claimed that record companies debited royalties on records returned from distributors against payments to artists, but that the companies discounted and resold the same records to other outlets, thereby defrauding the musicians of about $60 million a year.

Breaking In

We're an American Band—Grand Funk (Capitol) * Lynn Goldsmith, who is credited not only with designing the album but with putting the group together with its new producer, Todd Rundgren, explains it this way: "Grand Funk is a middle-American band and what they want is what middle America wants. They just want to boogie. They don't want to think about it."

The question on this new Funk are the band's best ever—not that it has ever needed press or play to sell records. One of Funk's claims to fame is that it's (1) been largely ignored on the air, (2) been on the losing end of most media criticism and (3) now has eight gold albums.

It may be different this time, at least in the first two of those respects. Reaction to "We're an American Band" has been both immediate and nationwide, it came on Broadcasting's "Playlist" at 56, was at 44 in its second chart week (see page 36). Much of the credit is being given to Mr. Rundgren, known as a "wizard of the recording studio" who plays every instrument in sight. He has beefed up the Grand Funk sound, given it a greater variety in texture and accorded the vocals almost equal weight with the thunderous guitar sound for which the group is known.

This is one of those records that no one station "broke." Rather, it's one that programmers are trying to catch up to. Those on its last week included wRKO(AM) Boston, KLIF(AM) Dallas, WFWL(AM) Cleveland, WFIL(AM) Philadelphia and WCFL(AM) Chicago.

Half-Breed—Cher (MCA) * All the elements of a "popified" Indian song are present in Cher's latest—her first in many a moon. Mrs. Bono's last hit—"Gypsies, Tramps and Thieves"—fed off the Sonny and Cher television show then riding high in CBS-TV's ratings. This one goes it alone.

The song is about a woman stuck between two cultures, neither willing to claim her. "The Indians said that I was white by law, but the white man always called me an Indian squaw." It ends unresolved. The subject is neither new nor intriguing, but the artist manages to make maximum emotional advantage of it.

Although the pattern of airplay has not yet emerged, these stations were on "Half-Breed" last week: KEW(AM) Topeka, Kan.; KPUR(AM) Amarillo, Tex.; WPX(AM) New York; WTIX(AM) New Orleans; WWIN(AM) Atlanta; WCJO(AM) Baltimore, and KJAZ(AM) Los Angeles.

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

* ALL OVER THE WORLD, Bo Donaldson and the Heywoods (Family).
* ASHES TO ASHES, Fifth Dimension (Ball).
* BARRROOM SWEEPER, Mose Jones (MCA).
* BILLION DOLLAR BABIES, Alice Cooper (Warner Brothers).
* BONDI JUNCTION, Pete Fody (Playboy).
* EASY EVIL, John Kay (ABC/Dunhill).
* EVERYBODY BUT ME, G. W. Kenny (Kama Sutra).
* EVIL, Earth, Wind and Fire (Columbia).
* FREE RIDE, Edgar Winter Group (Epic).
* GLAMOUR BOY, Guess Who (RCA).
* I WAS CHECKING OUT, Don Covay (Mercury).
* IN THE MIDNIGHT HOUR, Cross Country (Atco).
* JUST DON'T WANT TO BE LONELY, Ronnie Dyson (Columbia).
* JUST YOU 'N' ME, Chicago (Columbia).
* THE KING OF ROCK AND ROLL, Cashman and West (ABC/Dunhill).
* LONELINESS, Brown Sugar (Chelsea).
* MAKE UP YOUR MIND, J. Geils Band (Atlantic).
* MAYBE BABY, Gallery (Sussex).
* MR. SKIN, Spirit (Epic).
* MUSCLE AND LOVE, America (Warner Brothers).
* ONE TIN SOLDIER, Coven (MG M).
* ROCKY MOUNTAIN WAY, Joe Walsh (ABC/Dunhill).
* SEARCHIN', Johnny Rivers (United Artists).
* SEND A LITTLE LOVE MY WAY, Anne Murray (Capitol).
* SHORT STOPPING, Vida Brown (Stax).
* SHOW BIZ KIDS, Steely Dan (ABC/Dunhill).
* SMALL, SMALL WORLD, Mike Curb Congregation (MG M).
* THEY'RE COMING TO TAKE ME AWAY, Napoleon IV (Warner Brothers).
* TOP OF THE WORLD, Lynn Anderson (Columbia).
* TOUCH OF MAGIC, James Leroy (Janus).
* TWISTIN' THE NIGHT AWAY, Rod Stewart (Mercury).
* WOULDN'T I BE SOMEONE, Bee Gees (RSO).
* YOU GOT ME ANYWAY, Sutherland Brothers and Quiver (Capitol).

Western probe. Joseph P. Busch, Los Angeles County district attorney, announced he is investigating the recording industry for "possible violations of local laws." Mr. Busch said he had agreed with Sheriff Peter J. Pitchess to share information that may be unearthed by that department's narcotics bureau. Neither Mr. Busch nor Sheriff Pitchess would amplify that statement, although there were some indications that the subject of drugs and disk jockeys at radio stations might play a part. It is understood, however, that this is secondary to the D.A.'s main pursuit of reports of record companies' making drugs available to their artists.
Breaking the ice

Two Washington TV's sharing common tower work to solve interference caused by freezing

WTOP-TV and WMAL-TV, both Washington, are in the process of developing a device to prevent antenna-tower icing, which hampers signal quality.

Ben Wolfe, vice president-engineering for WTOP-TV, said the project is "still in the embryonic stage" but will eventually involve the tower that the two stations share.

The proposed device, he said, is an electric heating system using resistance wire. As the outside humidity rises and the temperature falls, he explained, the device will turn on automatically and heat the tower. Present plans, he said, call for heating a small portion of the joint tower at first and the entire tower if the experiment is successful.

The National Association of Broadcasters' executive committee, at its meeting last week, voted to contribute $1,000 toward the project (see also page 25).

Technical Briefs

Broadcast switcher. American Data Corp., Huntsville, Ala., has introduced new production switching system, model 556. It features 10 composite or non-composite inputs, 12 wipe patterns and "joystick" switches with spotlight effects. Keying is designed so that special effects can be done behind any key including a chroma key. Keyer also includes both "wipe" and "blinking" features and color matting of monochrome keys.

Updates facilities. WJAC-TV, Johnstown, Pa., has purchased TCR-100 videocassette cartridge and TT-30FL 30-kw transmitter from RCA. Price of the package is approximately $425,000.

Security switchers. Video switchers for military or educational applications are available from Dage Television, Michigan City, Ind. Model 101580 video switcher is designed for one of six video inputs for presentation on one monitor line, or to present picture from one video source into any one of six monitors. Front panel buttons are interlocked to prevent presentation of more than one picture source on monitor.

RCA on scene in Tel-Aviv. Israel Motion Picture Studios in Tel Aviv has begun to use RCA-equipped color TV mobile unit for its television news and feature program assignments for clients in other countries. Unit is capable of operating at NTSC standard used in the U.S., Canada and Japan or at PAL standard adopted by countries in Europe and elsewhere. Switch-over from one standard to another requires minor adjustments of equipment. While unit covers assignments that will be viewed in other countries, Israel itself has not authorized color broadcasting, but has adopted the PAL standard for eventual color TV there. Unit consists of air conditioned van with three-tube TK-44 color TV cameras and TR-70 videocassette recorder.

Hand me down. KGNC-FM Amarillo, Tex., which recently replaced its transmitting equipment, has given its old FM transmitter to Amarillo College's radio-television department. College plans to file for FM allocation to provide educational programming to Panhandle area.

NAB asks FCC to rule on FM translator incursions

The National Association of Broadcasters, claiming that an influx of FM translators in markets already served by commercial FM stations could create "ominous competition," has petitioned the FCC to promulgate rules to prevent such an occurrence.

Under a rule proposed by the NAB last week, the construction of any FM translator would be prohibited if the facility would extend a signal into areas already served by at least one FM.

"Contrary to the needs and welfare of the existing station," NAB told the commission, "the invasion of a second commercial station via the FM translator" would bring about an "ominous competition for scarce FM advertising revenues."

The association stipulated that translators can and should be permitted to bring FM signals into remote areas where no such signal can penetrate by conventional means. However, it said, the translator should not be permitted to be used as an indirect means of creating competition in areas where the FCC's table of frequency allocations could preclude the creation of an additional FM facility.

Last week's action marked the second time that the NAB has expressed reservations over the administration and effects of FM translators, which have been in existence since late 1971. Last August, the association cited the potentially harmful effects of a proposal by a private group to construct such a facility in Brainerd, Minn. The translator, which would carry the signal of KEZZ-FM Atikwe, Minn., was proposed to serve an area already covered by KLI-Z-FM Brainerd.

Cable Funding fights takeover

Outsiders are eyeing money-rich, customer-poor lending operation; CF files suit against one hopeful

Cable Funding Corp., New York, which has a plethora of dollars to lend ($11-$12 million in cash plus a $25-million line of credit) and a paucity of willing and qualified borrowers, was the unwilling target last week of a second tender offer.

Less than two weeks ago, Coaxial Communications Inc., Sarasota, Fla., and Cable-TV operator, reported it was making a tender offer for Cable Funding's common stock at $8.50 a share (BROADCASTING, July 1). And last week the Geneve Corp., a New York investment holding company, said it was offering to buy at least 300,000 but no more than 400,000 shares of Cable Funding common at $10 per share.

Cable Funding reacted to Coaxial Communication's offer by filing suit in the U.S. District Court at Wilmington, Del., to restrain Coaxial's action. Cable Funding asserted that the net worth of its stock is $12.03 per share and further claimed that Coaxial Communications has suffered "substantial losses"; has failed to meet some of the conditions it agreed to upon acquiring various cable-TV systems, and had applied to Cable Funding for a loan and was turned down.

Cable Funding was delaying late last week whether it would take court action against Geneve.

Cable Funding raised $5 million (less $1.3 million in underwriter commissions) when it went public last August (BROADCASTING, Aug. 28, 1972). It lends money to companies in cable television, and as a condition, takes an equity position in those enterprises.

During the past year, Cable Funding has made loans totaling only about $2 million to three cable-TV companies. It charges interest of 4% above the prime rate; its three loans were made at 12%.

Sources close to the company said there were various reasons for the paucity of loans made; its equity-position requirement has restrained some potential
borrowers: Cable Funding takes a conservative stance on giving loans since it regards cable-TV as a high-risk business.

Its cash is not lying idle. Cable Funding has been investing its millions in 30-day certificates of deposit and recently the interest has been 10.1%.

The company has fewer than 900,000 shares outstanding. Its stock was quoted last Wednesday (Aug. 1) at 81s.

**Fox’s fortunes improve**

Twentieth Century-Fox, Los Angeles, reported higher earnings and net income for the first six months of 1973 than for the comparable period of 1972. Fox officials, at the same time, reported favorable results in the second quarter reflected principally by earning gains by the company’s TV station (KMSP-TV Minneapolis-St. Paul) as well as its film laboratory, foreign theaters, and the strong business produced by its joint-venture feature-film production, “The Poseidon Adventure.”

Fox also announced that it has reached an agreement with the Aluminum Co. of America to purchase 76 acres of land now occupied under lease by the company’s headquarters and TV and film studio in the Century City area of Los Angeles. Fox is paying $21 million for the land, with Alcoa retaining a 10-year option to repurchase 17.5 acres along the primary Century City street (Avenue of the Stars). Fox originally sold 280 acres, which it had owned since 1925, in 1961 for $43 million to Alcoa, which developed part of the area with luxury offices, hotels, apartment houses and shopping centers.

In its half-year report, Fox showed revenues from TV programs amounting to $10,032,000, down from the $12,214,000 for the same 1972 period. Earlier figures have been restated in line with the new accounting policies adopted for the motion-picture industry by the accounting profession.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$ 0.99</td>
<td>$ 0.62</td>
</tr>
<tr>
<td>Revenues</td>
<td>126,094,000</td>
<td>94,698,000</td>
</tr>
<tr>
<td>Net Income*</td>
<td>8,499,000</td>
<td>5,343,000</td>
</tr>
</tbody>
</table>

*Includes extraordinary gain of $3,423,000 (40 cents a share) for 1973 period and $1,398,000 (18 cents a share) for the 1972 period from the sale of New York office property and Australian real estate.

**Financial Briefs**

John Blair & Co., New York reported dip in earnings and revenues for first half of 1973. Jack W. Fritz, company’s president, attributed lowered figures to “increased expenditures associated with management’s decision to further improve services to clients.” For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.56</td>
<td>$ 0.54</td>
</tr>
<tr>
<td>Revenues</td>
<td>34,594,000</td>
<td>34,594,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,405,000</td>
<td>1,405,000</td>
</tr>
</tbody>
</table>

Mooney Broadcasting Corp., Birmingham, Ala., reported an increase in revenue and a slight net loss in the first six months of its fiscal year. Company attributed its loss position to strike by en-
Engineers' union, which Mooney said now has been settled in its favor. For the first six months ended June 30:

<table>
<thead>
<tr>
<th>Item</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned (loss) per share</td>
<td>$0.02</td>
<td>$0.48</td>
</tr>
<tr>
<td>Revenues</td>
<td>2,098,180</td>
<td>1,995,866</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(9,235)</td>
<td>147,727</td>
</tr>
</tbody>
</table>

Adams-Russell Co., Waltham, Mass., reported gains in sales and income for first three quarters of fiscal 1972-73. For nine months ended July 1:

<table>
<thead>
<tr>
<th>Item</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.28</td>
<td>$0.16</td>
</tr>
<tr>
<td>Revenues</td>
<td>10,065,000</td>
<td>7,122,000</td>
</tr>
<tr>
<td>Net income</td>
<td>349,000</td>
<td>200,000</td>
</tr>
</tbody>
</table>

Interpublic Group of Companies showed billings increases of 6.1% for first six months of this year and 7.1% for second quarter over same periods in 1972. Figures for six months ended June 30:

<table>
<thead>
<tr>
<th>Item</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>1.56</td>
<td>0.99</td>
</tr>
<tr>
<td>Billings</td>
<td>$453,940,000</td>
<td>$426,026,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,232,000</td>
<td>2,507,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,550,521</td>
<td>2,340,057</td>
</tr>
</tbody>
</table>

PSA Inc., San Diego-based airline that also owns four FM stations in California, reported increases in revenues but sharp drop in earnings for six months ended June 30. Broadcast operations, reported, incurred losses of $272,000 in first half of this year, compared to loss of $164,000 for same period in 1972.

<table>
<thead>
<tr>
<th>Item</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.75</td>
<td>$0.67</td>
</tr>
<tr>
<td>Revenues</td>
<td>3,063,357</td>
<td>2,796,863</td>
</tr>
<tr>
<td>Net income</td>
<td>602,621</td>
<td>342,189</td>
</tr>
</tbody>
</table>

Admiral Corp., Chicago, reported increases in sales and income for first half of 1973. Company also reported gains in first-half sales and income for Admiral International Enterprises Corp., Rosemont, Ill., and announced merger plan under which shareholders of Admiral International would receive cash payment of $18.50 per share. Merger is subject to "completion of legal documents" and approval by Admiral International's shareholders.

Admiral Corp.: for six months ended July 1:

<table>
<thead>
<tr>
<th>Item</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.09</td>
<td>$0.93</td>
</tr>
<tr>
<td>Revenues</td>
<td>867,900,000</td>
<td>73,613,000</td>
</tr>
<tr>
<td>Net income</td>
<td>5,916,000</td>
<td>5,001,000</td>
</tr>
</tbody>
</table>

A. C. Nielsen Co., New York, reports sales for first nine months increased 15.8% over comparable year-to-date period. Per-share earnings were up 22.5%. For nine months ended May 31:

<table>
<thead>
<tr>
<th>Item</th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>1.83</td>
<td>0.68</td>
</tr>
<tr>
<td>Revenues</td>
<td>$109,150,625</td>
<td>$94,256,407</td>
</tr>
<tr>
<td>Income</td>
<td>8,791,833</td>
<td>7,175,062</td>
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Sonderling Broadcasting, New York, will purchase 190,000 shares of its common stock which were tendered by its shareholders. Price of the tender offer by the company was $1 per share.
### Cablecasting

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<tr>
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<tr>
<td>SBJR</td>
<td>N</td>
<td>15 1/8</td>
<td>15</td>
<td>+ 1/8</td>
<td>+ .83</td>
<td>23 3/4</td>
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<td>2.15</td>
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<td>SPPF</td>
<td>N</td>
<td>85 1/4</td>
<td>16 1/4</td>
<td>+ 1/4</td>
<td>+ .55</td>
<td>39 1/2</td>
<td>21</td>
<td>70 045</td>
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<td>4 3/8</td>
<td>0</td>
<td>0</td>
<td>43</td>
<td>18</td>
<td>1.12</td>
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<tr>
<td>TSG</td>
<td>D</td>
<td>11 1/8</td>
<td>11 1/8</td>
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<td>- 1.12</td>
<td>16 3/4</td>
<td>7 5/8</td>
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<td>TGO</td>
<td>A</td>
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<td>8 3/8</td>
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<td>- 10.44</td>
<td>13 1/2</td>
<td>5 1/8</td>
<td>1.386</td>
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<td>TMC</td>
<td>M</td>
<td>19 1/2</td>
<td>22 1/2</td>
<td>- 3</td>
<td>- 4.45</td>
<td>25 7/8</td>
<td>11 1/2</td>
<td>607 327</td>
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<td>PKL</td>
<td>0</td>
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<td>4 3/8</td>
<td>0</td>
<td>0</td>
<td>43 1/4</td>
<td>18</td>
<td>1.12</td>
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<td>WPD</td>
<td>A</td>
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<td>37 18 5/8</td>
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<td>99 666</td>
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<td>WDM</td>
<td>N</td>
<td>14 1/2</td>
<td>15</td>
<td>- 1/2</td>
<td>- 3.33</td>
<td>19 3/8</td>
<td>11 1/4</td>
<td>6.098</td>
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Total: 313,333

### Total market capitalization

<table>
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<tr>
<th>Stock symbol</th>
<th>Net change in week</th>
<th>% in change in week</th>
<th>1973 High</th>
<th>Low</th>
<th>Approx. Street value (000)</th>
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### Programing

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<tr>
<td>CPSC</td>
<td>N</td>
<td>5 1/8</td>
<td>7 8/8</td>
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<td>- 12.76</td>
<td>9 7/8</td>
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<td>6.335</td>
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<td>DISY</td>
<td>N</td>
<td>87 92 1/2</td>
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<td>+ 5.94</td>
<td>123 7/8</td>
<td>70 1/8</td>
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<td>PLYW</td>
<td>A</td>
<td>1 3/4</td>
<td>3</td>
<td>+ 1/4</td>
<td>+ 8.33</td>
<td>3 5/8</td>
<td>2 1/8</td>
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<td>N</td>
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<td>23 1/2</td>
<td>- 1/8</td>
<td>- .53</td>
<td>34 1/4</td>
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<td>N</td>
<td>18 19</td>
<td>- 1</td>
<td>- 5.26</td>
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<td>0</td>
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<td>10 1/8</td>
<td>64 449</td>
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<td>- 5.55</td>
<td>18 6/8</td>
<td>7 9/16</td>
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Total: 165,231

### Service

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<tr>
<th>Stock symbol</th>
<th>Net change in week</th>
<th>% in change in week</th>
<th>1973 High</th>
<th>Low</th>
<th>Approx. Street value (000)</th>
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<td>- 1.72</td>
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<td>CM</td>
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<td>DOLY</td>
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<td>+ 1/4</td>
<td>+ 7.01</td>
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<tr>
<td>ELKIN</td>
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<td>1/4</td>
<td>+ 1/4</td>
<td>+ 50.04</td>
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<td>FCB</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>MAM</td>
<td>N</td>
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<td>9 1/8</td>
<td>+ 1/8</td>
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<td>MAJ</td>
<td>N</td>
<td>8</td>
<td>8 1/2</td>
<td>- 1/2</td>
<td>- 5.55</td>
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</table>

Total: 154,330
Media

Curt Hahn, program director, WPAT-AM-FM Paterson, N.J., joins WJR-AM-FM Detroit, as station manager.

John A. Kekalos, general manager, KCBS-FM San Francisco, appointed to same post, WAMS(AM) Wilmington, Del.

Paul J. Cassidy, general sales manager, KLOS-FM Los Angeles, appointed general manager, KSFX-FM San Francisco.

Paul Sidney, station manager, WLNG-AM-FM Sag Harbor, N.Y., named general manager.


Kent W. Creswell, manager, noncommercial WOSU-AM-FM Columbus, Ohio, appointed general manager-broadcast services, WOSU-AM-FM-TV. Merv A. Drea, manager, WOSU-TV, named general manager-production services, WOSU-AM-FM-TV.


Herb Levy, editorial director, KRON-TV San Francisco, named public affairs director.

Julia Hare, public information officer, National Committee Against Discrimination in Housing, appointed director of minority affairs, KSFQ(AM) San Francisco.

William C. Thon, with California Institute of Arts, Los Angeles, named art director, KPIX-TV San Francisco.

Broadcast Advertising

James P. McCann, director of television sales, Post-Newsweek stations, appointed director of television and radio sales. Post-Newsweek stations are: WTOP-AM-

Sick call. John M. Rivers, president, WCSC-TV Charleston, S.C., who suffered heart attack during CBS-TV affiliates meeting in Hollywood in May, is now back to work on limited but daily basis. Irving Waugh, president of WSM Inc., Nashville, who underwent cardiovascular surgery June 22, began limited return to work last week. And Cathrine Wasilewski, 17-year-old daughter of Vincent Wasilewski, president of National Association of Broadcasters, is recovering from uremic surgery performed July 24 at Mayo clinic, Rochester, Minn.

TV Washington, WPLG-TV Miami, WCKS(AM) Cincinnati, WXMT(TV) Jacksonville, Fla., and, subject to FCC approval of purchase, WRTC-TV Hartford, Conn.

Marvin B. Shapiro, general sales manager, WCBS-TV New York, appointed to same post, KHOW-TV Houston.


John Boyd, account supervisor, Benton & Bowles, New York, elected VP.

Roy Lindau, general sales manager, WIND(AM) Chicago, resigns. He is succeeded by Neal Weed, sales manager there.

Robert O. Franklin, former VP and general sales manager, KFOX(AM) Long Beach, Calif.-KFOX-FM (now KIQO(AM)) Los Angeles, named general sales manager, KPDK(AM)-KUPL(AM) Portland, Ore.

Sherman Agins, VP-associate research director, Needham, Harper & Steers, New York, named director of research. Mary Catherine Crowley, assistant media supervisor, N&H&S, Chicago office, named media supervisor.

Bill Brenneman, with J. Walter Thompson, Detroit, named media supervisor, Ed Coonsia, with Simons-Michelson Co., Detroit, joins JWT there as media planner.

Richard M. Harris and Jeffrey L. Price, copy supervisors, Leo Burnett, Chicago, appointed associate creative directors.

Gail R. Trell, account executive, WCBS-TV New York, appointed sales manager.

Rod Perth, account executive, CTS National Sales, New York, joins KMOX-TV St. Louis as Eastern sales manager.

Richard D. Whelan, with sales staff, WSYR-TV Syracuse, N.Y., appointed sales manager.

Ken Stanciel, sales executive, WNNU-AM-FM Chicago, joins WGLD(FM) Oak Park, Ill., as sales manager.

Randy Heffin, with WNEW-TV Bay City-Saginaw-Flint, Mich., appointed local sales manager.

Bill Bacinoglu, with Cook-Harmas & LeBaron, food brokerage firm, named merchandising director, KGO(AM) San Francisco.

Robert Meyerson, art director, WABC-TV New York, appointed art director, Foote, Cone & Belding, New York.

Dan Fox, manager, program merchandise, NBC, appointed director of department, succeeding Paul Mosher, who retires after 13 years in post. Fred Cuneo, manager, special sales administration, NBC-TV, named account executive, participating program sales, NBC-TV. Succeeding Mr. Cuneo is Neil Turner, manager, Today-Tonight administration.

Norman Levine, salesman with Katz Television in Los Angeles, appointed sales director.

Fates & Fortunes

Standard & Poor’s Industrial Average

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Opening Wed July 25</th>
<th>Closing Wed July 25</th>
<th>Net change in week</th>
<th>% change in week</th>
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<td>1/8 -</td>
<td>.88</td>
<td>20 1/2 10 3/4</td>
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<tr>
<td>RCA</td>
<td>KCA N 25</td>
<td>1 1/4 25 1/8</td>
<td>1 1/8 +</td>
<td>.49</td>
<td>39 1/8 22 1/8</td>
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<td>SONY INDUSTRIES</td>
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<td>4 1/4 -</td>
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<td>57 1/4 38 3/4</td>
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<td>5/8 +</td>
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<td>53 7/8 29 7/8</td>
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<td>TELEPAR INDUSTRIES</td>
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<td>5/8 +</td>
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<td>33 3/4 19 4/3</td>
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Total 640-514 32-202-361

Grand total 1-346-703 49-942-733
manager of American division of representative firm there; Raleigh Fitzpatrick, salesman at Katz Television's Los Angeles office, named sales manager of firm's national division there.

George S. Lenox, manager of advertising, Goodyear Tire & Rubber Co., Akron, Ohio, appointed director of advertising.

Tom Camarda, account executive, RKO Television Representatives, New York, named affiliated sales manager.

Robert L. Miller, advertising manager, central region, Radio Shack, Fort Worth, named media director, central and north central region.

William A. Bannister, account executive, KDHL-TV St. Louis, appointed Midwest sales manager, Evans Broadcasting Television Sales, St. Louis.

Milton R. Hall, president, Cinira, San Diego-based TV and radio production company, joins Phillips-Ramsey, San Diego, advertising and public relations firm, as director of broadcast.

Kenneth E. Gard, acting treasurer, Bozell & Jacobs, New York-based advertising and public relations firm, named treasurer.

**Programming**

Seymour Horowitz, program director, wxyz-TV Detroit, named to same post, WABC-TV New York. He is succeeded by Larry O. Cazavan, assistant program director, WLS-TV Chicago.

William W. Miller, program manager, WJZ-TV Baltimore, named to same post, KPIX-TV San Francisco. Both are Group W stations.

Art Roberts, with wcfl(AM) Chicago, joins wgld(AM) Oak Park, Ill., as program director.

S. Arthur Schimmel, VP-business affairs, ABC Circle Entertainment, appointed VP-film and program marketing services, ABC Entertainment, Los Angeles. Rosalyn M. Chapman, faculty member, University of California at Los Angeles law school; William L. Heyman, attorney, Swerdlow, Glikberg & Shimer, Beverly Hills, Calif.; and Leonard M. Roos, attorney, Thompson, Shankman & Bond, Los Angeles, all appointed contracts-department attorneys, ABC Entertainment.

Anthony D. Thomopoulos, VP, television marketing, Tomorrow Entertainment Inc., New York, named to new post of VP, prime-time programs, New York, ABC Entertainment.

Richard L. Clouser, executive VP, Television Production Center Inc., Pittsburgh, elected president and board chairman.

Johnny Mann, singer, named VP-creative director, Joseph F. Cuff & Co., Encino, Calif., radio production firm.


Patricia Cater, program manager, non-commercial wsu-TV Columbus, Ohio, appointed to similar post, wso-U-AM-FM-TV.

Herbert F. Young, program and operations director, wiba-(FM) Madison, Wis., named producer, Earthwatch/Radio, at Institute of Environmental Studies, University of Wisconsin at Madison. Earthwatch produces daily environmental segments for distribution to Wisconsin stations.

Kenneth Harvey, New York, elected national president, American Federation of Television and Radio Artists. Joe Shattery, Chicago, and Bill Baldwin, Los Angeles, elected first and second VP, respectively. Others chosen as VP's: Bill Cole (Los Angeles); George Herman (Washington); Bill Hillman (San Francisco); Grant Horton (St. Louis); Wayne Mack (New Orleans); Brad Phillips (New York); Robin Weiss (Detroit). Mel Brandt was elected treasurer and Hugh William, secretary.


**Broadcast Journalism**

Mr. Utley
Mr. Scherer


Ray Scherer, in London bureau for past four years, named to NBC News's Washington bureau where he will cover House of Representatives.

Judyne A. Lilly, graduate, Indiana State University, joins KHOU-TV Houston as general assignment reporter.

Ron Miller, news director/anchorman, KSFW-TV Salinas-Monterey, Calif., joins KHSI-AM-TV Chico, Calif., in same post.


Ira Apple, telephone talk-show host, wjas(AM) Pittsburgh, appointed news director, KQV(AM) there.

Don Bradley, with news staff, KEXL-AM-FM Waterloo, Iowa, joins WNAB(AM) Bridgeport, Conn., as news director.

Bob Cain, sports director, WYYY-AM-FM Wheeling, W. Va., appointed news director.

Denise Sims, graduate of University of Tennessee, joins wrec-TV Memphis as assistant to news director, with responsibility as liaison with black community, and on-air reporter.

David L. Smith, graduate, University of Missouri at Columbia, joins kgtv(TV) St. Joseph, Mo., as reporter/photographer.

Elizabeth T. Solberg, general assignment reporter, Kansas City (Mo.) Star, joins wdaF-TV Kansas City, Mo., as special assignment reporter.


R. T. Eskew, Southern division manager, United Press International, joins Green- ville (S.C.) News and Piedmont as general manager. He is succeeded by Fred Parker, mid-Atlantic region manager. Mr. Parker will be based in Atlanta.
Cablecasting
Richard C. Hickman, VP-development division, Cox Cable Communications Inc., Atlanta, appointed director of engineering. Edward W. Stark, with Cox Cable, named chief engineer of Cox's cablevision and telesystems divisions.

Charles K. Dargan, manager of advertising and public relations. Mission Viejo Co., Irvine, Calif., based cable subsidiary of Foote, Cone & Belding Communications Inc., named director of advertising, public relations and community relations.


Nathan Mobley Jr., formerly with Harvard School, Los Angeles, appointed manager of marketing, Theta Cable Television, Santa Monica, Calif.

Equipment & Engineering
Charles V. Andersen, VP-general manager for Europe, Africa and Middle East, Ampex International, with headquarters in Reading, England, named VP-manufacturing, Ampex Corp., Redwood City, Calif.

Allied Fields
Walter K. Scott, executive director of Radio Liberty, Munich, retires. He is succeeded by Francis S. Ronalds Jr., deputy executive director. Radio Liberty beams shortwave broadcasts in Russian and 17 other languages to Soviet Union.

Herbert D. Maneloveg, executive VP and director of media services, McCann-Erickson, New York, named VP and associate advertising director, Playboy magazine.

Hap Trout, VP and general manager, KCBS(AM) San Diego, joins William B. Tanner Co., in charge of West Coast organization, with headquarters in Beverly Hills, Calif.

Deaths
Roy Shuman, 48, actor in network daytime dramas, died July 30 of heart attack in New York's Roosevelt hospital. Mr. Shuman's most recent TV role was that of Sam Reynolds in CBS's Search for Tomorrow. Prior to that, he appeared in CBS's As the World Turns and NBC's A World Apart. He also appeared in Broadway and off-Broadway theater. He is survived by his wife, Alice, and his mother. Mrs. Anne Shuman.

William Willis, 81, retired general manager, HSVS-AM-FM, Annapolis, Md., died July 25 of apparent heart ailment. Mr. Willis, who at one time worked at WRVA(AM) Richmond, Va., later served as secretary-treasurer, Virginia Association of Broadcasters, and as member, Mutual Network's affiliates advisory committee. Mr. Willis was unmarried.

For the Record
As compiled by Broadcasting July 26 through Aug. 1, and based on filings, authorizations and other FCC actions.

Abbreviations: AL—alternate. ann.—announced. ant.—antenna. aural.—aux. aux.—auxiliary. CH—critical hours. CP—construction permit. D.—day. DA—directional antenna. ERP—effective radiated power. kH—kilohertz. kw—kilowatts. LS—local sun. max.—maximum. mod.—modifications. N.—night. PSA—pursuance service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U.—unlimited hours. v.s.—visual. w.—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations
Other action
Review board in Dallas, TV proceeding, denied petition by Wadeco Inc., competing applicant for new TV at Dallas, to delete financial issues (Docs. 1974-3). Action July 27.

Rulemaking action

Call letter application
Gulfshore Television Corp., Naples, Fla.—Seeks WEVUTV.

Existing TV stations
Final actions
KERG-TV Bakersfield, Calif.—Broadcast Bureau granted authority to operate station by remote control from 321 Twenty-First Street, Bakersfield (BRCTV-156). Action July 26.


WLCY-TV Largo, Fla.—FCC affirmed refusal by review board to add air hazard issue to hearing involving application of WLCY-TV Inc., licensee, for increase in .ant. height (Doc. 1962-34). Action July 26.

WSTP-TV Fajardo, P.R.—FCC denied petition by WSTP-TV, permitting, asking reconsideration of commission action denying application for review of review board denial of WSTP's request for mod. of construction authority to change .ant. site and increase power (Docs. 1904-3). Action July 26.

WIST-TV Madison, Wis.—FCC granted tax certificate to TeleVision Wisconsin Inc., licensee, for transfer of its 50% interest in Channel TV Inc., 75% owner of Complete Channel TV Inc., operator of cable TV system at Madison, and transfer of its 50% interest in Platteville TV Corp., operator of cable TV system at Platteville, Wis. Action July 26.

Actions on motions
Administrative Law Judge John H. Conlin in Dallas (Belo Broadcasting Corp., [WFJA-TV] and Wadeco Inc.). TV proceeding, granted motion by Belo Broadcasting Corp. to amend application by substituting new exhibits and modifying exhibits to conform to changes incident to effectuation of approval granted by commission for assignment of WFAA-TV license to Beaumont Television Corp. and transfer of control of assignee corporation to Joseph M. Dealey, James M. Moroney Jr., and Myron F. Shapiro as voting trustees (Docs. 1974-3). Action July 19.

Administrative Law Judge Frederick W. Dennis in High Point, N.C. (Southern Broadcasting Co., [WGHG-TV] and Furniture City Television Co.). TV proceeding, granted petition by Furniture City to amend application to show resignation of J. H. Froelich, one of its stockholders, as director of Knob Creek of Morganian, Morganian, N.C. (Docs. 1906-7). Action July 23.

Acting Chief Administrative Law Judge Lenore G. Ehrig in Manchester, N.H., et al. (United Television Co. of New Hampshire [WMURTV]).
Summary of broadcasting Compiled by FCC, June 30, 1973

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<th>Licensed</th>
<th>On air</th>
<th>STA</th>
<th>CPs</th>
<th>Total on air</th>
<th>Not on air</th>
<th>Total authorized</th>
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<td>521</td>
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<tr>
<td>Commercial TV-UHF</td>
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<td>Full educational TV</td>
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<td>Educational TV-UHF</td>
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<td>0</td>
<td>17</td>
<td>227</td>
<td>9</td>
<td>237</td>
</tr>
</tbody>
</table>

* Special temporary authorization.

et al., TV proceeding, granted request by Broadcast-

city of certain

be scheduled for Aug. 1 and Aug. 7 until Aug. 21

Chief Administrative Law Judge Arthur A. Glad- stone in Manchester, N.H. et al. (United Television

Company of New Hampshire [WMUR-TV., et al., TV proceeding, canceled hearing presently
scheduled for Aug. 21, subject to further order of


Chief Administrative Law Judge Forest L. McClen- ning, in Boston, (KKO General Inc. [WNAC-TV

et al., TV proceeding, admitted into evidence list of

facts by James Cable-In General-Cable has

pending cable TV applications and took official

notes of all statements of RKO General's applica-

tion; granted motion by Broadcast Bureau that

time for presentation of facts and conclusions of

law be extended to Sept. 10 and time for filing reply
genuments be extended to Oct. 8 (Docs. 19307-9, Action July 26).

Administrative Law Judge Chester F. Naumo-

wich Jr., in Vinolia, Ohio. (Northeast Oklahoma

Broadcasting Inc. and P B L Broadcasting Co., AM proceeding, continued hearing now

scheduled for Aug. 7, pending further order (Docs. 19639-


Administrative Law Judge Chester F. Naumo-

wich Jr., in Vinolia, Ohio. (Northeast Oklahoma

Broadcasting Inc. and P B L Broadcasting Co., AM proceeding, on request of Broadcast Bureau,


Administrative Law Judge Chester F. Naumo-

wich Jr., in Vinolia, Ohio. (Broadcast Bureau,

to process for VHF station in Youngstown,

Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted request by

Broadcast Bureau, and extended through Aug. 10

time in which to file comments to application for

minor modifications for Las Vegas Valley Broadcasting Co. (Valley stock subscribers. Las Vegas Valley is

competing applicant for the Las Vegas station (Docs.


Wilderness Society, Natural Resources Defense

Council, and Public Action to Protect Environ-

mental Resources, filed petition in United States

Court of Appeals for District of Columbia Cir-

cuit, for review of commission action of May 9
denying review of Jan. 12 staff ruling on

rejcting complaint against commercials on forestry "clear-

cutting" on WABC-TV New York, and WMAL-TV

Washington, presented during ABC's coverage of

1972 Summer Olympics.

Fine

WRLP(TV) Greenfield, Mass.--FCC ordered Special Television Broadcasting Co., Inc., to forfeit $1,000 for repeated violation of rules for failure to make and log daily frequency checks. Action July 12.

Call letter application

*KCLG(TV) Eagle Butte, S.D.--Seeks *KPSD-

TV.

New AM stations

Actions on motions

Administrative Law Judge Forest L. McClen-

ning, in Tahtassee and Quincy, both Florida

(William H. Wolt, et al.), AM proceeding, on

request of Taliahuse Broadcasting Co. and B. F. J.

Timm, scheduled further hearing conference for


Administrative Law Judge Chester F. Naumo-

wich Jr., in Vinolia, Ohio. (Northeast Oklahoma

Broadcasting Inc. and P B L Broadcasting Co., AM proceeding, continued hearing now

scheduled for Aug. 7, pending further order (Docs. 19639-


Administrative Law Judge Chester F. Naumo-

wich Jr., in Vinolia, Ohio. (Northeast Oklahoma

Broadcasting Inc. and P B L Broadcasting Co., AM proceeding, on request of Broadcast Bureau,


Administrative Law Judge Chester F. Naumo-

wich Jr., in Vinolia, Ohio. (Broadcast Bureau,


Administrative Law Judge Herbert S. Shirman in Westport, Conn. (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, granted request by Westport Broadcast-

Co. and extended to Aug. 31 time in which to respond to Radio Ridgefield's petition for


Administrative Law Judge James F. Timney in Yabucoa, P.R. (Lucas Tomas Muniz and James Caldon), AM proceeding, granted motion by Lucas

Tomas Muniz and reopened record; received in evidence joint exhibit covering agreement

reconstruction of testimony inadvertently not recorded on

reopening of comments and may transmit it to reporting company; and closed record again


Chief, office of opinions and review, Fort Smith

and Jonesboro, Ark. (KJPW Broadcasting Co. [KJPW-FM]) , AM proceeding, granted motion by

Judge William H. Strickland and Judge Chester F.

Pleas with consent of plaintiff and defendant for

a time to be fixed by order. Action July 26.

Chief Administrative Law Judge Arthur A. Glad-

stone in Manchester, N.H. et al. (United Television

Company of New Hampshire [WMUR-TV., et al., TV proceeding, canceled hearing presently

scheduled for Aug. 21, subject to further order of


Chief Administrative Law Judge Arthur A. Glad-

stone in Manchester, N.H. et al. (United Television

Company of New Hampshire [WMUR-TV., et al., TV proceeding, canceled hearing presently

scheduled for Aug. 21, subject to further order of


Chief Administrative Law Judge Arthur A. Glad-

stone in Manchester, N.H. et al. (United Television

Company of New Hampshire [WMUR-TV., et al., TV proceeding, canceled hearing presently

scheduled for Aug. 21, subject to further order of

Three Rivers East, Fort Wayne 46802. Estimated construction cost: Equipment will be leased from Shepard Broadcasting Corp., Ohio; bonding cost $43,000; revenue $100,000. Principals: Herbert G. Schuck, treasurer; Mrs. A. A. Schuck, secretary; Fred L. Weber is president of Shepard Broadcasting Corp., license of WLAV-AM-FM Grand Rapids, Mich. (ờ FCC Rulemaking for class C channel 297—FM, east of the Grand River), to be received by $75,000, 1st year operating cost $1,000; revenue none. Principals: Richard L. Schuck is president of Sheppard Broadcasting Co. Ann. July 12.


La Crosse, Wis.—La Crosse Radio Inc. seeks 104.9 mhz, 1,000 watt, P.O. address 821, La Crosse 54601. Estimated construction cost $21,500; first-year operating cost $2,000; revenue not given. Principals: Joseph H. Rohrer, president, and Mr. R. Rohrer is licensee of WLWX-AM La Crosse. Ann. July 12.


Starts aulin.

LVVJFM (MT) Mt. Carmel, Ill.—Authorized program operation on 89.1 mhz, TIO 10. Action July 30.

KTAVFM Knoxville, Iowa—Authorized program operation on 89.1 mhz, ERP 3 kw; HAAT 300 ft. Action July 16.

WCRMF Clare, Mich.—Authorized program operation on 153.5 mhz, ERP 3 kw; HAAT 160 ft. Action July 23.

WABO-FM Waynesboro, Miss.—Authorized program operation on 91.9 mhz, ERP 3 kw; HAAT 45 ft. Action June 11.

WTGM-FM Norfolk, Va.—Authorized program operation on 91.9 mhz, ERP 25 kw; HAAT 460 ft. Action June 16.

Final actions

Ishpeming, Mich.—Taconite Broadcasting Inc., FCC granted 107.1 mhz, 630 w. HAAT 630 ft. P.O. address 202 Main Street, Ishpeming 49849 (BPB-827). Estimated construction cost $12,250; first-year operating cost $10,000; revenue $22,000. Principals: Robert Egging, chairman; Warren F. Olson, president, and Jay W. Jennings, manager, et al.

*Orchard Lake, Mich.—Board of Education of the West Bloomfield School District, Broadcast Bureau granted to install and operate 107.9 mhz, 1,000 watt, P.O. address 320 Commerence Road, Orchard Lake 48038. Estimated construction cost $12,993; first-year operating cost $3,950; revenue none. Principals: R. Garvelin, assistant superintendent, et al. (BFED-1605). Action July 25.

Albert Lea, Minn.—Communications Properties Inc., FCC granted 93.3 mhz, 3 kw. HAAT 346 ft. P.O. address 1170 Iowa Street, Dubuque, Iowa 52001 (BPB-7892). Estimated construction cost $12,250; first-year operating cost $10,000; revenue $22,000. Principals: Harold C. Daniels, owner; Mr. Daniels is licensee of WDBP(AM) Escanaba, Mich. and KATE(AM) Albert Lea. Competition by Radio Co. was denied. Action July 11.

*Ashburn, Wash.—Green River Community College. Broadcast Bureau granted 89.9 mhz, 28 w. HAAT 370 ft. address 12401 S.E. 320th Street, Auburn 98002. Estimated construction cost $14,760; first-year operating cost $1,000; revenue none. Principals: Melvin Linnlubom, president, et al. (BFED-1602). Action July 25.

Fort Wayne, Ind.—Henry County Board of Education. Broadcast Bureau granted 89.9 mhz, 10 w. HAAT 96 ft. P.O. address Fort Gay High School, Fort Wayne 46062. Estimated construction cost $8,928; first-year operating cost $350; revenue none. Principals: Herbert G. Schuck, treasurer; Fred L. Weber, secretary; Mrs. A. A. Schuck, president. Action July 11.

Initial decisions

Searcy, Ark.—Home Industries Inc. Administrative Law Judge James F. Tierney, in initial deci-
Modification of CP's, all stations


WQFS(AM) Knoxville, Tenn.—Broadcast Bureau granted mod. of CP to change trans. location to interested parties. Action July 24.


KOAM(AM) Joplin, Mo.—Broadcast Bureau granted CP to extend completion date to Oct. 20 for changes (BMP-13650). Action July 24.


WYTV-SCanton, Pa.—Broadcast Bureau granted CP and extension of completion date Jan. 24, 1974, (BMPET-791); granted mod. of CP and extension of license term July 1, 1974; installation location to Penobscot Knob, 2.3 miles south of Sandburg, Va.; station can operate from stockholder Rt. Plisston, Pa.; type: make ant.; changes in ant. structure; and HAAT 160 ft.: condition (BMPET-783). Action July 24.


WBSX-FM Nashville—Broadcast Bureau granted mod. of CP to change trans. location (same site); ERP 100 k.; height 144 ft. (BMP-471). Action July 24.

WEZWX(FM) Wauwatosa, Wis.—Broadcast Bureau granted mod. of license covering change of station location for translator in Glendale, Wis. Action July 25.


Call letter actions


WXMT-FM Merrill, Wis.—Granted WMWT-FM. Action July 24.


Applications

WRRK-AM Tuscumbia Ala.—Seeks assignment of CP to Marvin Wein Broadcasting Co. for $70,000. Sellers: Robert Warren Klicker (100%). Mr. Kicker is connected with television station WVTX;broadcasting license of WCAX-TV on ch. 69. Informal objections by Rolling Telecasting Inc., licensee of WPTV, hope to resist sale of Albion Broadcasting Inc., licensee of WTEN-TV Albany, N.Y., and also has an interest in WTVX-TV, which is also connected with Rolling Telecasting Inc. Action granted. Action June 17.


KWMC(AM) Del Rio, Tex.—Broadcast Bureau granted transfer of control of Amistad Broadcasting Co. from Charles L. Buck (94.9% before, none after) to William D. Bechtel (none before, 89.4% after). Consideration: $50,000. Mr. Bechtel is officer in U.S. Coast Guard and former engineer at KLAM(AM) Cordova, Alaska. Action July 10.


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To be seen by 120,000+ readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM, FM, and television facilities.
*1970 Readership Survey showing 3.2 readers per copy.
Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced July 15. Applications in parentheses are TV signals proposed for carriage:

- M & M Cable Co., 215 King Road, Roseville, Calif. (CAC-2810), to add KVTU Georgia, and KWVT-AM, and KVTU-AM.
- Riverside Cable TV Inc., P.O. Box 600 Central Avenue, Riverside, Calif. 92501, requests for Riverside (CAC-2810), to add KVTU-AM and KVTV-AM, and Ketron Cable of Riverside, Calif.
- United Cablevision Inc., Box 10727, University Park, St. Louis, Mo. 63120, to add KVTU-AM and KVTV-AM, and KVTU-AM.
- United Cablevision Inc., Box 10727, University Park, St. Louis, Mo. 63120, to add KVTU-AM and KVTV-AM, and KVTU-AM.
- Teleprompter of Liberal, 25 West Third Street, Liberal, Kan. (CAC-2816), to add KTA-AM and KTVT-AM, and KTVT-AM.
- Teleprompter of Liberal, 25 West Third Street, Liberal, Kan. (CAC-2816), to add KTA-AM and KTVT-AM, and KTVT-AM.

RADIO

Help Wanted Management


Assistant General Manager. Full time K1ZL-FM. Exceptional opportunity for "rock" DJ. Who is ready to move up to Program Manager position. Equal Opportunity Employer. Box H-9V, BROADCASTING.

Heavy Sales oriented GM needed for small market, full time, group owned Northern New England radio station, with an annual volume of $100,000. Salary $17,000. Write Box H-20, BROADCASTING.

Vice President/General Manager. Excellent opportunity for dynamic radio executive interested in top ten Massachusetts radio market. Full time, station expansion. Salary $15,000. Start $13,000. RUSH transcript (Doc. 4797). Box H-9V, BROADCASTING.

General Manager. Major market FM, Prefer candidate with on air experience. Box H-44, BROADCASTING.

Wide FM, Clarkson, N.Y. is looking for a take-charge operations manager. In its first ARB (with an automated top 40 format) station has gone from nowhere to third in market. Salary negotiable. Call Ray Thomas, WAYS, 740-392-6191 or send tape and resume to 400 Radio Road, Rochester, N.Y. 14603.

Media buyer. Must be self starter with good working knowledge of all facets of broadcasting. Chapman Company, 5 Dunwoody Park, Atlanta, GA 30341.

International Telemeter of Bristol County, 189 Headley Street, New Bedford, Mass. 02740 proposes for acquisition (CAC-2810) and Dartmouth (CAC-2811), both Massachusetts WJR, WPRI, and WBSB, all Providence, R.I.; WTIV New Bedford, WBBZ, WCVB, WNAC, WSBK, WGBH, WBKB, and WGBX, all Boston, WSMW Worcester, all Massachusetts.

Storer Cable Communications Inc., 1177 Kanconourse, Miami Beach, 33145 proposes for Bainbridge (CAC-2810), to add WDDT-TV, Panama City, Fla.; WTCG Atlanta.

Poisonic Valley Television Co., 100 South Liberty Street, Middletown, N.Y. (CAC-2820), to add KVWM, New York, New York.

Client TV Cable System, 115 Main Street, Clayton, N.C. 28387 proposes for KVWM, New York, New York.


Help Wanted, Sales

Continued

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

Good guarantee plus commission for salesmen or program man wanting to learn sales. Continuous professional training. Dale Low, KLSK/KGSM, Mason City, Ia.

Salesman with one or more years experience in radio sales who wants to bring up family in beautiful city with no big city problems. Ideal for man who wants to step up to slightly bigger market. Good starting salary plus liberal union benefits. Send tape and resume to John Dougan, WQAY & AM, FM, World Building, Salisbury, North Carolina.

Modern Country announcer needed immediately. Must be experienced pro, sharp airman, production, comment, air. Remote, No-op position in South Georgia's most progressive city, Send tape or contact Mr. Hill, WJAI-Radio, Albany, Georgia.

Suburban New York City IKXW Contemporary/MOR station looking for a talented Sales Executive. Good guarantee plus commission. Send complete presentation including salary desired to Art Lewis, PD, WRAN, Dover, NJ 07801.

Top Morning Man—Leading radio station has opening for pro who has proven record of adult morning audience growth. Info to WSSW Radio and Television, Savannah, Ga.

7 Midnight Rock Jock for number one station in 13 station market. Send tape, resume, and picture to Jerry Rogers, GMA, 409 E. Liberty Street, Savannah, Ga. 31401.

Michigan MOR CBS affiliate has an immediate opening for an experienced, responsible drive time announcer. Many extra benefits. Excellent working conditions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Send photo, tape and resume to Jerry Schroeder, Program Director, WSGW, Box 1945, Lansing, Mich. 48906.

Gift of gab? Make money without moving. Easy listening automated FM needs chat tapes. Tape and resume to WTOX, Box 159, Skowhegan, Maine 04976.

Announcer! We have a $65,000 contract for recording that will feature your voice in New York City. If you own or have access to professional recording equipment, send us your tape and resume along with a letter. Send resume Box WTOS, Box 159, Skowhegan, Maine 04976.

Penna. AM has opening for announcer who can handle board shift and play-by-play. Must have commercial experience, seeking mature bright sounding person who reads like pro. Not for beginners. Good weekly salary and company benefits. Box H-279, BROADCASTING.

Afternoon Drive Personality for young adult MOR 5,000 watt Medium Market. Experienced Pro who can follow strong former Top 40 tape, resume, and salary. Box H-24, BROADCASTING.

New England: Leading Adult Music station would like to hear audition tapes from staff announcers interested in working in the Northeast. Send resume, tape, and salary requirements. Box J-13, BROADCASTING.

50,000 watt stereo FM Rock needs 7 Midnight "cocktail" who can follow our recipe in central Indiana. Immediate opening. All tapes and resume now to: Box H-40, BROADCASTING.

We're looking for a top quality person who can project warmth on our easy listening station 5 figures, 4th street. Send tape and resume to Box H-66, BROADCASTING.


Two of our students are programming WOKY in Milwaukee and WBBM in Chicago. Others have graduated to similar successful situations. We're proud. And we're proud to say we'll shell out the profits. With you if you're on the way to the top, make your next stop with us. Send resumes with personal and professional needs. Tape, picture, resume to Tedd O'Connell, WDUZ, Box 36, Green Bay, W. 54305.

Help Wanted Annunciators Continued

Wanted: An experienced announcer with a warm, believable commericial voice. This is a new station. The bird is needed immediately for WQAY, a top rated easy listening station. Good pay, top salary plus liberal union benefits. Send tape and resume to John Dougan, WQAY & AM, FM, World Building, Salisbury, North Carolina.

Modem Country announcer needed immediately. Must be experienced pro, sharp airman, production, comment, air. Remote, No-op position in South Georgia's most progressive city, Send tape or contact Mr. Hill, WJAI-Radio, Albany, Georgia.

Midwest AM needs salesman for number one account list. Sales Manager moving to general manager. Need man to bring in $10,000 in first year. You tell me about the second. Fringes. Send resume or call Ken McCrath—WERC Radio, Box 2485, Muncie, IN 47302.

Assistant Salesman with proven track record for contemporary AM and beautiful music FM. Salary $16,000 plus incentives. Call Theresa Rose. 906-892-7193.

Help Wanted Annunciators

Needed experienced extroverts: Replacement for number one afternoon drive personality. Good pay. Good voice. Needed for Big seven Country station. Must do A-one production. Experienced pro's considered only. Resume, air, picture, tape needed. We're one of the country's best, and a polishing ground strong station to the major markets. Box G-214, BROADCASTING.

Experience announcer play by Sports staffer needed Northern Great Lakes area. Extensive High School, college sports schedule includes hockey. Salary negotiable based on past experience. Resume, references, and sircheck needed. Box G-279, BROADCASTING.

Needed now experienced, educated, community minded Talk Show host. Must be able to work with automation with no tape dictation to do news and other duties commensurate with abilities, production, etc. Long established network affiliates in most live marketable part of New York State. Reply Box G-334, BROADCASTING.

Penna. AM has opening for announcer who can handle board shift and play-by-play. Must have commercial experience, seeking mature bright sounding person who reads like pro. Not for beginners. Good weekly salary and company benefits. Box H-279, BROADCASTING.

Help Wanted Technical

Chief engineer, strong on maintenance, R & B station, group operated, New Orleans. Salary commensurate with experience. Box G-143, BROADCASTING.


Small market radio station in the Midwest, needs Chief Engineer. Must be capable of handling full maintenance, and also do some announcing. Salary open. Write Box 282, Rensselaer, IN 47978.

Help Wanted News

Experienced newsmen for Black programmed station in major New England Market. Community involve- ment a must. Write Box H-17, BROADCASTING.

One of the leading Black Stations in the country is looking for talent to head its heavy Public Affairs program plus develop and direct young talented personnel. Send complete resume and tape to Mr. Ed Howard, OKX Radio, Box B-25, Oklahoma City, OK 73104.

WOBM: Toms River, New Jersey, needs a very capable news director to direct a three-man staff located in town. We have a full-time hoop and what we do, Call Paul Mosch, 201-269-0297. Equal Opportunity Employer.

Maine's largest AM/FM will pay for News Director who can dig and deliver. Tape and resume to GM, Box 159, Skowhegan 04976.


Help Wanted, Programming, Production, Others

Production individual for totally automated Michigan stereo market. AM/FM equipped with stereo single and multiple track equipment. Great challenge in the Midwest. Excellent working conditions and benefits. Send tape, work resume and salary requirements to Box E-209, BROADCASTING.

Experienced person to work with Traffic, Continuity, and Production. WEAM, Atlanta. Vx. Send resume and references. Box G-266, BROADCASTING.

Midwest AM and FM top 100 market is looking for an On-Air personality. Rock format is desired. Excellent opportunity for Rock DJ who is ready to move up to Program Man-

age position. Equal Opportunity Employer. Box G-331, BROADCASTING.

Program Director needed for Midwest Power daytimer. Require capable PRO with thorough knowledge of advertising, promotion. Send resume, picture, bio, and air check to Box H-7, BROADCASTING.

Situations Wanted Managed

General manager. Eighteen years all phases. Fourteen years experience with major market radio group. Excellent opportunity for a self starter. Box G-275, BROADCASTING.

Very successful manager looking for bigger chal-

lenge. Seeking opportunities in all phases of a major market radio group. Only GM position considered. Box G-275, BROADCASTING.

GM, GSM, PD, corporate or single station, 35, ex-
pertise in all phases. Excellent opportunity, a pro who gets things done! Box G-276, BROADCASTING.

Heavy radio and management background. Need a challenge and a chance to move up to corporate radio, is dedicated. Am seeking the impossible dream: General Manager where my 100% effort is amply re-

warred. Box H-3, BROADCASTING.

University graduate with Communications degree, psy-

chology, business minor, 25 years old, Seven years commercial experience, two years major market radio. Sales, announcing, news and writing experi-

cence. Send resume with salary indications to Box 20-60 thousand. Operations manager position consid-

ered. Married, stable, one child. Box H-8, BROAD-

CASTING.

Working now as sales and program mgr., but would like find move up to station mgr. Highly qualifed in all phases of radio, and billing very excellent. Com-

munity oriented, Family oriented, Small market working job, not flowery. Best investment in this week's issue. Box H-30, BROADCASTING.

Experienced documentary producer, seeking position as associate producer. Work in film, television, photography, awards, 7 years experience. Box H-32, BROAD-

CASTING.

Bright magazine editor, 37, with specialty in broad-

casting, radio, and air personality production abilities. Send resume, reference, job, but talk to us. Send references, photographs. Box J-39, BROADCASTING.

While managing small to medium market sales, local, regional agency, Complete radio background. Southern exposure preferred. Box H-58, BROADCASTING.

Twelve years managing small to medium market sales, local, regional agency. Complete radio background. Southern exposure preferred. Box H-39, BROADCASTING.

Top 10 Market Local Salesman with outstanding local and regional track record seeking smaller market sales. Box H-75, BROADCASTING.

Freel: Musical, written by me, "Finding, Building, Training, and Keeping an Outstanding Sales Force," Former GSM, then GM of 60 Million Dollar New York City station. Documented community and sales performance of currently controlled groups. Searching for opportunity to increase psychic and financial wealth of imaginative Licensee and self. If your organization is looking for creative, hardened, ethical pro-

fessional, Bottom line oriented send for copy of what we waki. Box G-18, 440-19th Street, In-

dress Way, Matawan, N.J. 07747. Sales tool

Programming/Operations—7 years.. Degree. Profit ori-

ted. On-Air Programmer. Strong on community In-

volvement. Major or Medium Markets. 301-792-4806.

Broadcasting Aug 1973
Situations Wanted Sales

Solid sales background plus outstanding play by play. Excellent ability to work with stations and people. Great opportunity to combine sales/sports abilities. First phone. Box G-306, BROADCASTING.

Young degree holding NE radio A/E seeks southern relocation. Prefer San Diego or Florida area. Desires sound earning potential. Box H-26, BROADCASTING.

Major market salesman, excellent experience, excellent track record. Need to relocate as Sales Manager with fleet. Box H-76, BROADCASTING.

Outstanding resume! Ten years all aspects radio, five years sales and management; 1st phone. Ready to prove myself again. Let’s talk—815-426-2003.

Situations Wanted Announcers

D.J., tight board, good news, commercials, 3rd phone. Can name call letters. Willing to go anywhere. Box C-106, BROADCASTING.

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

Are you a major personality station in markets 1-30? I am a versatile young talent (25) doing magazine format in big 3, looking for a station like yours. Dynamic interviewer, strong production, clean, bright on-air sound. I’ll work like crazy for your success. Write Box G-229, BROADCASTING.

3 year major market PRO. M.O.R. personality Top 40, news. Have done it all. Great attitude; superb reference. Can handle multiple formats. Skilled at various commercials with serious offers. Great one to one communicator with bright personality; want to let it show. Prefer solid PD, M.O.R. Box G-292, BROADCASTING or 313-889-0075.

Dynamic combo man looking for announcing and engineering position Top 40; 40 stations. Great personality lock, also former Chief Engineer. Box G-307, BROADCASTING.

3/4 years experience, 3 at same company. 1st phone, single, M.O.R. or Hipper medium or major market in Southwest but will consider all inquiries. Box G-309, BROADCASTING.

Are you looking for a hard working, Draft exempt young Black announcer with 3 years experience in R&B or Top, with refreshing voice and good knowledge of music? Responsive, change with the times, fair price is right because radio is my life. Available Sept. 1, 1973. Box H-38, BROADCASTING. For more info: Box G-324, BROADCASTING.

Experienced, 1st phone, seeks permanent position in Minnesota. Interested in sales. Presently employed. Box G-329, BROADCASTING.

Announcer with first phone currently employed at suburban Washington Contemporary, Desires position with Program Director. In Maryland or Virginia. Box H-1, BROADCASTING.

Medium Market talk show host ready for major market. Will pay expenses for unusual references. Reply to Box H-18, BROADCASTING.

Prefer Midwest. M.O.R. 1/2 years experience. Medium or small market with good future. Good voice reliable. Box H-30, BROADCASTING.

Black DJ soul format. Not screamer, can accumulate, entertain, and hold an audience simultaneously. First tick, Radiocasting, relocate, ASAP, today. Box H-36, BROADCASTING.

D.J. tight board, good news, commercials, 3rd phone, limited experience willing to follow instructions, ready now. Box H-41, BROADCASTING.

Beginner will work free for three months for experience if job is open for a year afterwards. Town must be on East Coast to get a paying job elsewhere. Will relocate. Family, man, 3rd phone. Permanents, please. Box H-59, BROADCASTING.

Experienced first phone PD seeks Top 50 position with challenge and room to grow. Strong music, administra-
tion, promotion, and sales background. Great ideas. Responsible team man. Looking for permanence. Box H-59, BROADCASTING.

Jazz Jock seeks relaxed format. Versatile, knowledgeable, 5 years on air, good audience rapport, experienced in production and management. 617-254-6853, or Box H-70, BROADCASTING.

1st personality announcer, limited radio-TV experience, Lomahian humorist, California only, will use 1st to stay in state. 714-666-7339.


Young DJ Third Phone with some experience is seeking new station. Familiar with Top 40, radio, news, commercials, ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-677-3741.

Situations Wanted News

Big Ten Play by play Pro. Ready to do that first rate job, at the game and in the studio. I’ve got plenty of experience and a tape to prove it. Box G-225, BROADCASTING.

Experienced hard working PRO seeks responsible, demanding news position. 1st phone, P.B. Prefer Southwestern United States. Box H-27, BROADCASTING.

Experienced: 8 years radio, 6 news, 4 as News Director. Top 10 experience. Currently head Midwest 3-man shop. Want News Director or management. For interviews late August. Box H-22, BROADCASTING.

Public affairs producer, heavy on photography, editing, for 3 years. Co-host, produces many professional awards. Box H-31, BROADCASTING.

Experienced major market newcomer. First phone. Prefer large market contemporary news operation. Box H-47, BROADCASTING.


Most have sports. Sport Director wants play by play and opportunity to run his own sports program a success. Box H-71, BROADCASTING.

Contract Maintenance Engineers seeking stations in New York, New Jersey, and Southeast. Contact, reference checks, and proof. Write Box H-74, BROADCASTING.

D.J., a mud kicker in reverse and will turn a trick. Experienced, dependable, creative tight lipped operator, news and sales naturally. Box H-77, BROADCASTING.

15 year broadcasting pro seeks News Director/Opera-

Play-by-play Sportscaster. Five years experience, including college play-by-play in major market. Also worked news, sportscasting, lock, production, love sports. Strong on interviews. Aggressive. Good references. 312-630-4293.

Situations Wanted News Continued


Situations Wanted

Programing, Production, Others

Experienced Producer. Commentator/NY station Public Affairs/Newscasting and Jazz Host. Willing to relocate. (Young man of color). Box G-293, BROADCASTING.

What you need is my nine years experience. All phases of programing. Currently operations manager, news director. Good, hard working, team player. Will consider all offers, especially the good ones. H-16, BROADCASTING.

Experienced eight years control rooms, production studios, and newsmasters small to major. Never pro-
grammed because I’m identified with good news report. Want decent paying job where ideas are listened to, not ignored and ridiculed. Programing, production, copy, news—name it, put price on it, we’ll talk. Married. 27. Available for interviews in late August. Box H-21, BROADCASTING.

Assistant PD. Z1 station. Top 40 market. Ready to relocate. Interested in your station. Major college grad, married, 28, 11 years experience. H-41, BROADCASTING.

Top 25 market talent over ten years exp. All phases of radio, News, MOR, CW, RR. 1st. West area pre-
ferrred. Let’s get together. Box H-68, BROADCASTING.

9 years experience in contemporary programing, an-
nouncing and news. 1st phone, with good audio engi-
neering knowledge. All references considered. Charlie Brown, 505-763-7062, 224 Torreon, Clovis, NM.

TELEVISION

Help Wanted Management

Group broadcaster located in East needs key home office financial staffer. Functions include internal audit-

Help Wanted Sales

Immediate opening with the news leader. Must have media knowledge and experience. Locate in beautiful mountain setting. Complete resume to Box G-138, BROADCASTING.

Help Wanted Announcers

Host for daytime show oriented to rural and urban viewers. Focus on community events and per-

Help Wanted Technical

Experienced post production video tape editor and VTR maintenance personnel for metropolitan north central production center. Ampex equipment a must. Experience and an attitude. Reply stating salary expected and specific work and equipment experience to Box G-193, BROADCASTING.
Help Wanted Technical Continued

Engineering Supervisor wanted to maintain color equipment. Supervise staff of technicians to assist in studio maintenance. Responsible for entire local origination studio facilities. Box G-309, BROADCASTING.

Rocky Mountain public station seeks assistant chief with strong background in studio/VTR maintenance. An Equal Opportunity Employer. Send full resume to Box G-301, BROADCASTING.

Old established VHF located in fast growing area now involved in modernization program is seeking the right man for success. Career opportuni-
ty will be thoroughly qualified in all technical aspects, and will be responsible for all engineering functions. Ability to motivate people is of prime importance. Destroy resort location. Salary negotiable. Send complete resume at once to Box G-315, BROADCASTING.

Engineer, technical qualifications required for VHF, Denver area. Must have some experience on local origination or network television station. Full salary plus benefits. Box H-24, BROADCASTING.

Maintenance Chief for Texas station, superior technical qualifications, is needed. New York-Binghamton, Dependent person with first class license, to handle UHF Transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, WSJU-TV Binghamton, NY. 607-798-7111.

Help Wanted News

Newsmen-Announcer with mature voice and good on-
camera delivery for Gulf Coast Texas VHF. Box G-237, BROADCASTING.

Newsmen for south Texas television and radio stations. Must be able to gather, write, and deliver news, and occasionally anchor. Box G-238, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas radio station. Box H-299, BROADCASTING.

Hard news/investigative documentary writer/producer for Florida TV station. Experience only needed apply. Send full details and Equal Opportunity Employer. Box H-4, BROADCASTING.

Combination reporter/photographer for Florida TV station. No on-camera work. Experienced, Equal Opportunity Employer. Box H-5, BROADCASTING.

Weatherman: Experienced TV Meteorologist with warm, confident delivery, but must know weather. All stations in use. All stations in use. Large Southern market. Open salary based on experience. Send resume, phone number, and preference of audio tape if available. Box H-42, BROADCASTING.

Reporter/Photographer. Ready to move up! Top rated TV station in Midwest is looking for experienced Reporter/Photographer capable of anchoring weekend newscasts. Send resume, picture, and audio tape to Box H-46, BROADCASTING. All replies confidential. Equal Opportunity Employer.

Top rated upstate New York news operation is looking for a very special person. We want someone who looks and sounds like our own. An experienced news- cast and to do an aggressively creative job for us out in the fastest growing overlapping area. An outstanding broadcaster. We are an Equal Opportunity Employer. Rush video tape, writing samples, resume and references to: Box H-46, BROADCASTING.

Assignment Editor—WHAS-TV Louisville, a station with an excellent news reputation, is looking for a person with an excellent background who really cares about journalism. A good job in an exciting news opera-
tion. Write, do not call. Tom Dorsey, Box 1080, Louis-
ville, KY 40202. An Equal Opportunity Employer.

Expanding News Staff. Reporter-photographer, also radio and TV air duties. Degrees required. Resume, references, audio tape and VTR and salary requirements with first letter to Phil Morgan, WOJ-AM-FM-TV, Ames, Iowa 50010.

Help Wanted Programing, Production, Others

Experienced, mature public affairs producer with qualifications in film and video production for major market television station. Salary competitive. Need is immediate. Anyone with less than five years experience need not apply. Work on unusual news program. Heavy concentration on film documentaries. High level of management and creative skills required. Great opportunity. Box H-40, BROADCASTING.

Midwest Medium Market TV Station has two openings in production. We need an announcer who can also do some directing. If you have some radio experience with college training as a producer or director, you are what we're looking for. Also need a director with some college training and experience who can do limited announcing. If you fit either category, send resume, audio tape, and indicate salary requirements. Please send to Box G-223, BROADCASTING.

Help Wanted, Programing, Production, Others Continued

Development Director for Orlando, Florida PTV. Must be experienced in all areas of fund raising, including: Advertising, Marketing, Public Relations, Sales, directly to: Bill Steck, General Manager, WMFE-TV, 305-855-3091, to arrange interview. Equal Opportunity Employer.

Producer for Black TV Show. Creative individual with demonstrated administrative skills, demonstrated ability to communicate effectively with Black Community being sought for weekly, hour long television pro-
gram. Must be responsible for all aspects of the pro-
duction and for the research, planning, training and other responsibilities of such a production. Media-related experience preferred but not necessary. Sensitivity to the unique environment of community-based organization(s) preferred. Send resume and detailed letter to: Ms. Cassandra Penney, Circle of Black Women, 90 Warren Street, Roxbury, MA 02119.

Immediate Opening—Promotion Manager—Top 25 Mar-
et. Scriptwriter and Media Director is looking for a Promotion Manager with a substantial emphasis on "On-Air Promotion." Must have a mini-
imam experience in the Promotion Department of a commercial television station. Please send resume including TV available non-return-
able samples of your work to: Gus Bailey, Jr., Di-
tector Information Services, WCPO-TV, 500 Central Avenue, Cincinnati, Ohio 45202. An Equal Opportu-
nity Employer—M/F.

Situation Wanted Announcer

Talk Host. Experienced with live show daily with studio audience. Have Yale BA and a law degree. Former TV newswoman, very familiar with TV newscaster skills. Write resume, picture and reel to Box H-69, BROADCASTING.

Situation Wanted Technical

Engineer, prefer ETV or CCVT in West or Southwest. Many years construction, maintenance experience. Box H-65, BROADCASTING.

Situation Wanted News

Editorial Director and reporter for cable TV station, wanted reporter-co-anchor position on small-market medium station. Will relocate. Box G-237, BROAD-
CASTING.

News Director-Anchorman. Administrator with suc-
cessful track record and top ratings is available. Send resume and references to Box G-278, BROADCASTING.

Need young blood? Recent grad psyched up for big start in sports or news reporting. Send resume, picture. Box G-323, BROADCASTING.

Good, experienced radio reporter, wants television position. Will relocate anywhere. Available immediately. Eastern half U.S. Box G-305, BROADCASTING.

Talented, experienced woman Reporter/Writer/Pro-
ducer/Announcer wants to relocate to city of one million or larger market with full salary and benefits. Excellent production work. Send resume to Box H-2, BROADCASTING.

European-based correspondent interested in return to U.S. for news directorship or any responsible position to utilize and challenge 15 years journalistic experi-
ience, mostly in television. Emphasis on international news and politics. Box H-11, BROADCASTING.

Meteorologist Professional certification by American Meteorological Society. AMS Radio Seal of Approval. Able to adapt to any news format. Seeks opportunity in television, 611', blond hair, 24 years old. Box H-40, BROADCASTING.

Versatile, experienced photographer, 26, with de-
gree seeks TV job. Box H-49, BROADCASTING.

Experienced, responsible broadcaster, 29, 2 years radio, 2 years TV news/production, 2 years college. New opportunity. Information on request. Box H-65, BROADCASTING.

Situations Wanted Programing, Production, Others

Director/Producer Top 50 markets. Two years experi-
ence directing on both video tape and film. Experience also in film docu-
ments and television specials. Send inquiries to Box G-223, BROADCASTING.

Experienced TV Producer-Director, NBC affiliate, MA. Top 40 market, seeks move up to more responsible position or larger market. Box G-281, BROAD-
CASTING.

Situations Wanted Programing, Production, Others Continued

Female first phone seeks production position with Chicago area TV or radio station. Dependable, adaptable, efficient. Available immediately. G-280, BROAD-
CASTING.

Prove to me that it's what you know, not who you know. Sports Director of small TV Station, will relocate to Dallas area. Box G-299, BROADCASTING.

Young director seeks medium market position with news experience. Has one year at major magazine. Many years major market experience includes all produc-
tion functions. Box G-339, BROADCASTING.

Young black freelance producer/director, West Coast based, seeks position in film, television network, ABC, NBC, or video tape. H-37, BROADCASTING.

Producer/Director/Cinematographer with three years experience in public TV seeks desirable position in new location. Box H-54, BROADCASTING.

My goal: Production of News, Public Affairs. Inter-
ed in digging for information, following through to presentation. Excellent writer. MS TV, FN. Presently clergymen. Available now to shift camera-

Television Sportscaster/Newsmen, Capitol City market, excellent credentials, $1 ARB/Nielsen, SKC skycrit-
ers, nominated best in state, 14 yrs. experience all face/sportscasting/news writing. Available in major market experience includes all produc-
tion/sports/sales. Box H-283, BROADCASTING.

Continue to: WANTED TO BUY EQUIPMENT

G. R. 916 A.E. Bridge, back as new, $650. Box H-25, BROADCASTING.


After a move to new studios, KTRM has several pieces of equipment for sale. There are turntables, tape machines, amplifiers, mixers, etc. Also, there is a sub type "Gateway" console, and a two year old Gates Executive stereo console. Con-
tact Lester A. Mullan at KTRM, phone 713-525-4591 or P.O. Box 1520, Houston, TX 77001.

Continental Electronics model 317, 50 KW AM trans-
mmitter in operation. Good at top. Box K-15, Memphis, TN. Available for Inspection. Contact Charles Scruggs, General Manager, telephone: 901-
278-4550.

Quality Audio Cassette is our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. We can put together a custom system to your specifications if you prefer. Also, we have a line of audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write to: Audio Cassette, 404-482-2446.

Cartridge tape equipment—New and rebuilt guaran-
teed. Autodyne, Box 1004, Rockville, Maryland 20850,
For Sale Equipment

Ball & Howell Model 614, 16mm TV film projectors, Mag/Op/Gen, tells for color operation, complete package with spares parts, $2,000. Arnold Monday, Chief Engineer, KOGN-TV, Mitchell, SD 57301.

For sale, best offer, RCA 50 D Class-B-C transmitter, formerly at WWJ and WHYZ. Write for call WHYZ, 4308, Greenville, SC. 803-245-1441.

Gates BC-50C 50,000 watt AM Transmitter. Installed new in 1957, now on the air at WZIK in Jacksonville, Florida. This transmitter is in A1 condition and has spare final tubes and other parts. I am asking $25,000. Contact Marshall, 813-251-8161.

Wild Tracks. $12.00 Impact Broadcast, Box 29333, Atlanta, Georgia 30329.

COMEDY MATERIAL

Fameyl Professional comedy, 3 samples only $2. Sunshine Comedy Service, Room 23, Box 4656, Jax, Fla. 32201.

Deejays: New, sure-fire comedy' 11,000 classified one-liners, $10 Catalog Fred Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

Wild Tracks. $12.00 Impact Broadcast, Box 29333, Atlanta, Georgia 30329.

INSTRUCTION

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

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

Elkins in Denver**, 430 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston**, 3518 Travis.

Elkins in Memphis**, 1562 Union Ave.

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

Elkins in Nashville**, 2106-A 8th Ave. S.

Elkins in Orleans**, 2940 Canal.

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


In Chicago, OMEGA Services has the best price for a First Class license. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class Change and announcer-disc-jockey training. Contact A. L. Kimmunications Training, 25 West 43 St., N.Y.C. (212) OX 5-9245.


Elkins teaches electronics for the FCC First Class Radio Telephony license of 90% of our students pass their exams. Classes begin July 16, July 27, Octo-ber 1, November 12, REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-923-6922, REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-379-1441.

For Sale Equipment Continued

Bryan Institute in St. Louis, 1st class FCC license, approved for Veterans. 314-752-4071. (Formerly Elkins Inst.)

First Class FCC—6 weeks—$370. Money back guaran-

San Francisco, FCC license, 6 weeks, September. 10. Results guaranteed. VA approved, School of Commu-
nication Electronics, 150 Powell, 49412, 415-392-0194.

MISCELLANEOUS

Priest & Priestel Prized National brands for promo-
tions, contests, programing. No barrier, or trade box. For Sale; Comedy books, airchecks, old radio shows, FCC tests, and more! Write: Command, Box 26346, San Francisco 94126.

Honor commercials ... book of 101 of them, all categories. Send $10.00 to Brain Bag, P.O. Box 673, Lubbock, Texas 79408.

Needed first phone fast? Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing avail-
able). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual devices, you are taught everything from pieces selection, 100 voice as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best for G&A courses? Our next intensive Theory Course will begin September 4, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Cali-
ifornia 90028, HR 2-2821.

RADIO

Help Wanted Sales

EXPERIENCE SALESMAN for station in Texas with fantastic market growth. We’ll give you piece of the action if you are good. Box G-316, BROADCASTING

Help Wanted Announcers

MOR PERSONALITY

Middle Atlantic/New England 50,000 watt NE MOR powerhouse needs mature pro, to entertain, using warm, friendly projection. Send tape/resume to Box G-335, BROADCASTING

Help Wanted

Programing, Production, Others

Need all around program di-
rector for modern country sound in Virginia. Strong on production . . . air shift. Send tape of your work.

SALARY OPEN

Box H-52, BROADCASTING

Help Wanted Management

V.P. GENERAL MANAGER

Leading radio station in top ten market. Rare opportunity for dynamic executive with medium or large market experience. Sales managers and program managers will be given considera-
tion. Call Mike Walker, Management Consultant at 312-695-6711.

Situations Wanted Announcers

1 CONSERVATIVE

Talk Show Host

Can’t find a rational conservative? I’ve got charisma and intellect plus a great track record. I’m a formal liberal, who grew weary of the tired radio-lib Trou-
badours.

Box H-33, BROADCASTING

Broadcasting Aug 6 1973 54
TELEVISION

Help Wanted Sales

LOCAL SALESMEN
Phoenix, Arizona
KPHO-TV, one of the nation's highest rated VHF independents, is seeking experienced sales personnel for positions in one of America's most dynamic and rapidly growing markets. Salary plus commission. Please send detailed resume in first letter. All replies kept in confidence and will be acknowledged.

WRITE:
Jack Donahue
Regional Sales Manager
KPHO-TV
4016 N. Black Canyon
Phoenix, Arizona 85017
602-628-7474

SALES RESEARCH
MANAGER
Leading Philadelphia Network-Owned TV Station

Challenging, creative position with highly promising future. Successful applicant will analyze demographic data, Nielsen and other rating surveys, and help translate this information into effective client presentations. Will need at least 2 years radio or TV research experience and good writing skills. Attractive starting salary and benefits. Send resume and salary history to:

Box H-72, BROADCASTING

AUDIO SALES MANAGER

Rapidly expanding California subsidiary of listed U.S. company seeks outstanding marketeer as Regional Sales Manager. Successful sales experience with professional audio, or top quality "audio phile", products sold through dealers a must. Knowledge of electronics a plus. Position offers salary, commission, liberal benefits, plus promotion to either Product Manager or National Sales Manager within one year for a performer! Send resume with earnings history to:

Box G-336, BROADCASTING
1735 DeSales St., N.W.
Washington, D.C. 20036

SALESMEN

Several of our clients are seeking television and radio time salesmen ready for greater challenge and an opportunity to move into management. All market sizes across the country. $18,000 to $30,000. Call Mike Walker, Management Consultant, at 312-693-6171.

Situations Wanted Management

20 YEARS EXPERIENCE
10 as V.P. & G.M.
Strong sales and programming. Ind. & affiliates.
Young vigorous broadcaster ready to lead Communications Company into new competitive era.

Box G-248, BROADCASTING

Consultant

SMALL MARKET RADIO CONSULTANT

Get your billing up to where it should be, where it can be. We will visit your station—analyze programming, promotion, and will teach your salesman newly developed, proven sales concept custom tailored to your station and market.

Box G-319, BROADCASTING

Business Opportunity

PARTICIPATION WANTED

Dynamic Broadcast Management Group desires cash or stock participation with radio station in Middle Atlantic States. Sales, Programming and promotion experts.

Box H-82, BROADCASTING

GROWTH OPPORTUNITIES IN TV & RADIO BROADCAST EQUIPMENT!
We are a leading producer of TV and Radio broadcast equipment with the following openings:

TV BROADCAST SALES ENGINEERS/QUINCY

Our TV Sales Department is seeking well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning and video products, is essential.

TV & RADIO BROADCAST FIELD ENGINEERS/QUINCY

Our Service Department is seeking well trained and experienced TV and Radio Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

ASSISTANT MANAGER (Broadcast Engineering Exp'd)

FOR OUR NYC MERCHANDISING CENTER

Your responsibilities will include broadcast equipment sales and retail operations. Formal technical training is desired. Experience in station operations and engineering required. Sales experience helpful.

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor, or CALL 212-222-8200.

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPSHIRE STREET, QUINCY, ILLINOIS 62301 U.S.A.

BIG BANDS SOUNDS

Big Bands of the '30's, '40's and early '50's from broadcast quality 78 RPM discs. Literature: Demo tape available. Audio Recording Studios 1144 Darrah Rd., Warminster, Pa. 18974 215-675-8089

Employment Service

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherleen Barish, Director

Miscellaneous

SMALL MARKETS ONLY
Quality commercials lead to increased sales. Let professional announcers voice your commercials for only $7.50 a spot. Minimum of five per order. For demo tape and more information contact:

Box H-38, BROADCASTING
FOR SALE Stations

RADIO STATION TO BE OFFERED FOR SALE

The Board of Regents of the University System of Georgia will solicit bids for the purchase of the operating assets of Radio Station WGST, located in Atlanta, Georgia. The sale of the Station will be subject to FCC approval. The purchase price must be paid in cash. Copies of the bid documents may be obtained after August 15, from Mr. Ewell Barnes, Vice President of Business and Finance, Georgia Institute of Technology, 720 North Avenue, Atlanta, Georgia. A fee of $50 must accompany requests for bid documents. Contact: Mr. Jack Collins, WGST Radio Station, 168 8th Avenue, N.W., Atlanta, Georgia 30332, for tours of Station property by appointment only.

FOR SALE OR PARTNERSHIP

FM Radio station in major market in Iowa. Outstanding potential. Excellent equipment. Priced below market for immediate action. One of Iowa's Favorite.

Box G-297, BROADCASTING

FOR SALE

Exceptionally equipped and situated full facility monaural Class A FM in East Central Indiana single station market of approximately 10,000.

29,000 in county, 37,000 within 1 Mile from center of town.

500 within 5 mile microcircuit contour. $90,000 cash required balance $40,000 to assume mortgage etc.

Box H-35, BROADCASTING

FOR SALE

Fast growing small northern California market. Full time AM, 3 KW Fm. Not under Bay area Umbrella. $250,000, 29% down. Not commissionable to brokers.

Box H-27, BROADCASTING

500 Watt Daytimer. Mid-south. Town of 4,000. Solid expanding economy. $92,500, approximately one-half down. Includes valuable real estate. Quick deal with owner.

Box H-53, BROADCASTING

CHATANOOGA SUBURBAN

250 watt daytimer Clear

Possible power increase. Class A FM Channel available, $125,000 cash or $150,000 terms 50% down. Call person to Robert Mayer or Bill Kitchen, or write 3956 S. Mission Oaks Dr., Chattanooga TN 37424. Ph. 615-857-9752.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 504, 1725 DeSales St., N.W.
Washington, D.C. 20036

202/223-1533

CENTRAL AMERICA
AM Chain—exceptionally well established. Growing market—strong sales trend. Principals only.

Box 558, Coconut Grove, Fla. 33133

CHAPMAN ASSOCIATES, INC.
business brokerage service

Atlanta—Chicago—Detroit—New York

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

BROADCASTING'S CLASSIFIED AD ORDER FORM

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56
A today-oriented chief for the communications bar

It was an opportune trip to Washington for Marcus Cohn. Fresh from a year-long Harvard graduate fellowship, from which he gained proficiency as a tax attorney, he had just landed a position on the Treasury Department's legal staff. The job paid $2,800 a year—no small sum for a novice bureaucrat in 1940. But there was this friend of a friend at the FCC to whom he had to say hello. By late afternoon, Mr. Cohn was hired in the general counsel's office of the then-six-year-old agency—at a yearly salary of $3,200. Suddenly, taxes were the farthest thing from his mind.

Mr. Cohn's decision to alter course and at the infancy of his legal career has garnered him a formidable legacy in the three decades hence. Now a senior partner in the Washington law firm of Cohn & Marks, one of the largest such organizations dealing almost exclusively in communications matters, Mr. Cohn has amassed rewards in both the material and esthetic senses. Cultured and eminently articulate, his approach to society and politics is influenced by a strong Democratic liberalism: the former Benson campaigner, the Watergate aficionado, his ruddy complexion and long, bushy sideburns belie the fact that he is nearing his 60th birthday. His scholarly mien invites speculation that he would not be uncomfortable in the academic world.

Indeed, Mr. Cohn has made intellectual pursuits a vital part of his life. For the past seven years, he has taught a course in communications as a public-policy matter at the George Washington University Law School. He also travels extensively as a lecturer and participant in communications-oriented symposiums. This week, for instance, he is taking part in a seminar at Aspen, Colo., sponsored by the Institute for Humane Studies. "I enjoy that kind of a mind-expanding experience," Mr. Cohn says. "And I'd like to believe that, somehow or other, it makes me a better lawyer."

Mr. Cohn's long-standing infatuation with the social sciences will serve him well as the new president of the Federal Communications Bar Association. "I think the time has come when you can no longer run a bar association in the old parochial sense—that it's interest only in its own welfare," he submits. "In these cataclysmic days of society coining apart at the seams, I think every responsible institution, and certainly a bar association, has to understand that it must be observant of the torrential rains of social upheaval that are going on... I'm not saying that we should be a social institution, but I do think that we must have our eyes open to things other than the immediate benefit of our clients."

Mr. Cohn notes with delight FCBA's unprecedented decision this year to admit certain attorneys who, by virtue of their association with citizen groups, have come to be known as public-interest lawyers. "I think this is wonderful, because it's a fact of life that these public-interest firms are there. And, by gosh, we'd better listen to what they're saying—in areas outside of the two antagonists lining up against each other at the FCC. They are, in a sense, reflective of what's going on in society. And society as a whole has a particular stake in communications."

Mr. Cohn takes personal pleasure in the fact that he was responsible for implementing FCBA's seminar program, in which association members have the opportunity to confer on a broad scale of issues outside the Washington environment. "Out of all the things I've done in my life," he claims, "this certainly is one of the most important in terms of giving me a feeling of having created something of benefit—not only to FCBA but to our clients and society as a whole."

But if Mr. Cohn is an angel to the business of consciousness-raising, he maintains a reputation as a devil in the courtroom. "If I had any forte in communications law," he recalls, "it was examining an adversary witness," and he recites with relish one instance of that ability. While still with the FCC, Mr. Cohn was assigned to represent the commission staff in a case in which former Florida Governor David Sholtz, who had been implicated in the 1930's Miami gambling scandal, was attempting to acquire construction permits for six AM stations. So merciless was Mr. Cohn's line of questioning that a harried Mr. Sholtz ultimately stormed out of the hearing room, never to return—but not before he had angrily thrown his chair at Mr. Cohn and had suggested what his tormentor had said by way of the six unissued construction permits.

It was with equal verve that Mr. Cohn opted to start his own law practice at the relatively tender age of 31, after only a four-year stay at the commission. Two years later, in 1946, Mr. Cohn had his first full partner (he now has 11), an even younger Leonard Marks.

"One of the wonderful things about the partnership with Leonard," Mr. Cohn says, "is that we each do our own thing outside the practice of law." Mr. Marks has always been the more political of the two, having campaigned vigorously for Lyndon Johnson and, subsequently, having been awarded the directorship of the United States Information Agency. Mr. Cohn's interests lie closer to home. "Leonard is quick, sharp. He frequently acts on impulse, and frequently he's right. I know I don't respond as rapidly, and I think longer about a judgment... In a very real sense, we complement each other."

Marcus Cohn is taking things slower at the office nowadays. He has given up working on Saturdays, although he still goes home for the weekend accompanied by a briefcase bulging with legal documents and lecture notes. But with a string of legal coups to his credit—including a victory in the benchmark Lorain Journal case, in which the Supreme Court ruled a newspaper cannot deny space to broadcast advertisers; a successful effort on behalf of theater owners to ward off the coming of pay TV in its early stages of development, and painstaking defenses of such controversial (Mr. Cohn prefers the word "innovative") broadcaster clients as Gordon McLendon and Don Burden, Mr. Cohn has yet to learn how to rest. For him, life is a continuous struggle for self-enlightenment. As an advocate of the same process for his peers in the FCBA, his goal is concrete: "If we can be the bridge between the chaos that's going on and the regulatory functions of the FCC, and if we understand both of those processes, I think we serve our clients well."
Fair way out

From the time the FCC first began considering the imposition of restraints on the amount of television-network programming affiliates could carry in prime time, this publication has opposed such regulation. It was and is Broadcasting's belief that the government makes an unwarranted intrusion into editorial control when it establishes quotas on the programming a station may take from a given source.

That opinion was in no way altered by the arguments the FCC heard last week on retention, repeal or modification of the prime-time-access rule that now confines nonnews network programming to three hours between 7 and 11 p.m. The longer the arguments went on, however, the more apparent it became that the FCC has at hand a rational way to end this venture.

Nobody in the television business has been severely damaged economically by the rule in the nearly two years of its existence. ABC-TV admits that the rule has enormously increased its profitability. NBC-TV's original opposition to the rule has turned to near neutrality. CBS-TV still talks of repeal, but not until it has plenty of time to tool up for it.

Thought some affiliates still go through the motions of opposition, it is clear that those in major markets are probably making more money with the rule than they would make without it. Independents are profiting by the availability of off-network syndication product for use in access time against less popular material available to affiliates, which are denied the use of off-network series in those periods.

The program producers who specialize in turning out network shows may have a point in opposing a rule that has diminished that market by 21 half-hours a week, but other producers also have a point in supporting the rule as a device to open new markets. There is, however, no evidence that the troubles afflicting Hollywood can be traced to the FCC.

What everybody in the business needs is a clear and final decision. The FCC now has it in its power to carry out the original purpose of the rule, the creation of an opportunity for diverse sources of programming to compete for prime-time exposition, and at the same time fix the FCC's withdrawal from prime-time program control. It need only set a date, say three years hence, when the prime-time-access rule will self-destruct.

That would give nonnetwork producers a reasonable time to develop the syndication properties they say they can produce. It might induce stations to experiment with local programming. It would give networks time to plan their moves. And it would notify all participants of the restoration of a free market on a known date. Wouldn't that be in the public interest?

Friendship

Another rank example of legislative discrimination against broadcasters is contained in the campaign-reform bill passed last week by the Senate. The bill would require stations to give at least 15 minutes of time to all candidates for Senate and House as a trade-off for suspension of the equal-time provisions now embraced in Section 315 of the Communications Act.

That provision got into the bill by way of an amendment offered on the floor July 27 by, of all people, a former broadcaster, Walter D. Huddleston (D-Ky.), who retains an interest in WLBN(AM) Lebanon, Ky. Nothing like having one of your own in the Senate.

There are other features of the bill that repair earlier affronts to broadcasters. For example, the six-cents-per-voter limitation imposed by the campaign-reform act of 1971 on broadcast spending by political candidates has been eliminated. In the new bill candidates can spend their campaign money any way they want. But the Huddleston amendment or something like it must be kept out of whatever legislation is to come from the House. It would accentuate the antifree speech trend that started with the cigarette ban, extended to little cigars, and was further applied in the prohibition against the armed forces' use of advertising on the air for recruiting.

TV on trial

The news media, with television in the forefront, find themselves on trial too because of Watergate.

Whether it is compassion for the underdog or the inverse psychology of blaming the purveyor, there is the notion that the media are piling on as the Senate hearings move from sensation to sensation. Witnesses refer to TV exposure, naming names of reporters. Tempers are shorter, the strain is showing on committee members, and counsel seem to play to the cameras.

Ordinary citizens do not understand the logic of committee procedures when witnesses are interviewed in closed sessions by committee counsel. And when public answers do not jibe with those provided in private, the interrogators promptly become "Mr. District Attorney."

If the advance interview is for the purpose of expediting proceedings, it is missing its target. The Senate committee proceeding may not be a trial in the strict sense, but we suspect that every witness thus far must feel he has been through the wringer.

However some may feel that the Watergate story is being overplayed, the ratings indicate a national interest in the proceeding. The public has been uncommonly served by commercial-network rotation of daytime coverage and selected special coverage in prime time, at minimum dislocation of regular programming, and by the PBS full-text replays at night.

When the record is closed, we venture that television coverage will be judged by the fair-minded majority as having been balanced and faithful to developing events. That should be so because every broadcast reporter knows he is interpreting events that already have been witnessed as they occurred by the television audience.

"Psst . . . Hey buddy, want to see some cigarette commercials?"

-- Editorials
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