In Boston, there's no stopping a Revolution... once you've got one going.

It's a tradition. New Englanders always seem to opt for the way things should be, rather than the way things are. And, as Boston's newest television station, we've done our share of disrupting the status quo... from pioneering 24-hour operations to producing over 40 hours of local programming each week during our first year... more than any station in the United States. Now, in our second year, we're producing more than 50 hours of local programming each week. After all, when you live in New England... you have a lot to live up to.

WCVB-TV 5
THE BOSTON REVOLUTION
Represented Nationally By HRP
We believe so firmly in the selling power of television, we're on it ourselves.

"One reason more goods are available in America today is that television tells more people about them." Frame from Blair's new television campaign.

We know television. We know its influence, its selling power, and its costs...intimately. That's why we'll be seen on the air wherever big ad dollars originate, lending our support to this ever-expanding medium.

We can help an advertiser more than any other station rep can. In a few hours, we can provide the amount of spot audience and budgeting data that might normally take days or weeks to prepare.

We can provide reach and frequency analyses of advertisers' spot and network schedules on a market-by-market basis, and a post analysis, to inform them of how close they've come to their audience goals.

We have a staff whose sole assignment is the development of new spot business. We call on advertisers and agency planners across the country, and we succeed daily in channeling bigger shares of budget allocations to spot TV. In short, we compete, effectively, with the major networks for advertising dollars.

We're in business to expand the business of our represented stations. Our success is their success.

We know how to make an ad budget really pay off by making a big splash with spot. See your Blair representative and let him tell you more about the medium we know more about than anyone.

The medium we're using ourselves.
Twentieth Century-Fox Television

proudly announces the availability of

1971 Best Public Affairs Program
1972 Best Public Service Announcement Campaign
1973 Best Public Affairs Program produced and broadcast by a television station dealing with issues or events indigenous to New York State. "The Everson Enigma"
Johnson, Nader enlist against Quello.

One adman's opinion on network dominance.

Television's finances are in great shape and getting better. That's the word from industry experts, who predict a banner year in the making. FCC figures show record revenues in 1972 and profits surpassed only by 1969 when cigarette advertising was still a fact of life.

Canadian province eyes blackball of foreign-controlled agencies.

First shot fired in 'stop Quello' movement.

FCC judge proposes forgiveness for Alabama ETV's.

FCC's WROR decision provokes ire of citizen groups.

Nixon and Agnew trade hats on press relations. Nixon, incensed by Watergate coverage, lets fly at journalists during San Clemente press conference. Mr. Agnew, most outspoken critic in past, scores leaks but puts blame on those who did the leaking.

Satellite-to-home: sooner than expected?

Sticks, Maude hit the CBS airwaves; critics hit CBS.

Radio, record men at odds on who's on the carpet in payola probe.

Engagement announced: Viacom and CPI to merge.

Signal Co.'s try to close doors on Canadian insurgent.

Jim Gabbert: the mellowing of an FM advocate.
WGAL-TV delivers a market great in food store sales

Food store sales total a big $531,449,000 in the WGAL-TV ADI Counties. But, this station extends beyond its ADI into many other prospering communities, which substantially adds to this food store sales figure. The dominant voice in this rich, burgeoning market, this Channel 8 station is a must on your media list - a great buy because it sells.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
How much Watergate?
Question of how TV networks will cover Senate Watergate hearings when they resume next month remains unanswered. Officials at all three networks say they have made no decisions because they don't know yet what committee's agenda will be. Question of continuing network-rotation plan—initial agreement covered only first phase of hearings—hasn't been broached either, but newsmen assume it will be taken up soon in view of general agreement that rotation worked well first time around. Some think more selective approach may evolve that would neither require nor rule out full coverage, with newsworthiness as determining factor.

Surest thing, on which officials at all three networks agree, is that affiliates have brought no pressure—or to any extent even offered comments, for that matter—to influence type or amount of coverage of next phase.

Radio activity
Spot radio has been sluggish for most of 1973, but several reps point to stepped-up activity during past few weeks. One bright spot is return to medium after absence of about four years of Metropolitan Life Insurance Co., New York, which launches spot radio campaign in 65 markets in September. Agency is Young & Rubicam, New York.

Burch's date
FCC Chairman Dean Burch's repeated efforts to put down speculation about his resignation has not stifled gossip at commission. There's no doubt about his decision to leave; it's now when and to where. Guess would be Oct. 31, fourth anniversary of his FCC service. Need to shore up family fortunes would suggest senior partnership in Washington law firm to which he should attract substantial telecommunications business.

Muscle?
Oral argument FCC conducted last month on prime-time access rule (Broadcasting, Aug. 6) has apparently produced spin-off issue that may be troublesome for networks. It involves question of whether networks strong-arm those who produce shows for them into renting network tape or film facilities. Commission staff is checking for anticompetitive activity. Allegations have been made networks would undercut competition, even at cost of operating at loss, to keep facilities occupied. Dr. Alan Pearce, economic consultant to commission, is known to be dealing with question in report he is writing on impact and consequences of prime-time access rule.

Meanwhile, some producers may move on own. One highly successful company is expected to petition commission to force networks out of facilities rentals.

Political Action
National Committee for the Support of Free Broadcasting, political-fund-raising adjunct of National Association of Broadcasters, is soon to get full-time executive secretary and office space in NAB Washington headquarters. Spencer Denison, in NAB's station-relations department for past 11 years, will resign from NAB Sept. 1 to move into committee job.

Committee raises corporate contributions for political education and personal contributions for individual candidates' campaigns. It made contributions in 40 congressional races last year, hopes to double its action in 1974. Before joining NAB Mr. Denison was general manager of WWVP-AM-FM Mount Kisco, N.Y.

Tidying up
FCC's new television-station renewal form appears to be moving through Office of Management and Budget clearance process without too much difficulty. OMB is not pressing matters affecting policy, but understood to be suggesting changes that commission staffers consider minor—although some, if made, would, reportedly, be in line with recommendations broadcasters' representatives made at meeting with OMB, commission staff and public-interest representatives on form last month (Broadcasting, July 16). Commission is expected to take another look at form, in light of changes OMB suggests and staff recommends, in next couple of weeks.

Departures
Expected changes in leadership of citizen movement in broadcasting (Broadcasting, July 2) will probably occur by Oct. 1. Albert Kramer, founder of Citizen Communications Center, who has already given up directorship of that Washington-based public-interest law firm to Frank Lloyd, expects to phase himself out of its operations by end of September. By about same time, Tracy Westen, director of Stern Community Law firm, will have moved himself and at least most of firm's operations to Los Angeles. And William Wright, who has been shedding his role as coordinator for Black Efforts for Soul in Television, has virtually completed plans to move to San Francisco Bay area.

Though Mr. Westen will continue handling public-interest law cases, future activity of Messrs. Kramer and Wright are less certain. Mr. Kramer says he has no plans; Mr. Wright says only that he intends to write and possibly do research on foundation grants. But it seems likely that, like Mr. Westen, they will continue to be active in communications field. Meanwhile, question as to who will succeed Mr. Wright as BEST spokesman and coordinator remains open.

Spot count in radio
Spot radio is due to get its own monthly reports on billings, starting next January. Efforts under way since last spring, coordinated by Radio Advertising Bureau ("Closed Circuit," March 19, April 23), resulted in selection last week of Radio Expenditures Reports, Larchmont, N.Y., to handle compilation of over-all totals from figures to be reported confidentially by individual rep firms each month. Eighteen radio reps—all who are members of RAB—have agreed to participate. RER, headed by James Boorst, has been collecting such data on limited basis for nine reps. Initial report in new project will compare January 1974 billings with January 1973's. At outset, reports will be in terms of billings that aired during month but they may later be expanded to show monthly sales as well.

Divided interests
"If they persist in buying newspaper space instead of broadcast time, I'll resign." That was reaction of Robert H. Steele, president of WWSJ(AM)-WSTO(FM) Owensboro, Ky., to full-page advertisement inserted by National Association of Broadcasters in Washington's two newspapers inveighing against pay-cable scheming of main attractions from free TV. Mr. Steele, former employee of U.S. Senate, is installing cable system in Owensboro that will pass 20,000 homes. In subsequent letter to NAB, Mr. Steele said "goodly percentage" of broadcasters are involved in cable, and that by spending "our" money in "alien medium those broadcasters are fighting themselves. His stations have been NAB members since licensed in 1947.

Action at RAB
Richard Zagarecki, vice president and director of media information at Needham, Harper & Steers, New York, and formerly with Liggett & Myers and Colgate, has been hired by Radio Advertising Bureau for new post of vice president and media director. He'll work with major agency media departments, hold radio seminars, try to help simplify use of radio from agency standpoint. In another move, RAB hopes to promote advertiser/agency buying of longer station lists, plans to incorporate special longer-lists pitch in sales presentations, may set up advisory committee of broadcasters below top markets to help plan strategy as well as get station reps into act.
In Brief

- Think of it as money. Bankamerica is shifting $4-million ad account from D'Arcy, MacManus & Masius, San Francisco, to Hoefler, Dietrich & Brown there. About two-thirds of budget is in TV.
- House visiting. Showcorporation, New York, reports that 81 television stations have cleared time for showing 10-half hour specials, American Life Style, on barter basis for Bassett Furniture Industries through VanSant Dugdale & Co., Baltimore. Programs focus on homes and estates of well-known persons and feature E. G. Marshall as narrator. * Record-seeking. In midst of court action to quash subpoena issued to Stax record firm (see page 45), U.S. District Court in Newark, N.J., has issued an order to subpoena financial and promotion records of nine more record concerns. Spokesmen for Bell, Atlantic, Polydor, Famous Music, Buddah, Elektra-Asylum, London, Chess-Janus, all New York, and Warner Bros. Records, Burbank, Calif., said companies would comply. * Standing up for America. Xerox Corp., Stamford, Conn., reported last week that at least 10 stations are pre-emting prime-time network series during first 3 weeks of new season to broadcast Xerox's America, narrated by Alistair Cooke. Xerox is sponsoring show on line-up of stations arranged by Hughes Sports Network and has cleared time on total of 110 outlets. * Landed. Edmund C. Bunker, president and general manager, KFI (AM) Los Angeles before its recent sale to Cox Broadcasting, named VP and general manager of Sea World of Florida, marine park under construction near Orlando. * War plans. Executive committee of National Cable Televison Association huddled last week via conference call to discuss implemention of pro-pay television campaign to combat NAB's anti-pay TV efforts. General items were discussed; specifics are expected to be developed when committee meets this week. * In the works. Three television series aimed for network presentation are being developed by Time-Life Films, New York. They are Life, half-hour daytime strip dealing with families; American Revolution, daily half-hour aimed for bicentennial celebration, and American Wilderness, group of one-hour programs. * Ready for January. Independent Television Corp. already has in works one-hour prime-access show, My Partner the Ghost, for syndicated shows that drop out at mid-season. ITC does not consider hour length detrimental; its hour Department S is already set in 37 markets for new season. * Sick call. Colonel Edward Kirby, chief of Army's Radio Branch in World War II and later public-relations director, USO, New York, until retirement two years ago, admitted to Walter Reed hospital, Washington, reportedly with serious infection of tongue and throat.

At Deadline

Johnson and Nader take after Quello

Both write Pastore citing background of retired broadcaster

FCC Commissioner Nicholas Johnson and consumer activist Ralph Nader are early members in movement to block expected nomination of retired Detroit broadcaster James H. Quello to succeed Mr. Johnson as member of FCC.

Commissioner Johnson, in separate letters late last week, urged Senator John O. Pastore (D-R.I.), chairman of Senate Communications subcommittee, to oppose nomination. President Nixon last week sent it to Senate after Congress returns from August recess ("Closed Circuit," Aug. 13).

Commissioner Johnson, who also asked for permission to testify at confirmation hearing, and Mr. Nader based their opposition on Mr. Quello's 28-year career in broadcasting. Mr. Quello retired last year as vice president and general manager of WJR-AM-FM, after 25 years with stations.

Mr. Quello's nomination, Commissioner Johnson said, "is not only bad government, an affront to the Senate, and brazen disregard of the millions of television viewers in this nation, but will prove to be one more personal disaster for the President, as well, at this time." Mr. Nader said that in urging the senator to oppose the nomination he was speaking "in behalf of the millions of Americans who deserve at least one consumer spokesman on this important regulatory agency. "Have we not yet learned the folly of appointing members of regulated industries to the same agencies that regulate those industries?" he asked.

Commissioner Johnson, too, stressed what he said was need for "independence and consumer orientation on part of nominee. He also noted that Senate has rebuffed President twice recently in connection with appointees Senate regarded as industry-oriented.

Johnson and Nader letters followed one by Tracy Weston, of Stern Community Law Firm, to Senator Pastore, which signalled start of stop-Quello movement (see page 27).

Meanwhile, material for Quello opposition reportedly was unearthed by citizen group in form of internal memorandum said to have been written by executive of Capital Cities Communications Corp., parent of WJR-AM-FM, in early 1970.

Memorandum reportedly is critical of Mr. Quello's performance at WJR-AM-FM in relation to minority-group members; it is said to allege he has little perception of their needs. Memorandum was said to have been written by Andrew E. Jackson, New York-based vice president, in reviewing WJR employment policies and programming.

Citizen group that says it has memorandum is insisting on anonymity until it turns it over to Senator Pastore. Mr. Quello and Capities officials could not be reached for comment last week.

Off to slow start

First national Nielsen ratings on competition between NBC-TV's Today and new Hughes Rudd-Sally Quinn team on CBS Morning News, out Friday (Aug. 24), showed that in Rudd-Quinn team's first week (Aug. 6-10) Today had 45.5 rating and 40 share to CBS Morning News's 1.4 and 18. NBC said ratings were for hour when programs are head-to-head (7-8 a.m. NYT). For preceding week, when John Hart still anchored CBS Morning News, comparable figures were put at 4.3 and 40 for Today; 1.4 and 26 for CBS's Morning News. CBS's drop in share on identical ratings was attributed to higher tune-in to independents and local programming of ABC, which has no early-morning network service.

Goodman on free media

NBC President Julian Goodman decried "dangerous trend" toward restrictions on media, increased government secrecy and "greater manipulation of public opinion."

In speech prepared for delivery to commencement convocation of University of Florida in Gainesville last Saturday (Aug. 25), Mr. Goodman noted that these attacks on broadcasting also are extending to print media, and said they are happening at time when "free flow of information has never been more vital to American people in sustaining self-government than it is now."

Mr. Goodman, who was to accept honorary degree of Doctor of Humane Letters from university for "outstanding leadership in communications industry," asserted that freedom of press "has been seriously eroded by attacks from those trying to win public confidence in themselves by undermining public confidence in the free communication of information and ideas."

Two against 25-mile limit

National Association of Broadcasters has joined Association of Maximum Service Telecasters in fight against FCC's 25-mile limitation on nonnetwork-program exclusivity. In brief filed with commission late last week, NAB voiced support for AMST request of two weeks ago that agency stay exclusivity ruling pending reconsideration (Broadcasting, Aug. 20).

NAB expressed belief that AMST has
You don’t have to leave the city to find cleaner air.

At least not in Boston, Philadelphia, Baltimore, Pittsburgh and San Francisco.

Because for years, Group W television stations in these markets have stringently limited the amount of commercial time they carry. These limits are well below the NAB Code and lower than those of any of our competitors:

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

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

GROUP W
WESTINGHOUSE BROADCASTING COMPANY

Where cleaner air gives you a better sales environment.
shown that "irreparable injury" would be suffered by stations and program suppliers alike if FCC ruling is permitted to stand. (AMST had claimed ruling would prevent many multistation operators from obtaining exclusivity against stations with which they compete directly.) Stay should be issued as soon as possible, NAB asserted, so that stations could avoid being bound to program contracts predicated on 25-mile principles if commission opts to rescind ruling.

More against 'Maude'

Stop Immorality on Television, Warrensburg, Va., group which mounted extensive letter-writing campaign last spring urging FCC to crack down on sexually-oriented broadcasts, is calling for national viewer boycott of CBS-TV in retaliation for network's showing of Maude abortion segments (see earlier story, page 39).

Group, which claims support from more than 150,000 households nationwide, has asked members to not watch CBS-TV between Sept. 10 and 30. It had recommended boycott if two-part Maude episode was shown. Group is also asking members to elicit support for or against, "blackout for decency," from at least 10 friends. It is urging grass-roots supporters, in addition, to contact local stations and "demand that they not carry programs that are contrary to community standards of decency and good taste."

SITV Executive Director commended 35 CBS affiliates that had refused to carry controversial program, as well as advertisers that withdrew sponsorship, as having "demonstrated responsible leadership in placing the public interest first." They "deserve the gratitude and applause of all decent Americans," Mr. Fisher said.

Ideal comes back

Ideal Toy Corp., which two years ago dropped out of weekend network children's programming in advertising, announced late last week that it will return in fall to Saturday and Sunday morning network shows. Reason, according to company: "significant improvements in the quality of network programs for children, and in giving more complete market coverage." Firm will be on entire CBS-TV Saturday morning line-up and will buy on selected sports and movies, including "The Graduate."

Consciousness praising

National Organization for Women last week issued its fourth annual Image of Women awards. NBC-TV won "positive image of women" award for Helen Reddy Show and "keep her in her place" award for Dean Martin Show, "which presents a very male's-eye view of women as trivial, decoration and sex objects." CBS-TV won honorable mention "for sticking to its guns in showing Maude's Dilemma—a program concerning abortion and "woman's right to control her own body." All three TV networks received "horrible mention" for daytime programs, "which all portray women as vacuous, controlled by men and obsessed with domestic trivia. The network's contemptuous attitude towards women is evidenced by the distinct lack of news and public-affairs programming in the daytime hours."

In somewhat related news, FCC last week turned down CBS Minnette, national chairman of Females Opposed to Equality, on her charge that WRZV-TV Baton Rouge had violated fairness doctrine in presenting Helen Reddy Show. She had contended that program presented one side of controversial public issue—women's lib—and that station had not presented opposite views.

Signal, Cemp back off some

Signal Companies, Beverly Hills, Calif., conglomerate that owns 49.9% of Goldwest Broadcasters, and Cemp Investments Ltd., Canadian firm that has made tender offer for Signal stock that Signal management opposes (see page 49), signed agreement Aug. 23 to new conditions on $23 per share offer. Cemp signed stipulation agreeing not to buy any stock tendered before Sept. 11 and extended its offer to Aug. 31. In return Signal agreed not to seek temporary restraining order, but continues to press for temporary injunction against Cemp offer. Hearing on temporary injunction is scheduled for Sept. 7 in U.S. District Court in Los Angeles.

FCC hit for tax breaks

Washington-based, activist tax group has published report suggesting that FCC has been issuing tax certificates to encourage "industry activity which the commission has not been able to bring itself to require in its broadcast regulations." Charge was made in report contained in weekly newsletter Tax Analysts and Advocates, public-interest law and research organization campaigning against tax inequities.

Report states that commission has been giving tax breaks to multiple-station owners that were "divested of properties even though commission rules might not require move, which has enabled corporations to save at least $10 million in capital-gains taxes. Several cases of such activity were cited, including agency's approval this month of RKO General's sale of WROR(FM) Boston to Cecil Heфel network, in which tax certificate was given RKO in recognition of fact that sale breaks up its Boston combination of WRKO(AM)-WROR(FM)-WNAC-TV (BROADCASTING, Aug. 13)."

Commission, report charges, "has been danging the carrot of tax-deferred sales in front of the industry in order to encourage voluntary divestiture." While "there may be validity in the FCC's position through vagueness of Internal Revenue Service Code in this area, "the sticking point" seems to be Congress's and IRS's "consensus that the test is involuntary divestiture." Under that position, report indicates, commissi-

Whatever happened to

Apparent failure on part of two mutual funds to come into compliance with FCC's multiple-ownership rules despite direction more than year ago that they do is matter of concern to Commissioner H. Rex Lee. He has asked General Counsel John Pettit for status report on situation, and indicated view that either funds be brought into compliance or that, if rules are unreasonable, they should be changed. Funds involved are Keystone Custodian Funds Inc., of Boston, and College Retirement Equities Fund, N.Y., which in June 1972 were directed to divest themselves of enough interest in Metromedia Inc. to reduce below 3% benchmark, after commission approved sale of WTTCN-TV Minneapolis to Metromedia (BROADCASTING, June 26, 1972). Funds, which had ownership in other broadcast licenses that put them over ownership limits, were given 60 days to divest.

CBS's slant on slanting

CBS News sources said last week that widely distributed comparison of CBS and ABC reporting, sent by Charles Crutchfield of SITV (TV) Charlotte, N.C., to show why he thinks media are accused of "slanting" news, is itself slanted or at best incompletely. Mr. Crutchfield, long-time CBS affiliate and CBS News critic, distributed transcripts of Howard K. Smith/Sylvan Gehr coverage on ABC and Dan Rather on CBS, both dealing with government report on $10-million expenditures on President Nixon's residences ("Closed Circuit," Aug. 20). Mr. Crutchfield concluded that expense seemed justified in ABC report but that Mr. Rather's, although accurate, gave little or no explanation for outlays.

But CBS News sources say Mr. Crutchfield failed to include rest of CBS coverage of same subject in same newcast. CBS transcript shows that immediately following Rather report there was additional reporting by Roger Mudd, followed by clips of two congressmen, Tom Steed (D-Okla.), who favored spending "much too much" rather than "too little" for presidential protection, and Jack Brooks (D-Tex.), who held that "somewhere you've got to draw the line."

Ford comes through for NAEB

National Association of Educational Broadcasters has announced that it has been awarded one-year, $150,000 grant from Ford Foundation to further several of the association's development projects ("Closed Circuit," Aug. 6). Ford grant is in addition to huge tax credit the association received from the particular NAEB program, association stated, but is rather earmarked for use in full range of projects stemming from NAEB's recently executed reorganizational drive (BROADCASTING, July 16).
Introducing
The Fourth Network

Metro Goldwyn Mayer

The MGM Family Network

Invariably, the best ideas are born of necessity. And the new MGM Family Network is a clear-cut case in point.

TV has an almost insatiable need for good family programming. And the enormous MGM library of great films provides a unique resource for meeting that need.

Together, these two factors gave birth to an entirely new concept in the marketing of films for television—the MGM Family Network.

Simply speaking, this concept consists of a programming network of 140 stations across the country. The stations—affiliates of the three major networks—are in 96 of the top 100 markets (including, of course, the top 10 markets).

Our films are programmed during the prime family viewing period of 5 to 8 PM on Sundays, providing a coverage of 92% of U.S. TV homes.

And, like a true network, we are able to promote and sell our programming on a national basis and thus attract sponsorship by major national advertisers.

As a dramatic measure of our network's success, commercial time for the first program ("The Yearling") is sold out. Sold to Bristol-Myers, General Foods, Crayola, Contact Paper and Peter Paul.

Since nothing succeeds like success, the new MGM Family Network is a good business solution that will continue to maximize MGM's valuable resources for many years.
IT'S NEWS!!!

The things you have been hearing from the various researchers and consultants are true. It's news, your station's news, that makes the difference between being first and out of the running in your market.

News develops a warm, trusting and dependent relationship between the mass audience and the station that is essential to success, and it does it on a daily basis. The feeling people have about news overflows into almost all the other areas of programing. It gives you first chance at the audience for entertainment, as well as information programing. If you doubt, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

Through McHugh and Hoffman, Inc., you can learn all there is to know about news personalities, content, visual presentation, etc., and you learn it through in-person interviewing of the viewers in your metro area.

Later, based on this information and our experience, we make specific recommendations for improvement and we work with you throughout the year to make sure that these recommendations become effective. We monitor your station and your competitors and ascertain that the new standard you have set for news superiority is maintained.

If you would like to know more, please call for a no-obligation presentation.

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September

Sept. 4—Extended deadline for filing comments with FCC on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, part 1, sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

Sept. 5—Resumption of hearings on sports blackouts by House Subcommittee on Communications. Washington (see page 41).

Sept. 7—National Conference on Public Relations in Public Television. Cooley Plaza hotel, Boston. Scheduled events include presentation of Corporation for Public Broadcasting's promotion awards.

Sept. 7-8—Regional Radio Television News Directors Association seminar. University of Michigan, Ann Arbor.

Sept. 7—New York State AP Broadcasters Association meeting. Otesaga hotel, Cooperstown.


Sept. 7-9—Fall conference, Florida Association of Broadcasters, in conjunction with Southeastern regional broadcasters conference. Grand hotel, Point Clear, Ala.

Sept. 7-15—Sixth annual Atlanta International Film Festival. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffer Atlanta Inn and Fox Theater, Atlanta.


Sept. 11-14—Western electronic show and convention, sponsored by WESCOC. Brooks hall/civic auditorium, San Francisco.


Sept. 13-15—Annual meeting, Ohio Association of Broadcasters. Speakers include Representative Samuel Devine (R-Ohio), ranking minority member of House Commerce Committee, and Herb Jacobs, board chairman, Telcom Associates. Neil House, Saratoga Springs, N.Y.


Sept. 16-17—Extended date for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773).

INTERNATIONAL FILM, TV-FILM AND DOCUMENTARY MARKET

MIFED, the International Film, TVfilm and Documentary Market for film buyers and film sellers, is held in Milan twice a year: April and October.

MIFED is a market which for thirteen years has traded Cinema and TVfilms on a world-wide scale. Transactions are made in the privacy of its quiet and comfortable surroundings.

At MIFED you can find producers interested in co-production and financial agreements for new films. Import-export licences and similar permits are obtainable from the appropriate authorities who have offices on the premises.

MIFED is a club reserved for the exclusive use of persons engaged in the production, buying and renting of films. It has 14 projection studios for the presentation of film, TVfilm and VTR programs. These are some of the facilities at your disposal: international telephone, cable, telex and telephoto services; conference rooms, business and secretarial assistance, legal advice, dining rooms and bars.

For further information and bookings concerning the 28th MIFED, 19 to 31 October 1973, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) 2495/4966, Cables MIFED-Milano, Telex 33660 Fieramil.

Requests for bookings should be made before 25 September 1973 together with the registration fee of U.S. $ 20.
The Mike Douglas Show is doing a number in Duluth. Number 1.

Major meeting dates In 1973-74

Oct. 11-13—Annual convention, National Association of Educational Broadcasters, Marriot hotel, New Orleans.
Nov. 14-15—Annual convention, Broadcasters Promotion Association, Sheraton Cleveland hotel, Cleveland.
Nov. 14-17—Annual convention, Sigma Delta Chi. Statler Hilton hotel, Buffalo, N.Y.
March 17-20, 1974—50th annual convention, National Association of Broadcasters. Albert Thomas Convention Exhibit Center, Houston.
Oct. 10-12—Convention, Western Educational Society for Telecommunications, Snowbird resort, Snowbird, Utah.
Oct. 12-14—American Women in Radio and Television Midwest area convention, Key Bridge Marriott, Rosslyn, Va.
Oct. 12-14—American Women in Radio and Television Southwest area clinic, Sheraton Crest hotel, Austin, Tex.
Oct. 14-17—Western region convention, American Association of Advertising Agencies, Santa Barbara Biltmore, Santa Barbara, Calif.
Oct. 15-16—Fall conference, National Association of Broadcasters, Hilton hotel, Hartford, Conn.
Oct. 15-18—Northeast regional expo, National Cable Television Association, Grant 2 hotel, Karhownik, Conn.
Oct. 17-18—Fall conference, National Association of Broadcasters, Marriott hotel, Chicago.
Oct. 17-18—Sixth AM Directional Antenna Seminar of National Association of Broadcasters, Cleveland Engineering and Scientific center, Cleveland.
Oct. 18-19—Fall conference, Kentuckiana Broadcasters Association, Holiday Inn, Frankfort, Ky.
Oct. 18-20—Annual broadcasting Federation 10th district meeting, Fairmont Mayo hotel, Tulsa.
Oct. 19—Regional conference, Society of Broadcast Engineers, Owego Treadway Inn, Owego, N.Y.
Oct. 19-21—Annual meeting, Massachusetts Broadcasters Association, Sheraton Islander hotel, Goats Island, Newport, R.I.
Oct. 19-22—28th MIFED, international film, TV film and documentary market for film buyers and sellers, Milan, Italy.
Oct. 22-23—Fall conference, National Association of Broadcasters, Monique hotel, New Orleans.
Oct. 22-23—Annual convention, North Dakota Broadcasters Association, Ramada inn, JAMESTOWN.
Oct. 24-25—Fall conference, National Association of Broadcasters, Sheraton Biltmore hotel, Atlanta.
Oct. 24-27—Annual meeting, Tennessee Association of Broadcasters. Mountain View hotel, Gatlinburg, N.Y.
Nov. 1-2—Central regional annual meeting, American Association of Advertising Agencies. Ambassador hotel, Chicago.
November

Nov. 1—Deadline for filing comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between community-owned stations in separate markets.

- Nov. 2-5—Annual meeting, Texas Association of Broadcasters, San Antonio.
- Nov. 2-12—Ninth Chicago International Film Festival, with categories including television production and television commercials. Contact: Film Festival, 12 East Grand Avenue, Room 301, Chicago 80661.
- Nov. 6-7—Beginning television production seminar, sponsored by Teleimation Inc., Portland, Ore.
- Nov. 8-9—Advanced television production seminar, sponsored by Teleimation Inc., Portland, Ore.
- Nov. 11-14—Annual convention, National Association of Educational Broadcasters, Marriott hotel, New Orleans.
- Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, University of Wisconsin, Madison.
- Nov. 14-16—Eighteenth annual seminar, Broadcasters Promotion Association, Sheraton Cleveland hotel, Cleveland.
- Nov. 14-18—International Film & TV Festival of New York, Americana hotel, New York, Contact: International Film & TV Festival, 261 West 57th Street, New York 10019.
- Nov. 15-16—Annual fall meeting, Oregon Association of Broadcasters, Valley River inn, Eugene.
- Nov. 15-17—Mid-America regional expo, National Cable Television Association, Crown Center hotel, Kansas City, Mo.
- Nov. 25-29—Annual meeting Television Bureau of Advertising, Hyatt Regency, Houston.
- Nov. 28-Dec. 1—California Community Television Association convention, Las Vegas Hilton hotel.

Open Mike

Still burning
Editor: All the news items I've seen or heard concerning tobacco sales since the ban on radio-TV have noted the continued good health of the tobacco industry. This implies that radio and TV advertising haven't been missed, or weren't doing a good job for that industry before the ban.

I think it would be interesting to also show in the publicity pieces, alias news, the total advertising budget of the tobacco companies, both before and after the ban. They're still spending those advertising dollars, even to color ads in paperbacks—B. D. Thornton, president, KMAM(AM), Butler, Mo.

Comforting the enemy
Editor: The idiocy of the National Association of Broadcasters has been demonstrated for all to see (again) in the report in the July 30 broadcasting "Closed Circuit" titled "Parting shots." What could more classically reveal the fatuous fraticide of the NAB than its decision to discourage battle on behalf of broadcasters...by buying newspaper ads to tell its story to Congress?
There's nothing like simultaneously promoting your competition and subsidizing your own demise, all in one swell fox—Donald K. Allen, president, KLYD-AM-FM, Bakersfield, Calif.

Educational cable
Editor: Your Aug. 13 story, "ECATV?" is surprising. Not in that universities are using CATV for educational purposes, but that the story would seem to indicate surprise at the development. The University of Wyoming has used CATV in this extension manner, though much less structured, for four years. The method is a natural, particularly in a state like Wyoming with its sparse population and of low tax base which have militated against development of an educational television system for the state.—John E. McMullen, coordinator, broadcast services, University of Wyoming, Laramie.

Much ado about media
Editor: In your Aug. 13 story [regarding FCC approval of the transfer of WROR(FM) Boston to Heftel Broadcasting and denial of a Heftel consultancy arrangement with Boston Community Media Council] there are a number of errors.

To start with, the BCMC has a constituency of two groups. One is the media group composed of all radio and television stations and newspapers, and I have been chairman of this group. (On Aug. 8 Bill Flynn of WSPK-TV Boston was elected media chairman.) The other group is a community coalition composed of blacks, Spanish-speaking, Oriental and Indian representatives. While both groups meet on a regular basis and work together in a constructive way, either has a right to act independently under the ground rules of the organization. The Heftel dealings were with the BCMC minority caucus. At no time did the media side of BCMC enter into any kind of negotiation.

Second, the BCMC over-all purpose is not to provide consultation to the media. Media members supply financial support to compensate an executive director, provide scholarships and pay for mailings to community organizations seeking comments as part of the ascertainment of community needs.—John F. Crohan.
An advertising man's view of the networks, present and future

Are the network companies too dominant? Yes they are. This is not, however, inherently evil.

Several legal actions have taken place and are being taken to reduce the networks' concentration of power. For example:

- The prime-time-access rule was supposed to diminish network power by centering it on network buyers and therefore a greater diversity of programming needs. This, in turn, would have led to a greater diversity of programs on the air.
- The network companies are no longer permitted to own cable systems. This is simply the FCC saying that new blood is wanted in the business, not a perpetuation of what we have now.
- A number of the major motion-picture producing companies have filed suit against ABC and CBS for expanding into the production of motion pictures for television. As the networks have power over the distribution of programs, it is a simple step to expand this power to exclude the product of motion-picture companies in favor of their own.
- There is a Justice Department suit against the networks to seek redress against the alleged practice of participating in the profits of programs.

The FCC has long recognized that concentration of power in the networks can only ultimately be reduced in a free market by having more networks. Broadcaster service equals greater program diversity. The Brooking Institution recently reaffirmed this conclusion.

The FCC long ago said that UHF—mandatory all-channel receivers since 1962; several UHF frequencies assigned in each market. It took us, however, more than a decade to go from two healthy networks to three. And during this time ABC owned profitable stations in giant cities. UHF was good theory, but bad economics. The UHFs are mostly unaffiliated, unprogrammed, unwatched and unsuccessful.

The UHF policy has had one notable success which few have noted. It has created the station skeleton upon which the body of public television has been built. Most public television is UHF. And public television directly creates program diversity. Given this Corporation for Public Broadcasting and the Public Broadcasting Service the same amount of time, money and management as ABC had and we would have a flourishing fourth network. And perhaps a fifth. And even a sixth. Which brings us to cable.

We have grandiose schemes for a wired nation, with 40 to 50 to 60 television services, paid for by a combination of subscribers and those who use cable as a common carrier. Implicit in this, of course, is the assumption that our television system will no longer depend on advertising as the sole source of economic support. While our hopes for cable are vast, the most optimistic projections see the 1970s as its incubation period.

What do we do in the meantime, during a period in which the networks will continue to be dominant?

Under certain circumstances dominance is not a bad thing. IBM clearly leads in its field. Yet what creator of public policy could deny the extraordinary improvements in our society which have come through IBM's application of its resources to the explosive growth of data processing?

Can the management of the network companies apply the IBM genius in management, in innovation, and in quality control to the business of television? They can, if they are unwilling to be satisfied with the role of the custodian. Greatness cannot be achieved by merely maintaining ratings, raising prices, and protecting earnings-per-share growth. Survival, yes. Blissful retirement, yes. Greatness, no.

Where can we look?

- We can look to news. We have left "rip and read" behind. ABC has announced commencement of network investigative journalism. I hope this series merits an Emmy for news for ABC, and that the Emmy for news will grow in public esteem to surpass the Pulitzer Prizes.
- We can look to program creativity. What can be done to advance the careers of the new writers and new directors who are needed to fill television's appetite for programming?
- We can give our producers longer lead times so that their attention can be focused more on quality and less on getting something shot to meet a deadline?
- We can do anything with our union rules or with our program budgets so that the producer can afford to reject a bad script?
- We can dramatically expand the experimentation which has taken place in bringing the novel to television, be it the six hours of QE VII or the 26 hours of The Forsyte Saga.

Commercial television faces criticism from all sides. Defense of the status quo is not the best defense. The best defense is still a good offense.

That offense should consist of a creative outpouring. Creativity has a forward thrust. It bespeaks the future. It excites.

Our business is creativity, not just time sales. Is it possible to harness the creativity which we have at all levels of our business to drive television forward. I think it is, but we must first decide we want it.

Howard Eaton Jr. began his broadcast advertising career in the late forties with WELI(AM) New Haven, Conn., as sports director. He was with Young & Rubicam from 1952 to 1957, when he joined Lever Brothers as media director. In 1962 he joined Grey advertising, where he was vice president for television programs. From 1962 to 1969 he went to Ogilvy & Mather as director of broadcasting. He also is vice chairman of the broadcast committee of the American Association of Advertising Agencies and formerly was chairman of the broadcast advertising committee of the Association of National Advertisers.
The world’s largest is getting bigger and stronger!

The recent addition of these powerful and highly rated radio stations in six major markets increases the already strong line-up of Mutual Broadcasting System affiliates to 620. The World’s largest radio network is growing at an unprecedented rate and for many very good reasons. Your man from Mutual Radio will be happy to tell you why the biggest is getting bigger, stronger and better!
Lead Story

TV business: a big year in the bank, bigger one in the making

With official report for '72 showing record revenues and next-to-record profits, signs point to gains in both in '73

Television broadcasters got a look at the official FCC report on their 1972 financial performance last week. What they saw added up to a record, but one that seems likely to stand only to the end of this year. Big as 1972 was, 1973 looks bigger.

Nobody really expects the rate of 1973 gains to surpass or even match 1972's (see following story). But nobody seems to doubt that this year's dollar levels will be higher than 1972's all down the line.

The 1972 figures were even better than sales forecasters had predicted. Most forecasters had anticipated increases of 10%-12% for network, 12%-14% for spot, 18%-20% for local—all short of the mark by a percentage point or so. As one forecaster commented last week: "This way it's nice to be wrong."

The FCC announcement came at a time when television sales at all levels—spot, network and local—are, by all indications, running well ahead of the 1972 pace. The Television Bureau of Advertising, for instance, estimates that for the first six months of 1973 spot was up 10%, network 14%, local 16%.

But the announcement also came at a time when the outlook is clouded by the government's Phase Four economic controls, by Phase Four's potential effects on advertising and rates, and by shortages or prospects of shortages of some products. Even so, TV sales leaders last week appeared generally confident, though cautious.

One reason for confidence is that network business which also provides a barometer for spot TV, has been good. Through July, network sales were running 13.6% above year-earlier levels. And they are virtually sold out for the fourth quarter. More than that, they appear confident that many if not most of the higher rates obtained for the fourth quarter will be valid under Phase Four, at least through the end of the year.

Spot business, too, has been generally strong, although some slowdown has been apparent in the third quarter. But the high level of fourth-quarter network sales is regarded as an excellent harbinger for spot. In fact, a pickup in September spot business has already been noted.

"Fall business is breaking," the president of a large rep firm said last week, "It started 10 days ago in Chicago and has been warming up generally since then. It was two to three weeks late getting started, but it's on its way now if what we are seeing is a real trend. Our September is already better than a year ago."

The acceleration appears to be cutting across a wide range of product categories. "Food products are dragging anchor," the rep executive continued, "but a lot of others are showing good activity." Among these he listed drugs, soaps and cleansers, gasolines, some automotive, insurance and "all retailing."

The fourth quarter, it seems agreed, is the one that will tell what sort of advances TV business makes in 1973. "I'll be happy if the fourth quarter holds even with last year's," the head of another leading rep firm reported. "Then we'll come out ahead. We got a tapering-off that started in late May [but] we're having a good year. Activity for September looks good. Much depends on what happens from now on."

Over-all, he ventured, spot's 1973 gains are likely to be closer to 8%-10% than to the 15.1% FCC reported for 1972. That was also the range most often named by other reps canvassed last week.

There apparently is a great deal of confusion and uncertainty over Phase Four's implications for spot. Many stations reported they are holding back, at least temporarily, rate-card increases prepared for fall. "Washington attorneys are very cautious," a rep executive explained. But often those same stations are said to be preparing justifications for increases in hope of getting them cleared as soon as possible.

Some sales officials are at least as much concerned about the prospect of product shortages as about Phase Four's effects. But there is also optimism even on that score. "There's a lot of profit-dollar spending," one rep observed. "Companies may fear product shortages, but they fear worse the loss of market position, and they're spending to avoid that loss."

TV financial report for '72: biggest revenues, biggest expenses and profits just short of record

For over a year, broadcast financial experts have been predicting that the economic doldrums in television caused by the loss of cigarette-advertising revenues in 1971 would be short-lived. The FCC

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1 Net, after commissions to agencies, representatives and brokers, and after cash discounts.

Notes: Data for 1972 is for three networks and 690 stations (508 VHF including 16 satellites that filed a combination report with their parent station, and 182 UHF including nine satellites that filed a combined report with their parent station). Data for 1971 is for three networks and 688 stations (506 VHF including 20 satellites that filed combination reports with their parent station, and 182 UHF including eight satellites that filed combined reports). Last digits may not add to totals because of rounding.
that before success story. The 1972 television took in more money than ever before. It also paid out more money than ever before. Its profits last year were not at a record level. But they were close. Only in 1969, a year which erased all previous financial superlatives, has the medium made more money.

In 1972, television had net revenues after commissions to agencies and reps of $3.18 billion, up 15.6% from the previous year ($2.75 billion). Profitwise, the 1972 picture was an across-the-board success story. The industry last year had before-tax income 41.9% greater than that of 1971—$552.2 million compared with $389.2 million. The 1972 profit was a mere $1.8 million short of 1969’s record $553.6 million.

Television expenses in 1972 were $2.63 billion, a 14.3% increase over 1971. Advertisers paid out a total of $3.63 billion for television time in 1972—an increase of 15.7% over the preceding year. The total included $1.69 billion in network advertising, (up 13.2%) and $1.18 billion in national and regional spot (up 15.1%). But the biggest gainer last year, as it had in 1971, was local advertising, which contributed $810.1 million (a 21.7% increase).

A sharp increase in revenues coupled with a more sedate rise in expenses caused profits at the three television networks to more than double last year. Preliminary tax profits for combined network operations in 1972 stood at $111 million (a 106.5% increase) on revenues of $1.27 billion (up 16.2%). Expenditures rose by only 11.5%, to $1.16 billion. Profits rose less dramatically at the network owned-and-operated stations, whose combined revenues increased by 14.9% to $327 million. Profits stood at $103 million, up 12.4%.

The other TV stations in the industry saw their profits rise more substantially. Revenues rose to $1.58 billion, up 15.3%; profits totaled $339 million, a 38.7% increase.

Further details appear on the FCC tables below and running through page 24.

Revenue and expense items for all TV stations reporting, 1972 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Broadcast revenues</th>
<th>Individual</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. REVENUES FROM THE SALE OF STATION TIME:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Network</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to networks:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to major networks,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC, CBS, NBC (before line or service charges)</td>
<td>$220,505</td>
<td></td>
</tr>
<tr>
<td>Sale of station time to other networks</td>
<td>3,983</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$224,489</td>
<td></td>
</tr>
<tr>
<td>(2) Nonnetwork (after trade and special discounts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives, and brokers:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to national and regional advertisers or sponsors</td>
<td>1,167,352</td>
<td></td>
</tr>
<tr>
<td>Sale of station time to local advertisers or sponsors</td>
<td>778,070</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,945,421</td>
<td>2,169,911</td>
</tr>
<tr>
<td>Total sale of station time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers or sponsors in connection with sale of station time;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) to national and regional advertisers or sponsors</td>
<td>10,025</td>
<td></td>
</tr>
<tr>
<td>(b) to local advertisers or sponsors</td>
<td>32,066</td>
<td></td>
</tr>
<tr>
<td>(2) Other broadcast revenues</td>
<td>32,984</td>
<td></td>
</tr>
<tr>
<td>Total broadcast revenues, other than from time sales</td>
<td>75,085</td>
<td>2,244,895</td>
</tr>
<tr>
<td>C. TOTAL BROADCAST REVENUES</td>
<td>2,244,965</td>
<td></td>
</tr>
<tr>
<td>(1) Less commissions to agencies, representatives, and brokers (but not to station salesmen or employees) and less cash discounts</td>
<td>336,921</td>
<td>1,908,074</td>
</tr>
<tr>
<td>D. NET BROADCAST REVENUES</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Broadcast expenses of three networks and TV stations in 19721 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Item</th>
<th>Technical</th>
<th>Program</th>
<th>Technical plus program</th>
<th>Selling</th>
<th>General and administrative</th>
<th>Total broadcast expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Networks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 Network owned-and-operated stations</td>
<td>$37,265</td>
<td>$511,920</td>
<td>$1,056,077</td>
<td>$29,196</td>
<td></td>
<td>$1,085,263</td>
</tr>
<tr>
<td>413 Other VHF network-affiliated stations</td>
<td>110,375</td>
<td>344,114</td>
<td>454,489</td>
<td>108,474</td>
<td>297,552</td>
<td>860,515</td>
</tr>
<tr>
<td>Total 538 network-affiliated stations</td>
<td>163,859</td>
<td>492,966</td>
<td>656,814</td>
<td>150,701</td>
<td>379,110</td>
<td>1,186,627</td>
</tr>
<tr>
<td>33 VHF independent stations</td>
<td>19,839</td>
<td>95,379</td>
<td>115,218</td>
<td>18,519</td>
<td>40,193</td>
<td>173,900</td>
</tr>
<tr>
<td>50 UHF independent stations</td>
<td>12,810</td>
<td>40,304</td>
<td>53,114</td>
<td>14,436</td>
<td>29,533</td>
<td>97,085</td>
</tr>
<tr>
<td>Total 86 independent stations</td>
<td>32,649</td>
<td>135,683</td>
<td>168,302</td>
<td>32,955</td>
<td>69,726</td>
<td>271,013</td>
</tr>
<tr>
<td>Total 624 stations</td>
<td>196,508</td>
<td>628,639</td>
<td>825,146</td>
<td>183,856</td>
<td>448,836</td>
<td>1,457,640</td>
</tr>
<tr>
<td>Total three networks and 624 stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$2,618,065</td>
</tr>
</tbody>
</table>

1. Includes part-year stations, satellite stations and those with less than $25,000 of time sales.
2. Excludes part-year stations, satellite stations and those with less than $25,000 of time sales.
3. Includes certain costs of station operations.
4. Includes certain costs of station operations.

Note: Last digits may not add to totals because of rounding.

Broadcasting Aug 27 1973
### Principal expense items of VHF stations with time sales of $25,000 or more classified by volume of revenues, 1972 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Broadcast revenues</th>
<th>Stations reporting</th>
<th>Salaries/Wages</th>
<th>Film and tape</th>
<th>Talent</th>
<th>Depreciation</th>
<th>Royalties and license fees*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td>Average1</td>
<td>Amount</td>
<td>Average2</td>
<td>Amount</td>
<td>Average3</td>
</tr>
<tr>
<td>$7,500 and over</td>
<td>55</td>
<td>$549,888</td>
<td>$9,979</td>
<td>55</td>
<td>$192,800</td>
<td>$3,505</td>
</tr>
<tr>
<td>5,000-7,500</td>
<td>46</td>
<td>189,799</td>
<td>4,126</td>
<td>46</td>
<td>73,792</td>
<td>1,604</td>
</tr>
<tr>
<td>4,000-5,000</td>
<td>27</td>
<td>88,361</td>
<td>3,272</td>
<td>27</td>
<td>33,673</td>
<td>1,247</td>
</tr>
<tr>
<td>3,000-4,000</td>
<td>37</td>
<td>92,515</td>
<td>2,500</td>
<td>37</td>
<td>36,982</td>
<td>998</td>
</tr>
<tr>
<td>2,000-3,000</td>
<td>55</td>
<td>112,437</td>
<td>2,044</td>
<td>55</td>
<td>43,351</td>
<td>788</td>
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<tr>
<td>1,000-2,000</td>
<td>56</td>
<td>81,841</td>
<td>1,461</td>
<td>56</td>
<td>31,851</td>
<td>568</td>
</tr>
<tr>
<td>800-1,000</td>
<td>78</td>
<td>83,920</td>
<td>1,075</td>
<td>78</td>
<td>34,229</td>
<td>438</td>
</tr>
<tr>
<td>400-800</td>
<td>33</td>
<td>27,216</td>
<td>824</td>
<td>33</td>
<td>10,965</td>
<td>332</td>
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<tr>
<td>200-400</td>
<td>9</td>
<td>5,919</td>
<td>657</td>
<td>9</td>
<td>2,413</td>
<td>268</td>
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<tr>
<td>100-200</td>
<td>14</td>
<td>8,422</td>
<td>601</td>
<td>14</td>
<td>3,331</td>
<td>237</td>
</tr>
<tr>
<td>50-100</td>
<td>12</td>
<td>7,042</td>
<td>586</td>
<td>12</td>
<td>2,270</td>
<td>226</td>
</tr>
<tr>
<td>30-50</td>
<td>13</td>
<td>6,229</td>
<td>479</td>
<td>13</td>
<td>2,218</td>
<td>170</td>
</tr>
<tr>
<td>20-30</td>
<td>10</td>
<td>2,469</td>
<td>246</td>
<td>10</td>
<td>1,050</td>
<td>106</td>
</tr>
<tr>
<td>10-20</td>
<td>6</td>
<td>359</td>
<td>159</td>
<td>6</td>
<td>439</td>
<td>73</td>
</tr>
<tr>
<td>Under 10</td>
<td>4</td>
<td>651</td>
<td>182</td>
<td>4</td>
<td>2,411</td>
<td>52</td>
</tr>
<tr>
<td>Total VHF</td>
<td>461</td>
<td>$1,259,018</td>
<td>$2,731</td>
<td>461</td>
<td>$470,921</td>
<td>$1,021</td>
</tr>
</tbody>
</table>

### Principal expense items of UHF stations with time sales of $25,000 or more classified by volume of revenues, 1972 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Broadcast revenues</th>
<th>Stations reporting</th>
<th>Salaries/ages</th>
<th>Film and Tape</th>
<th>Talent</th>
<th>Depreciation</th>
<th>Royalties and license fees*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td>Average1</td>
<td>Amount</td>
<td>Average2</td>
<td>Amount</td>
<td>Average3</td>
</tr>
<tr>
<td>$7,500 and over</td>
<td>3</td>
<td>$16,197</td>
<td>$5,399</td>
<td>3</td>
<td>$3,796</td>
<td>$1,265</td>
</tr>
<tr>
<td>5,000-7,500</td>
<td>1</td>
<td>6,226</td>
<td>6,253</td>
<td>1</td>
<td>1,541</td>
<td>1,541</td>
</tr>
<tr>
<td>4,000-5,000</td>
<td>4</td>
<td>13,284</td>
<td>3,321</td>
<td>4</td>
<td>4,040</td>
<td>1,010</td>
</tr>
<tr>
<td>3,000-4,000</td>
<td>12</td>
<td>28,953</td>
<td>2,412</td>
<td>12</td>
<td>9,661</td>
<td>805</td>
</tr>
<tr>
<td>2,000-3,000</td>
<td>26</td>
<td>45,646</td>
<td>1,755</td>
<td>26</td>
<td>15,768</td>
<td>606</td>
</tr>
<tr>
<td>1,000-2,000</td>
<td>30</td>
<td>36,956</td>
<td>1,251</td>
<td>30</td>
<td>13,871</td>
<td>462</td>
</tr>
<tr>
<td>800-1,000</td>
<td>10</td>
<td>10,792</td>
<td>1,079</td>
<td>10</td>
<td>3,788</td>
<td>378</td>
</tr>
<tr>
<td>500-800</td>
<td>7</td>
<td>5,551</td>
<td>793</td>
<td>7</td>
<td>1,999</td>
<td>285</td>
</tr>
<tr>
<td>300-500</td>
<td>9</td>
<td>7,254</td>
<td>806</td>
<td>9</td>
<td>2,691</td>
<td>299</td>
</tr>
<tr>
<td>200-300</td>
<td>11</td>
<td>7,176</td>
<td>652</td>
<td>11</td>
<td>2,383</td>
<td>216</td>
</tr>
<tr>
<td>100-200</td>
<td>13</td>
<td>7,650</td>
<td>586</td>
<td>13</td>
<td>2,754</td>
<td>211</td>
</tr>
<tr>
<td>50-100</td>
<td>17</td>
<td>6,262</td>
<td>466</td>
<td>17</td>
<td>2,785</td>
<td>163</td>
</tr>
<tr>
<td>30-50</td>
<td>4</td>
<td>1,423</td>
<td>355</td>
<td>4</td>
<td>493</td>
<td>123</td>
</tr>
<tr>
<td>20-30</td>
<td>7</td>
<td>2,245</td>
<td>320</td>
<td>7</td>
<td>673</td>
<td>96</td>
</tr>
<tr>
<td>Under 10</td>
<td>9</td>
<td>993</td>
<td>110</td>
<td>9</td>
<td>403</td>
<td>44</td>
</tr>
<tr>
<td>Total UHF</td>
<td>163</td>
<td>$198,621</td>
<td>$1,218</td>
<td>163</td>
<td>$66,642</td>
<td>$408</td>
</tr>
</tbody>
</table>

1 Stations operating full year only, excluding satellite stations. Not all expense categories are shown, therefore the sum of the categories will not equal total expenses.

2 The average is calculated from the number of stations reporting that expense category, not from the total number of stations. Not all stations incur expenses in every category, therefore the number of stations reporting in each category may be fewer than the total number of stations.

3 Includes only payment to contractual talent not on the station's payroll.

4 Includes music license fees and payments for other performance and program rights except film and tape.
Revenue and expense items of three national television networks, 1972 (in thousands of dollars)

**Broadcast revenues of networks**

I. NETWORK REVENUES:
- (a) Revenues from sale of time when program is supplied by advertiser $45,505
- (b) All other advertising revenues 1,637,094
- (c) Revenues from stations for cooperative programs 4,110
- (d) All other broadcast revenues 57,618

**TOTAL BROADCAST REVENUES** $1,744,237

**II. DEDUCT:**
- (a) Payments to stations 219,025
- (b) Commissions to advertising agencies, representatives, brokers, and others, and cash discounts 253,399

**TOTAL DEDUCTIONS** $473,424

**III. NET BROADCAST REVENUES** $1,270,813

**Network broadcast expenses**

**GENERAL CATEGORIES OF EXPENSES:**
- Technical expenses
  - Program expenses $1,026,077
  - Selling expenses 29,196
  - General and administrative expenses 105,152

**TOTAL BROADCAST EXPENSES** $1,160,425

**SELECTED EXPENSE ITEMS**

Salaries, wages and bonuses of officers and employees engaged in following categories:
- (a) Technical
- (b) Program
- (c) Selling
- (d) General and administrative
- (e) Total (all officers and employees)

**Depreciation of tangible property** 20,819

**Amortization expense on programs obtained from others (total)** 571,860

**Cost of feature films or expected to be shown in U. S. theaters** 132,182

**Other operational and program rights** 70,904

**Cost of intercity and intracity program relay circuits** 63,792

**Broadcast operating income (or loss)** 110,478

**Total expense for news and public affairs** 145,566

**Broadcast operating income** 1,160,425

**Broadcast income** $1,270,813

**Broadcast expenses**

- Network broadcast expenses $1,270,813
- Other affiliated stations 185,447

**TOTAL BROADCAST EXPENSES** $1,456,259

---

Broadcast financial data of three national television networks and 690 stations, 1972 (in millions of dollars)

<table>
<thead>
<tr>
<th>Broadcast revenues, expenses and income</th>
<th>Networks</th>
<th>% change over previous year</th>
<th>15 owned-and-operated TV stations</th>
<th>% change over previous year</th>
<th>675 other TV stations</th>
<th>% change over previous year</th>
<th>Total three networks and 690 stations</th>
<th>% change over previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales to advertisers for time, programs, talent, facilities, and services.</td>
<td>$1,682.6</td>
<td>13.1</td>
<td>162</td>
<td>13.0</td>
<td>140</td>
<td>11.7</td>
<td>1,682</td>
<td>13.1</td>
</tr>
<tr>
<td>Network sales</td>
<td>34.3</td>
<td>(2.6)</td>
<td>34.3</td>
<td>(2.6)</td>
<td>34.3</td>
<td>(2.6)</td>
<td>34.3</td>
<td>(2.6)</td>
</tr>
<tr>
<td>Deduct: Payments to other affiliated stations</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
</tr>
<tr>
<td>Retained from network sales</td>
<td>1,453.0</td>
<td>16.1</td>
<td>$34.4</td>
<td>(4.2)</td>
<td>$190</td>
<td>(2.0)</td>
<td>$1,682</td>
<td>13.1</td>
</tr>
<tr>
<td>Nonnetwork sales</td>
<td>1,453.0</td>
<td>16.1</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
</tr>
<tr>
<td>To national and regional advertisers</td>
<td>1,453.0</td>
<td>16.1</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
</tr>
<tr>
<td>To local advertisers</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
<td>185.4</td>
<td>(3.1)</td>
</tr>
<tr>
<td>Total sales to advertisers</td>
<td>1,638.4</td>
<td>16.2</td>
<td>270.8</td>
<td>6.6</td>
<td>270.8</td>
<td>6.6</td>
<td>270.8</td>
<td>6.6</td>
</tr>
<tr>
<td>Sales to other advertisers</td>
<td>61.7</td>
<td>6.9</td>
<td>61.7</td>
<td>6.9</td>
<td>61.7</td>
<td>6.9</td>
<td>61.7</td>
<td>6.9</td>
</tr>
<tr>
<td>Total sales</td>
<td>1,700.1</td>
<td>16.2</td>
<td>270.8</td>
<td>6.6</td>
<td>270.8</td>
<td>6.6</td>
<td>270.8</td>
<td>6.6</td>
</tr>
<tr>
<td>Deduct: Commissions to agencies, representatives, etc.</td>
<td>253.4</td>
<td>13.1</td>
<td>70.3</td>
<td>14.5</td>
<td>70.3</td>
<td>14.5</td>
<td>70.3</td>
<td>14.5</td>
</tr>
<tr>
<td>TOTAL BROADCAST REVENUES</td>
<td>1,271.3</td>
<td>16.2</td>
<td>270.8</td>
<td>6.6</td>
<td>270.8</td>
<td>6.6</td>
<td>270.8</td>
<td>6.6</td>
</tr>
<tr>
<td>TOTAL BROADCAST EXPENSES</td>
<td>1,160.4</td>
<td>11.5</td>
<td>224.6</td>
<td>16.0</td>
<td>224.6</td>
<td>16.0</td>
<td>224.6</td>
<td>16.0</td>
</tr>
<tr>
<td>TOTAL INCOME (before federal income tax)</td>
<td>110.9</td>
<td>106.5</td>
<td>102.5</td>
<td>12.4</td>
<td>338.8</td>
<td>36.7</td>
<td>552.2</td>
<td>41.9</td>
</tr>
</tbody>
</table>

---

Number of television stations reporting profit or loss by amount of profit or loss, 1972*

<table>
<thead>
<tr>
<th>Network affiliated</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>UHF</td>
</tr>
<tr>
<td>Total number of stations reporting</td>
<td>461</td>
</tr>
<tr>
<td>Number of stations reporting profits</td>
<td>395</td>
</tr>
<tr>
<td>Profitable stations as percent of total</td>
<td>85.7</td>
</tr>
<tr>
<td>Number of stations reporting profits of:</td>
<td></td>
</tr>
<tr>
<td>$5,000,000 or over</td>
<td>15</td>
</tr>
<tr>
<td>3,000,000-5,000,000</td>
<td>24</td>
</tr>
<tr>
<td>1,000,000-3,000,000</td>
<td>53</td>
</tr>
<tr>
<td>1,000,000-1,500,000</td>
<td>40</td>
</tr>
<tr>
<td>600,000-1,000,000</td>
<td>37</td>
</tr>
<tr>
<td>400,000- 600,000</td>
<td>46</td>
</tr>
<tr>
<td>200,000- 400,000</td>
<td>69</td>
</tr>
<tr>
<td>100,000- 200,000</td>
<td>50</td>
</tr>
<tr>
<td>50,000- 100,000</td>
<td>33</td>
</tr>
<tr>
<td>25,000- 50,000</td>
<td>13</td>
</tr>
<tr>
<td>Less than 25,000</td>
<td>15</td>
</tr>
<tr>
<td>Number of stations reporting losses</td>
<td>66</td>
</tr>
<tr>
<td>Unprofitable stations as percent of total</td>
<td>14.3</td>
</tr>
<tr>
<td>Number of stations reporting losses of:</td>
<td></td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>7</td>
</tr>
<tr>
<td>10,000- 25,000</td>
<td>6</td>
</tr>
<tr>
<td>25,000- 50,000</td>
<td>8</td>
</tr>
<tr>
<td>50,000-100,000</td>
<td>11</td>
</tr>
<tr>
<td>100,000-200,000</td>
<td>14</td>
</tr>
<tr>
<td>200,000-400,000</td>
<td>13</td>
</tr>
<tr>
<td>400,000 and over</td>
<td>7</td>
</tr>
</tbody>
</table>

* Stations operating full year only except satellite stations. Profits are before federal income tax.

Broadcasting Aug 27 1973
Broadcasting Aug 27 1973

Number of UHF television stations reporting profit or loss by volume of broadcast revenues, 1972* (in thousands of dollars)

<table>
<thead>
<tr>
<th>Revenues of:</th>
<th>Total number of stations reporting profits</th>
<th>Number of stations reporting profits:</th>
<th>Number of stations reporting losses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $2,000</td>
<td>20</td>
<td>$100 to $200</td>
<td>Less than $50</td>
</tr>
<tr>
<td>$1,000-$2,000</td>
<td>36</td>
<td>$200 to $300</td>
<td>$100 to $200</td>
</tr>
<tr>
<td>$300-$1,000</td>
<td>10</td>
<td>$100 to $200</td>
<td>$300 to $400</td>
</tr>
<tr>
<td>$300-$1,000</td>
<td>10</td>
<td>$50 to $100</td>
<td>$500 to $600</td>
</tr>
<tr>
<td>$400-$500</td>
<td>16</td>
<td>$0 to $50</td>
<td>$1,000 to $1,500</td>
</tr>
<tr>
<td>$200-$400</td>
<td>24</td>
<td></td>
<td>$1,500 to $2,000</td>
</tr>
<tr>
<td>$100-$200</td>
<td>10</td>
<td></td>
<td>$2,000 to $4,000</td>
</tr>
<tr>
<td>Less than $100</td>
<td>1</td>
<td></td>
<td>$4,000 to $6,000</td>
</tr>
<tr>
<td>Totals</td>
<td>164</td>
<td>13</td>
<td>9</td>
</tr>
</tbody>
</table>

* Stations operating full year only, excluding satellites. Profits are before federal income tax.

Number of VHF television stations reporting profit or loss, by volume of broadcast revenues, 1972* (in thousands of dollars)

<table>
<thead>
<tr>
<th>Revenues of:</th>
<th>Total number of stations reporting profits</th>
<th>Number of stations reporting profits:</th>
<th>Number of stations reporting losses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $10,000</td>
<td>34</td>
<td>$5,000 to $10,000</td>
<td>Less than $50</td>
</tr>
<tr>
<td>$5,000-$10,000</td>
<td>17</td>
<td>$3,000 to $5,000</td>
<td>$100 to $200</td>
</tr>
<tr>
<td>$6,000-$8,000</td>
<td>26</td>
<td>$1,500 to $3,000</td>
<td>$300 to $400</td>
</tr>
<tr>
<td>$4,000-$6,000</td>
<td>48</td>
<td>$1,000 to $1,500</td>
<td>$500 to $600</td>
</tr>
<tr>
<td>$3,000-$4,000</td>
<td>37</td>
<td>$500 to $1,000</td>
<td>$1,000 to $1,500</td>
</tr>
<tr>
<td>$2,000-$3,000</td>
<td>55</td>
<td>$1,000 to $300</td>
<td>$1,500 to $2,000</td>
</tr>
<tr>
<td>$1,000-$2,000</td>
<td>56</td>
<td>$500 to $1,000</td>
<td>$2,000 to $4,000</td>
</tr>
<tr>
<td>$800-$1,000</td>
<td>78</td>
<td>$100 to $500</td>
<td>$4,000 to $6,000</td>
</tr>
<tr>
<td>$600-$800</td>
<td>33</td>
<td></td>
<td>$6,000 to $8,000</td>
</tr>
<tr>
<td>$400-$600</td>
<td>25</td>
<td></td>
<td>$8,000 to $10,000</td>
</tr>
<tr>
<td>$200-$400</td>
<td>16</td>
<td></td>
<td>$10,000 to $12,000</td>
</tr>
<tr>
<td>$100-$200</td>
<td>2</td>
<td></td>
<td>$12,000 to $14,000</td>
</tr>
<tr>
<td>Less than $100</td>
<td>4</td>
<td></td>
<td>$14,000 to $16,000</td>
</tr>
<tr>
<td>Totals</td>
<td>461</td>
<td>15</td>
<td>2</td>
</tr>
</tbody>
</table>

* Stations operating full year only, excluding satellites. Profits are before federal income tax.

Ontario government eyes ban on commercials from outside agencies

Action may follow report proposing "Canadianization" of advertising limitation on commercial importation

A committee of the Legislative Assembly of the province of Ontario is considering a ban on the production of commercials by "foreign-controlled" agencies.

The Select Committee on Economic and Cultural Nationalism, under the chairmanship of Russell D. Rowe, is reviewing a report, "Foreign Ownership in the Advertising Industry" (filed June 30), which presents a favorable case for such a ban. According to the report, prepared by the management consultant firm of Kates Pest, Marwick & Co., Toronto, Canadian film production houses and processing labs, talent and agencies stand to recover anywhere from $3.6 million to $9 million in TV commercial production. The report contends that "the immediate effect of import restrictions might be the production of 'carbon copy' advertisements by Canadian production crews..." But even in this situation, new wrinkles (and possibly a more 'Canadian' touch) might be added during the redoing of the commercial. In addition, if the original production was expensive, changes in the Canadian production might be incorporated to economize in production costs." But money is not the only factor to be considered. Forsaking more subtle diplomacy, the report says that the importation of creative materials represents in some respects a cultural (particularly American) intrusion which may not be viewed as desirable by some people. Restricting further the importation of the material, notably of TV commercials [emphasis theirs], may erect a barrier between Canada and the United States. For example, to the extent that Canadian-produced commercials would be different, Canadians would cease to have the same 'commercial consciousness as Americans.'

The report also suggests "Canadianization" of foreign-controlled advertising agencies through increased Canadian ownership. Though it avoids advocating any one particular option, the report discusses 20, 51-plus and 80-percent-plus ownership possibilities. The results would be twofold, the report says: "First, the employees would be in a situation more equal to that of Canadian-controlled agency employees" (i.e. they would depend on the success of the Canadian rather than the world-wide agency). Second, the agency might become more 'Canadian' by having more formerly unobtainable Canadian accounts, as well as having a generally more Canadian outlook. Toronto-based subsidiaries of major American advertising agencies which could conceivably be affected by the commercial ban include McCann-Erickson; Norman, Craig & Kummel; J. Walter Thompson; Ted Bates; Young & Rubicam; Leo Burnett; Foote, Cone & Belding; D'Arcy, MacManus & Masius; Grey Advertising; Doyle Dane Bernbach; Needham, Harper & Steers, and Kenyon & Eckhardt.

Las Vegas TV fined for 315 violation

The FCC has notified KLAS-TV Las Vegas that it faces a $1,000 fine for failing to provide equal opportunity to purchase time during a 1972 Nevada congressional primary to former Congressman Walter S. Baring (D-Nev.).

The commission's action was based on a complaint by James P. Rosner on behalf of Volunteers for Congressman Baring, the since-defeated congressman's campaign organization. Mr. Rosner alleged that KLAs-TV had not made available to Mr. Baring as much time as it had to James Bilbray, one of Mr. Baring's two opponents in the fall 1972 Democratic primary for Nevada's at-large congressional seat. Mr. Bilbray defeated Mr. Baring in the primary and was himself defeated last November by Republican David Towell. KLAS-TV had told the commission that it had been unable to furnish Mr. Baring with as much time as it had made avail-
able to Mr. Bilbray over the entire period of the primary campaign. It noted that Mr. Rosner’s request for equal opportunity had not been made until Aug. 29, 1972—one week prior to the election—and that Mr. Baring had been permitted to purchase more appearances than his opponent subsequent to the request. Scheduling problems, however, precluded KLAS-TV’s giving Mr. Baring enough time after the request to balance out the total number of appearances by the two candidates, the station said. In all, Mr. Baring made eight prime-time appearances on the station; Mr. Bilbray made 10.

But the commission found KLAS-TV’s response “not satisfactory.” It noted that Section 315 of the Communications Act, the equal-time statute, states that upon the receipt of an equal-opportunity request, stations must make time available to the requestee comparable to that given his opponent during a seven-day period prior to the request. This “rule of thumb,” the commission said, would ordinarily give stations enough time to resolve their scheduling conflicts. The commission noted that Mr. Rosner’s request was made a week prior to the election. If the request had been submitted at the last minute, “a different conclusion might be warranted,” it stated.

**Milk ads can no longer claim reducing benefits**

The Federal Trade Commission has provisionally accepted a consent order prohibiting the American Dairy Association, Chicago, from advertising the value of whole milk in a weight-reducing diet unless the number of calories or grams of fat in the product are disclosed. In the agreed-to order, the association is also forbidden to claim that whole milk is “96% fat free” or misrepresent the nutritional value of any dairy product in low-calorie diets.

The complaint cites the association’s 1972 radio commercial which claims that milk “can help you to be a new you. . . . And if there was a little less of you, she'd love you a whole lot more because there’s a new you coming, the Grade A way.” The complaint alleges the ad falsely implies that whole milk will substantially benefit persons on low-fat or calorie-restricted diets.

The agreement, which also names the association’s advertising agency, Leo Burnett Co., Chicago, is for settlement purposes only and does not constitute an admission by the association or its agency that they have violated the law.

**FTC’s own counterads**

The Federal Trade Commission will offer radio and TV public-service announcements as part of its nationwide consumer education campaign to alert potential students to deceptive advertising practices of some private vocational schools.

In the radio spots, actor Raymond Burr and entertainer Della Rees warn students not to be fooled about how easy

---

**Available now! Exclusive national radio coverage of baseball’s crucial playoffs!**

**NATIONAL LEAGUE CHAMPIONSHIP SERIES Oct ’73**

---

**Radio stations: join our exclusive network!**

Will it be Dodgers vs. Cardinals? Reds vs. Pirates? Giants vs. Cubs? All the drama is available, live, to your station.*

- Division playoffs, if necessary, week of Oct. 1
- Championship Series starts weekend of Oct. 6-7
  Best-of-five series. Oct. 6-7, tentative 4:00 pm EDT
- Local rights — as little as $25 per game
- Lines — low cost in cooperation with MBS
- Local spots — 13 minutes per game to sell

*not available in local network areas of opposing teams

**Ask now for exclusive local rights!**

**RWC Robert Wold Company**

11661 San Vicente Boulevard
Los Angeles, California 90049 • (213) 920-2668

Network advertisers: low-cost spots available

Broadcasting Aug 27 1973

25
it is to get a good job with vocational training and urge consultation with potential employers and other counselors before signing on the dotted line.

TV spots, distributed to some 570 stations, ask students to write to the FTC for its vocational-schools consumer-education kit. Consumer-education director A. Herbert Reising said the campaign was initiated because "some private vocational schools are using false and deceptive practices to lure students into schools, where the education they receive is of little or no value for getting a good job."

Chinchillas cost more

Five TV stations face FCC fines ranging from $3,000 to $8,000 for logging violations in connection with program-length commercials. WMUR-TV Manchester, N.H. ($6,000), WRIT-TW Springfield, Mo. ($4,000), KMTC-TV Springfield, Mo. ($3,000), WXON-TV Allen Park, Mich. ($3,000) and WMTW-TV Portland, Me. ($8,000) face the fines for broadcasting programs on chinchilla ranching sponsored by various chinchilla wholesalers and distributors. Another station, KCBC-TW Columbia, Mo., was only rebuked for the same offense since the one-year statute of limitations had expired on all but one of its violations.

The action brings to eight the number of licensees facing fines for program-length chinchilla commercials which were not logged as such. WCVM-TV Chicago and WRIT-TV Baton Rouge had previously been notified by the FCC of such liability.

3M in radio drive

The 3M Co., St. Paul, Minn., is conducting its first corporate advertising campaign on radio with locally produced, community-oriented programs in 34 markets.

The project was developed by Blair Radio, whose client stations are producing and carrying the programs of from one to two minutes in length. 3M receives only an institutional mention as each station explores for a week an issue critical in its community, e.g., crime, venereal disease, alcoholism, schools.

The four-week campaign will run through September on alternate weeks. Agency for 3M is BBDO, Minneapolis.

Business Briefs

New to network TV. In its first corporate buy on network television, Owens-Illinois Inc., Toledo, Ohio, has signed for half-sponsorship of U.S. Men's Amateur Golf Championship match to be telescast on ABC-TV Sept. 2 (5-6:30 p.m. NYT). Through Howard Swink Advertising, Marion, Ohio, Owens-Illinois has prepared commercials that will stress role company plays in American industry and will introduce its major product lines (Libby glassware and Libby paper and plastic cups and plates).

New to TV. Jocar Inc., New York, has named A. Eicoff & Co., Chicago agency, to introduce its "Skin-see's" and "Nail-ee's," cosmetic fashion accessories, via television within next two months. "Skin-see's" are tattoos in shape of flowers, bows, and other designs for application to body while "Nail-ee's" are ladybug, butterfly, heart, and star-patterned minidecals for fingernails and toenails.


A Hanes opinion. Beginning next Sept. 3, women will be told that "Gentlemen prefer Hanes." Proclamation will come in 30-second commercials for Hanes pantyhose prepared by Dancer-Fitzgerald-Sample, New York. Spots begin running on daytime game shows and serials on all three networks and add prime-time exposure on CBS-TV and ABC-TV Sept. 10. Schedule will end Dec. 3 and resume in January. In addition to pushing Hanes' Everyday and Ultra Sheer lines of pantyhose, commercials will advocate that women get out of pants and into leg-showing dresses and skirts.

Black consumer expertise. Kelvin Wall, formerly vice president of market development with Coca-Cola, and Caroline Jones, senior copywriter with Kenyon & Eckhart, have formed Black Creative Group Co. and will work with advertising agencies on project basis to develop creative and product positioning for black consumer market. Address: 110 East 37th Street, New York 10016. Phone: (212) 679-2415.

Meat firm switches. Peter Eckrich & Sons, Fort Wayne, Ind., has appointed Needham, Harper & Steers, Chicago, to handle its advertising. Eckrich is major brand of processed meat products marketed in Midwest. It has used spot radio and TV advertising in past. Former agency was Bonsing Centlivre Knight & Ferguson, Fort Wayne.

Bzzzzzzzz. McCulloch Corp., Los Angeles tool maker, plans to spend $1.5 million on network TV in 1973-74 sea-

Only in Puerto Rico. Since last Monday (Aug. 20), Puerto Rican TV audiences have been able to see something their mainland counterparts cannot: commercials for contraceptive devices. For six weeks, 30-second spots from the Ortho pharmaceuticals company will be broadcast 10 times a week in daytime, early and late-night fringe. Using a Puerto Rican spokeswoman, the commercial describes an assortment of contraceptive products and booklets giving the advantages and disadvantages of various birth-control methods. She suggests that viewers visit the Ortho family-planning centers in drug stores and "Take time to examine and compare them and, after consulting your physician, choose the product that seems suitable for you." A spokesman for Ortho said it was ironic that the commercial could run in heavily Catholic Puerto Rico and be banned in mainland U.S. The National Association of Broadcasters' code prohibits the broadcast of commercials for contraceptive devices.
son to advertise its chain saws, same amount it spent in 1972-73. Agency is Grader & Wetmore, Los Angeles.

Here today, Blair Television and Blair Radio moved St. Louis spot-sales operation to new offices. New address is Equitable building, 10 Broadway, St. Louis 63102.

Timex into barter. Timex has purchased six Wolper TV specials for barter sales for new 1973-74 season. Specials, which had network runs last year, include three "Appointment with Destiny" programs and three George Plimpton specials. Sales are being handled by Wolper Television Sales, Los Angeles.

Biting into TV, Ward Candy, division of Ward-Johnston Inc., will begin network television television exposures of its Bit-O-Chocolate candy bars next month. Candy bar reached national distribution in June.

Record Spending. Advertisers spent $120.3 million in network television in July for a 6.9% increase over July 1972, the Television Advertising Bureau reported last week on the basis of estimates compiled by Broadcast Advertisers Reports. The dollar figure was a record for July but the 6.9% gain was the smallest of the year, TVB reported. The year's largest gain, 18.2%, was recorded in March. For the seven-month period, January through July, expenditures were up 13.6%. Coverage of Senate Watergate hearings, totaling 18 July days and rotated among the networks, was blamed for a net decline of 382,800, or 1%, in Monday-Friday daytime billings for the month. Weekend daytime was down 14.7%, with the decline attributed at least partly to one less weekend day in July this year. For the year to date, gains were shown for both Monday-Friday daytime (up 11.2%) and weekend daytime (up 1.7%).

Network television time and program billing estimates By day parts and by network (add 000)

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</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$37,625.0</td>
<td>$35,652.4</td>
<td>-4.7</td>
<td>$320,712.5</td>
<td>$346,723.9</td>
<td>+8.1</td>
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<tr>
<td>Mon.-Fri.</td>
<td>27,515.6</td>
<td>27,232.8</td>
<td>-1.0</td>
<td>216,072.2</td>
<td>240,312.1</td>
<td>+11.2</td>
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<td>Sat.-Sun.</td>
<td>10,109.4</td>
<td>8,616.6</td>
<td>+14.7</td>
<td>104,639.7</td>
<td>106,411.8</td>
<td>+1.7</td>
</tr>
<tr>
<td>Nighttime</td>
<td>74,890.4</td>
<td>84,412.5</td>
<td>+12.7</td>
<td>646,949.9</td>
<td>752,136.8</td>
<td>+16.3</td>
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<tr>
<td>Total</td>
<td>112,515.4</td>
<td>120,264.0</td>
<td>+6.9</td>
<td>$967,662.4</td>
<td>$1,098,860.7</td>
<td>+13.6</td>
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Network television time and program billing estimates By network

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$52,617.2</td>
<td>$57,918.5</td>
<td>$62,578.2</td>
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<tr>
<td>CBS</td>
<td>52,915.7</td>
<td>56,089.3</td>
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<td>162,669.9</td>
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<tr>
<td>NBC</td>
<td>55,028.2</td>
<td>64,264.5</td>
<td>62,887.0</td>
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<tr>
<td>TOTAL</td>
<td>109,761.9</td>
<td>178,278.9</td>
<td>179,129.7</td>
<td>467,161.5</td>
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BAR reports television-network sales as of July 29

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 29</th>
<th>Total dollars week ended July 29</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
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</thead>
<tbody>
<tr>
<td>Monday-Friday Sign-on-10 a.m.</td>
<td>67</td>
<td>$431,000</td>
<td>2,159</td>
<td>$14,005,900</td>
<td>$13,610,600</td>
</tr>
<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>743</td>
<td>5,133,800</td>
<td>27,558</td>
<td>223,957,000</td>
<td>207,847,600</td>
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<tr>
<td>Saturday-Sunday Sign-on-6 p.m.</td>
<td>240</td>
<td>1,877,900</td>
<td>8,310</td>
<td>106,411,800</td>
<td>106,657,200</td>
</tr>
<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>96</td>
<td>1,397,200</td>
<td>2,842</td>
<td>55,983,500</td>
<td>52,437,800</td>
</tr>
<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>10</td>
<td>122,000</td>
<td>414</td>
<td>9,461,000</td>
<td>8,822,600</td>
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<tr>
<td>Monday-Sunday 7:30 p.m.-11 p.m.</td>
<td>391</td>
<td>15,734,900</td>
<td>11,788</td>
<td>610,196,100</td>
<td>542,955,100</td>
</tr>
<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>169</td>
<td>2,781,100</td>
<td>4,792</td>
<td>71,123,500</td>
<td>57,151,100</td>
</tr>
<tr>
<td>Total</td>
<td><strong>1,716</strong></td>
<td><strong>27,477,900</strong></td>
<td><strong>57,863</strong></td>
<td><strong>1,091,138,900</strong></td>
<td><strong>889,482,200</strong></td>
</tr>
</tbody>
</table>

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

Westen trying to start movement against Quello

Activist lawyer circulates letter sent to Pastore to denounce nomination of former broadcaster

Capitol Hill is quiet this month with Congress in recess. That part of Washington concerned with communications matters is also quiet, with lawyers and much of the FCC on vacation. But Tracy Westen, director of the Stern Community Law Firm, livened things up last week by firing what he hopes will be the first shot in a movement to block Senate confirmation of President Nixon's expected nomination of James Quello for the FCC.

Mr. Westen wrote Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who will preside at the Senate hearing on the nomination of the retired vice president and manager of WJR-AM-FM Detroit, urging him to oppose it as "a slap in the face of all the individuals and public-interest organizations that have worked so hard for broadcast reform over the past few years."

It was not only Mr. Quello's background as a broadcaster that disturbed Mr. Westen, who has represented a number of public-interest groups before the commission, but the fact that Mr. Quello would succeed Nicholas Johnson, "the only recent member of the commission to consistently speak out for the public's interest." Replacing Mr. Johnson (whom Mr. Westen once served as legal assistant) "with a 28-year career broadcaster, an employee of Capital Cities Broadcasting and an adviser to Storer Broadcasting, appears calculated to eliminate the last vestige of public-interest representation from the commission," Mr. Westen wrote. (Mr. Quello is no longer associated with Capcities or Storer.)

Besides opposing the nomination, Mr. Westen urged Senator Pastore to seek out and hear in open session testimony of public-interest groups wishing to oppose the Quello nomination, "to explore the extent of Mr. Quello's pro-broadcast industry bias" by putting to him specific questions suggested in the letter: "Would you vote to deny the license renewal of any station that discriminated against minorities or women in employment?" "Do you believe that newspapers should be required to divest themselves of broadcast properties in highly concentrated markets?" "Would you support pay-cable television as an additional source of programming?" among them). Mr. Westen also proposed that a representative of the public-interest groups be allowed to question Mr. Quello directly.

Senator Pastore could not be reached for immediate comment on the letter. But a subcommittee aide noted that committee conducting confirmation hearings normally permit those who wish to testify

Broadcasting Aug 27 1973
to do so and frequently accept suggested questions. But he noted that permitting a representative of any group to join senators in questioning witnesses would be highly unusual.

Mr. Westen sent copies of his letter not only to all members of the parent Senate Commerce Committee, but also to 13 citizen groups and public-interest law firms. Mr. Westen, who said he will follow up with telephone calls to the groups and law firms, expressed the hope that all will send similar letters to Senator Pastore.

A check of a number of the groups Mr. Westen contacted indicated that although there was some unhappiness over the expected nomination of Mr. Quello to succeed Commissioner Johnson, there were no concrete plans to take action. Mr. Westen was hoping his letter could generate action. One member of the public interest movement thought that as many as 40 or 50 letters requesting permission to testify might be sent to the commission in Quello's group action—though he did not expect "a big effort to block the nomination," in terms of citizens contacting their individual state senators.

Whether a movement of any significance can be mounted probably will not become evident until after Congress returns, on Sept. 5. Senate staffers who were still in Washington last week indicated that the Quello nomination—which is not expected to be sent to the Senate until after the recess—was not something that was occupying their thoughts or the thoughts of the senators they serve.

One citizen group that could play a special role in the Quello case is the Interfaith Center for Racial Justice, which is based in Detroit, the prospective nominee's home area. The center, which has opposed, thus far without success, the licenses renewals of several Detroit television stations, is checking into Mr. Quello's extensive civic background in Detroit. Mr. Quello once worked on the city's housing commission (and was its chairman four times)—and will file a report with the state's senators. Democrat Philip Hart and Republican Robert Griffin, probably this week.

A spokesman for the group, Bill Downs, said that it is "concerned" because of Mr. Quello's long association with WJR but that it did not think that association necessarily disqualified him.

Senator Griffin was asking the members of the Michigan congressional delegation who urged Mr. Quello's nomination on the White House. Senator Hart's views on Mr. Quello were not sought by the White House, even though it was a non-Republican vacancy that was to be filled. As a liberal and a member of the Senate Commerce Committee, he is looked to by those who want to block the Quello nomination as a rallying point for the opposition. However, Senator Hart told Mr. Quello several months ago that he had not intended to oppose the nomination. And, an aide to Senator Hart said last week, nothing has happened since "to assume the senator will change his mind."

One Senate source said that a potential problem facing Mr. Quello is that he is not a registered Democrat—voters do not register according to parties in Michigan. He says Mr. Quello votes more often in Democratic than in Republican primaries (Broadcasting, July 30). However, the Senate source said Democratic senators had not taken the position that the FCC seat should go to a registered Democrat.

VOA rejects charge

The Voice of America was attacked last week by a Soviet commentator who charged that the VOA solicits listener names and addresses for intelligence-gathering purposes.

The commentator, Yura A. Zhukov, in a Moscow telecast warned Russians to disregard Voice of America requests for listener mail including names and addresses, saying: "Such addresses are invaluable for the activities of appropriate special services."

A Voice of America spokesman said that VOA stations do offer to mail photographs of performers, sports figures, astronauts and other celebrities to listeners. But "no addresses in any event are used for any other purpose not made available to any other organizations."

The Soviet commentator's remarks followed a speech by Communist party leader Leonid I. Brezhnev who called for a stepped-up effort in stemming propaganda infiltration from abroad.

Initial decision proposes renewal for Alabama ETV's

State licensee for eight stations was not up to par, but has shown good-faith efforts, judge concludes

An FCC administrative law judge has concluded that the Alabama Educational Television Commission fell short of its responsibilities in seeing to it that the state's noncommercial stations served the needs of Alabama's blacks. But Judge Chester F. Naumowicz, in an initial decision issued last week, ascribed the failure to a "praiseworthy desire to present programming of value to everyone" and to the administrative structure involved in programming the noncommercial stations, not to "malice."

Accordingly, Judge Naumowicz recommended that the commission grant the AETC's application for renewal of licenses of eight noncommercial stations—Watu(TV) Montgomery, wdoq(TV) Birmingham, wzhq(TV) Mt. Cheaha State Park, wdoq(TV) Dozier, wozq(TV) Mobile, wpq(TV) Florence, wqoq(TV) Liouise, and wzhq(TV) Huntsville—and a license to cover a construction permit for wqoq(TV) Demopolis.

The decision was delivered on Feb. 11, 1973, and rescinded a grant of AETC's renewal applications, which had been issued in June 1970, and designated them for hearing on issues to determine whether AETC had followed a racially discriminatory policy in its over-all programming, and whether it had complied with commission rules barring discrimination in employment. The action was in response to a petition filed by several present and former residents of the state.

Judge Naumowicz concluded that during the last license period AETC presented "a paucity of programs designed to appeal specifically" to the state's large black population. But he also said there is no evidence that AETC deliberately set out to block the presentation of programs of special interest to Negroes. "The AETC simply failed to single out the black population of Alabama for special treatment," he said.

He also noted that responsibility for program production and acquisition is vested in program centers distributed throughout the state. The AETC, he added, had no reason to believe the centers were programing in a discriminatory fashion.

Judge Naumowicz, in addition, upheld AETC's right to reject programs it considered "tasteless." A major complaint of the petitioners was that AETC turned down programs designed for blacks, including segments from Black Journal and Westinghouse Broadcasting.

The result was little programing designed to meet the needs of blacks. But steps have now been taken by AETC to ascertain and meet those special needs, Judge Naumowicz said.

He also concluded that the AETC has complied with commission rules requiring licensees to make reasonable and good-faith efforts to employ minority-group members. He said that while AETC had employed no more than one black in the years between 1967 and 1969, it now employs seven most in responsible positions—at its headquarters and at the Montgomery production center that it controls directly. He also said that AETC is making active efforts to recruit black employees.

NAB's pay-TV ads:

one hurrah, two hisses

INTV backs campaign as preserving public's right to programing

NCTA's Foster, Teleglobe license object to conduct of campaign

The Association of Independent Television Stations (INTV) voted its support last week for a broadcast station's campaign to let the public know what pay TV can do to free TV.

The INTV board said independent-station audiences are particularly vulnerable because of the importance of sports
—seen as a prime target of pay-TV operators—in the programming of many independents. Roger A. Rice of KTVU(TV) Oakland-San Francisco, INTV chairman, said: "It is clear that major programming will move over to the pay system at that point where the box-office potential begins to exceed the available advertising revenue. What must never be lost sight of is that it is only necessary for a portion of the audience to be willing to pay, for the change-over to occur. This represents the disenfranchisement of a large segment—perhaps the majority—of the public. It represents discrimination against the poor, the elderly and disadvantaged."

The choice, Mr. Rice said, "is between an entertainment service directed by market pressures to satisfy the interests of a minority audience able to pay, and an entertainment-information service designed for all segments of the public and rise of a pay-TV system is a decline in the entertainment capability of the free advertiser-supported system, with a consequent weakening of its ability to sustain a broad and vigorous public-affairs and information service."

However, the NAB's campaign has drawn fire from the National Cable Television Association and a licensee of an over-the-air pay-TV system.

NCTA President David Foster, commenting in the NCTA Bulletin, the organization's newsletter, on the full-page antipay-TV ad NAB ran Aug. 1 in The Washington Post and Washington Star News (Broadcasting, Aug. 6), charged that "NAB has chosen to sway public opinion with Madison Avenue admanship rather than prompt willingness to debate the issues openly."

He said it was "regrettable" that the broadcast industry... finds it too great a risk to let the public decide this issue on the basis of a fair and factual presentation of competing viewpoints."

Mr. Foster had issued the debate challenge in an Aug. 3 letter to Willard Walbridge, chairman of NAB's special committee on pay TV. Mr. Walbridge replied that the committee would consider the offer at its next meeting, to be held Sept. 5 (Broadcasting, Aug. 6).

NAB's ad, the opening shot in a full-scale campaign against the siphoning of programming from free television to pay TV or pay-cable, contended that "pay-TV operators are now planning to buy 'exclusive rights' to sports, movies and entertainment programs and convert your TV set to a box office for themselves." The FCC, it went on to say "is considering rule changes that would allow this to happen."

Robert S. Block, president of Telease Inc., Milwaukee, national licensee of the Teleglobe over-the-air pay-TV system, denounced the ad as "false, misleading and deceptive." In a letter to NAB President Vincent Wasilewski, Mr. Block demanded that NAB print a full-page retraction correcting "the erroneous information" in the ad.

The FCC has clearly authorized pay TV, he said, and "has established rules to protect the interest of commercial tele-

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Gannett moves back into broadcasting

Gannett Co., Rochester, N.Y., which owns the nation's largest chain of daily newspapers, is suddenly on the verge of becoming a multiple-broadcast station owner as well. Its broadcast expansion, however, has been within the confines of a program of print acquisitions.

Gannett, which is presently the licensee of WHEC-TV Rochester, N.Y., last week announced that it has agreed to purchase three daily newspapers and their broadcast affiliates, which include a nearly one-half interest in Springfield, Mo., VHF and three radio stations. Total price of the transactions, which would be affected through stock exchanges, is $33.4 million.

The announcement came two months after it was disclosed that Gannett would purchase WBRJ(AM) Marietta and WMWM(AM) Wilmington, both Ohio, as part of a transaction which would bring it the commonly owned Marietta Times ("Changing Hands," June 18). The broadcast portion of that deal is subject to FCC approval, as is that aspect of the latest transactions.

The latest purchases represent two separate agreements. In one, Gannett would acquire, for some $30 million in stock, the media interests of Springfield Newspapers Inc., which include the Springfield News and Leader, the Sunday News & Leader, 49.7% of KXV(TV) Springfield, and 100% of KGBX(AM) Springfield and KHHO(AM) Hannibal, Mo. Gannett's counsel was unsure last week as to how the FCC's rule prohibiting common acquisitions of co-located VHF and radio facilities would affect the transaction. "Obviously," he said, "the company will do whatever the commission tells them to do," adding that a spin off of either the television or radio interests would probably be necessary. The remaining interests in KTVV are controlled by Grand Prairie Investment Co. (50%) and others.

In the second transaction, Gannett would acquire for $3.4 million, the Muskegon (Okla.) Phoenix & Times Democrat, which publishes morning and Sunday editions, as well as KBIX(AM) Muskegon. Both are owned by the Oklahoma Press Publishing Co.

The latest print acquisitions would bring Gannett's newspaper roster to 57.

Gannett once owned several other broadcast properties, including WHEC-AM-FM Rochester and WWIN-A-FM Binghamton, both New York; W DAN-AM-FM
Danville and WREX-TV Rockford, both Illinois, and WPAM-FM Cocoa, Fla. All have been sold.

KTV(TV) (ch. 3), an NBC affiliate, operates with 100 kw visual, 20 kw aural and an antenna 2,040 feet above average terrain. KGDX is full time on 1260 kvars with 5 kw, directional at night. KYMO operates full time on 1070 kvars with 5 kw day and 1 kw night. KGDX is also full time, on 1490 kw with 1 kw day and 250 w night.

Compromise offered on occasional-use rates for AT&T networking

FCC's Strassburg comes up with plan for two-year experiment, including option for daily, 10-hour service

AT&T accountants and market analysts were back at work last week, attempting to estimate the impact of various suggestions for reducing the proposed increases it has in mind for occasional users of its television program-transmission service.

The principal suggestion, offered by FCC Common Carrier Bureau Chief Bernard Strassburg, calls for lowering AT&T's proposed charge of $1 per hour per mile (up from the present rate of 55 cents) to 65 cents for one year of a two-year experimental period and to 75 cents for the second year. In addition, occasional users who elected to do so could get 10 hours of service each day at a cost of $40 per mile each month, with sharing by customers permitted.

The proposal was offered last week at a meeting of representatives of customers of the telephone company's monthly contract service—the networks—and of the occasional service. The meeting had been called to get the parties' reaction to a compromise proposal offered by Mr. Strassburg at a meeting on Aug. 14 (Broadcasting, Aug. 20).

That proposal was substantially the same as the one Mr. Strassburg put forward last week. One difference was that it provided for a 75-cent-per-mile hourly rate for both years of the experimental period. In addition, Mr. Strassburg suggested last week, as part of his modified plan, that AT&T retain the option of raising the rates it is now charging networks, as a means of offsetting any losses it might incur as a result of the 65-cent and 75-cent-per-mile charges for occasional users.

The networks are now paying $.55 per month per mile for service, under a tariff that became effective July 1 down from a charge of $82.50 for an average of 17 hours daily. AT&T says it lowered the charge in an effort to meet the competition for network program transmission service being offered by miscellaneous common carriers.

Mr. Strassburg modified his original proposal after representatives of occasional users made it clear they felt the suggested 75-cent rate—although 25% cheaper than AT&T's proposed charge—was still too high, and suggested that the contract rate be hiked to eliminate any losses lower rates for them might cause the telephone company. The networks say they are not happy with the $55 charge they are paying, contending it is unreasonably high; so it is evident they would protest any effort on the part of AT&T to raise that charge.

Among other proposals offered last week was one by the counsel for INTV, a trade association of independent television stations, Thomas Dowd, who suggested that AT&T employ two sets of occasional rates—one for customers using service on a regular basis; another, higher, rate for customers using the service on a nonregular or unpredictable basis. This would benefit users like UPITN, which in distributing its news programs to television stations, wants to use transmission service every day but for only a relatively small part of the day.

The purpose of the commission staff's efforts to win general acceptance by the parties of a compromise agreement is to obviate the knotty issues involved in the rate-making proceeding. A key question is whether and to what extent AT&T's program-transmission facilities are and should be dedicated to the two kinds of customers.

The parties will reassemble at the commission's offices on Sept. 5, to determine whether a compromise can be reached.

But time is running out. When the commission, in May, permitted AT&T to file the new, lower rates for the networks but denied that permission for the higher rates for occasional users, it said it would conclude the proceeding by Sept. 13. If it did not meet that deadline, the commission said, AT&T would be authorized to file its new occasional-user rates in effect on 60 days' notice (Broadcasting, May 14).

WNJR in dispute with Newark over financial confidentiality

Another argument has developed over a ruling by FCC Executive Director John Torbet that confidential station financial reports (form 324) must be made available to outside interests.

Shortly after a citizen coalition challenging the license renewal of KTV(TV) Los Angeles withdrew from litigation in which it was attempting to obtain that station's confidential files (Broadcasting, Aug. 20), WNJR Radio Co.'s interim operator of WNJR(AM) Newark, N.J., filed a brief with the commission, objecting to a Torbet decision that WNJR's files could be inspected by representatives of the city of Newark. Mr. Torbet had been responsible for the original ruling which opened up the dispute in Los Angeles.

The city of Newark wants access to the WNJR files in connection with its claim that the interim operator owes it $50,000. The city noted that a provision of the business rules assigning interim operating authority to WNJR Radio Co. called on the firm to reimburse the city up to $50,000 for any losses it suffered while it was operating the station last year. The city had taken over WNJR for several months in 1972, to keep the station from going off the air after Rollins Inc. lost its license.

WNJR Radio Co., however, feels that it doesn't owe the city anything. It told the commission that Mr. Torbet's ruling, which supported the city's claim that the WNJR operators must determine the state of the interim operator's finances, was erroneous and unnecessary. The interim operator said the commission is aware from examining its confidential files that it made no profit with WNJR in the last operating year and that, therefore, it is not obligated to make any payment to the city. The city claims it lost $85,232 in its short stint as a broadcaster.

Pressure tactics charged in S.F. sale

Principals in KSAY transfer answer community group's protest

The parties to the $2-million sale of KSAY(AM) San Francisco told the FCC last week that a citizen group opposing the transfer used "coercive practices" in an attempt to force the proposed buyer, Pacific FM Inc., to make certain program, employment and compensatory concessions.

The charge was made in a brief filed with the commission by Pacific FM (licensee of KIOW-FM San Francisco) and KSAY Broadcasting Co., current licensee of KSAY. Both parties claimed that the Community Coalition for Media Change, which petitioned the FCC to deny the sale several weeks ago (Broadcasting, Aug. 8), tried, by threat of a transfer protest, to compel Pacific FM to agree on demands that the firm had previously rejected. The demands, according to the brief, include the addition of several employees, presumably members of minority groups, to the KSAY staff, and the payment by Pacific FM of $9,000 into a "scholarship program" over a three-year period.

The parties stated that Pacific FM is "willing to meet and discuss its programming and employment with all public interest groups, but it has refused and will continue to refuse to be coerced into agreeing to demands that are violative of the law and of its responsibilities as a licensee."

The brief also denied CCMC's allegation that Pacific FM President James Gabbert engaged in ex parte communications with FCC commissioners about the proposed sale. The brief claimed "it makes no difference whether (Mr. Gab- bert) did or did not" meet with FCC personnel, since the ex parte rules do not come into play merely because a petition to deny has been filed.

The brief also rejected charges that both KSAY and KIOW discriminated against minorities in employment and programming matters. It claimed that KIOW has four minorities on its staff and that KSAY, while not employing any minorities at present, has in the past. It said the KSAY staff of nine is "small" and "stable," and that no job openings had been anticipated.
A special report in Broadcasting Sep 24

It's the new frontier in radio. The first by whom the new is tried. The first to put the old aside. A medium that took three decades to come to flower, but that—for the last eight years or so—has more than made up for lost time.

The ratings are going through the roof. The prices—if you want to buy time—are respectable. The prices—if you want to buy a station—are formidable. The prestige is enormous, with every age segment of the audience. The competition with older sister AM ranges from brisk to fierce. Many FM's are first in their markets in various day parts—and with key audience demographics. Those that are No. 2 are trying harder, and they're gaining.

Broadcasting will make FM its business on Sept. 24. If FM is your business, too, you'll want to be there.

You belong in Broadcasting Sep 24
Federated Media heads out of business

Two-year-old station group already has sold off its AM, now wants FCC to approve sale of WJKG-TV and is negotiating sale of WBNB-TV.

Federated Media Inc., New York, is preparing to liquidate its assets. The company, which was organized less than two years ago, reached an agreement last week to sell its WJKG-TV (ch. 33) Fort Wayne, Ind., to group broadcaster Gross Telecasting Corp. It has already requested FCC approval to sell KNWA(TM) Fayetteville, Ark., to a new firm headed by FMI President Paul Van Hook ("Changing Hands," July 23), and is reported to be negotiating sale of its remaining broadcast property, WBNB-TV Charlotte Amalie, Virgin Islands. The WJKG-TV sale, which has been approved by both FMI and Gross Telecasting boards of directors, but is still subject to FCC approval, has a $4 million consideration.

FMI was formed in November 1971 as a spin-off from the merger of Television Communications Corp. into Warner Communications Inc. The move to liquidate reportedly was made after several overtures to merge were nonproductive.

Ultimately, FMI officials believe, liquidation will prove to be the soundest business decision the firm could make. Presently, its 700,000 outstanding shares carry an approximate per-share value of $2.50 (trading was suspended last week). After the sale of the broadcast properties, FMI projected, the value of each share would be increased to $7.75, and the company's net worth would rise to $5.4 million.

WJKG-TV would be the third television station in the Gross Telecasting portfolio. It currently operates WJIM-TV Lansing, Mich., and WKBV-TV LaCrosse, Wis. Harold F. Gross is chairman of the firm, whose stock is traded on the American Stock Exchange.

If the WJKG-TV transaction is completed, it would mark the second television sale in the all-UHF Fort Wayne market within the past year. Several months ago, Combined Communications Corp. purchased WPTA(TM) there from Sarkes Tarzian Inc. for $3,625,000.

WJKG-TV, an NBC-TV affiliate, operates with 263 kw visual, 49 kw aural and an antenna 770 feet above average terrain.

NCCB argues for stiffer stand on crossownership

Committee differs from Justice by advocating strict policy at FCC in considering waivers.

The National Citizens Committee for Broadcasting has joined the Department of Justice in urging the FCC to take a hard-nosed approach to the scores of petitions the commission has received for waiver of the rule requiring the break-up, by Aug. 10, 1975, of commonly owned cable-television systems and television stations in the same market.

But where Justice is attacking waiver requests case by case (BROADCASTING, May 21, et seq.), NCCB filed a 66-page pleading in which it outlines a strict policy it feels the commission should employ in weighing the petitions.

Such a policy is needed, NCCB said, if the commission is to demonstrate it shares with the courts "a commitment to utilize the traditional anticoncentration regulatory tools to maximize economic diversity and diversity of expression in the new and potentially critical medium of cable." NCCB said the commission's actions thus far in cable have been consistent with that approach.

The commission, in announcing in January it would entertain waiver requests, listed three primary criteria for waiver: (1) financial loss from divestiture, (2) impact of crossownership on local economic competition and diversity of expression and (3) extent to which cable service has been enhanced or impaired by the system's crossownership with a co-located television station.

NCCB, which listed many of the arguments petitioners have made under those criteria and then attempted to answer them, said petitioners for the most part have not attempted to meet the criteria. They have made "either conclusional allegations not fully supported by the data requested by the commission... internally inconsistent arguments that confute the various criteria... or completely extraneous arguments that have been considered and rejected by the commission in the past."

NCCB said that unless a petitioner has made a satisfactory showing on issues 2 and 3, "showing both a positive effect of crossownership on economic diversity of ideas within the community and a highly superior service to the community (caused by something other than the financial contribution the television station makes to the cable system's service) no waiver should be granted.

And if the showing on those issues is not "overwhelmingly compelling," NCCB added, "a strong showing of financial loss, supported by specific facts as to attempts to sell and by affidavit should be required before waiver will even be seriously considered by the commission." NCCB said most petitions for waiver have not made "overwhelmingly compelling" showings on issues 2 and 3.

It also offered a suggested "threshold standard" in connection with the criteria for weighing the impact of crossownership on local economic competition and diversity of expression—cross-relationship with other broadcast or newspaper media in the same market. Such a relationship should absolutely disqualify any petitioner for waiver of change, NCCB-TV crossownership rule, NCCB said.

NCCB in its lengthy pleading suggested only one argument it felt would weigh heavily in favor of a waiver, and that in a discussion of arguments that have been
changed under the third criterion—the extent to which cable service has been enhanced or impaired by a system's relationship to a co-located television system. A broadcast licensee who opened his television station to citizens "who wished to produce their own access tapes for the cable system" would not be seen free of charge because of the co-ownership relationship would be providing "a strong service benefit" as a result of co-ownership, NCCC said—"the only conceivable [one] we can think of."

## Changing Hands

**Announced**

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

* KYTV (TV) (ch. 3) and KGBX (AM), both Springfield, and KRMH (AM) Hannibal, both Missouri: Sold by Springfield Newspapers Inc. to Gannett Co. Inc. as part of print-broadcast transfer valued at $30 million. KGBX (AM) Muskegon, Okla: Sold by Oklahoma Press Publishing Co. to Gannett for approximately $3.4 million, as part of print-media deal (see page 29).

* WXJG-TV Fort Wayne, Ind.: Sold by Federated Media Inc. to Gross Telecasting Corp. for $4 million (see page 32).

* KHOB (AM)-KLDG-FM Hobbs, N.M.: Sold by Griffith Broadcasting Inc. to Smith Corp. for $280,000. Griffith is owned by L. Dickson Griffith, president of resort-development company in Madison, Wis. Principal owner of Smith is Dan O'Shea Smith, formerly with WMXP (AM) Midland, Mich. KHOB is daytimer on 1390 kHz with 5 kw. KLDG-FM is on 95.7 mhz with 36 kw and antenna 115 feet above average terrain, Broker: Sovran Associates, Dallas

### Regents' plant to sell WGST may be derailed

It's all news to Governor Jimmy Carter who won't okay 'at this time'

Georgia Governor Jimmy Carter has entered the controversy over that state's board of regents' intention to sell WGST (AM) Atlanta (BROADCASTING, Aug. 20).

Governor Carter, in response to a newsmen's question last week, stated that the first he had heard of the regents' decision was from press accounts of the matter. "My legal counsel has informed me that the property could not be disposed of without my approval," Mr. Carter continued. And, he added, based on his limited present knowledge of the matter, "I certainly would not give my approval at this time."

Jody Powell, Mr. Carter's press secretary, said that "it would not be appropriate" to state presently whether the governor would ultimately disapprove the proposed sale. The board of regents has solicited bids on the sale of WGST from interested parties, but no offer has as yet been accepted. Mr. Carter met with David Tisenger, a representative of the board of regents, on the matter last Wednesday (Aug. 22). But spokesman for the governor declined to discuss the outcome of that meeting. Sources close to the matter, however, now feel that WGST, which has been licensed to the Georgia Institute of Technology for the past 52 years, will not be sold.

The regents' decision to solicit bids reportedly was predicated on financial difficulties. However, station officials maintain that WGST has been a consistently profitable operation. The regents' move has been attacked in the local press and by local leaders as well.

### Petitioners charge FCC dropped stitches in okaying WORR sale

Settlement pact misinterpreted, plan to change format overlooked, according to citizen groups

The two citizen groups involved in the $2-million transfer of WORR (FM) Boston have asked the FCC to stay its grant of that sale, charging that the commission was negligent in interpreting both facts and intentions behind the case.

The commission earlier this month approved the transaction, which would transfer WORR to group broadcasters

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Cecil and Joyce Heftel from RKO General Inc. (Broadcasting, Aug. 13.) At the same time, it refused to permit an agreement between the Heftels and the Boston Community Media Committee calling for certain commitments by the former in the area of programming and minority employment. In the same action, the agency dismissed a petition to deny the sale by the Committee for Community Access.

The petition for stay filed with the commission last week, in which both BCMC and CCA joined, took exception to the dismissal of the Heftel-BCMC agreement as well as the sale approval. The brief argued that the commission "completely misinterpreted" the former. It gave several justifications for that conclusion.

Initially, the brief argued, the annual fee that the Heftels would have been obligated to pay BCMC under the agreement was not a settlement cost or an uninsured claim for services not rendered, as the commission had implied, but rather "dues" for membership in an organization to which most Boston stations now belong. Indeed, the brief stated, RKO is currently a BCMC member in good standing, and it is therefore "patently illogical" for the commission to have disallowed WOR's continued participation in the commission. Further, the brief charged, the provisions of the agreement would not unduly bound the Heftels in programming and employment matters, but rather would have furthered "public-interest goals." And since the agreement was an "integral" part of the Heftels' assignment application, the commission's decision to approve the application without the agreement "is contrary to public policy, for if members of the public cannot rely on an application standing or failing on its own terms, the process takes on sham characteristics."

The brief said the commission's rejection of CCA's objection was equally inequitable. It maintained that the Heftels' community-needs ascertainment survey was deficient, particularly with respect to the black population, and that their program proposal for WOR "shows a substantial curtailment of public-service programming." The brief acknowledged that the CCA challenge was filed past deadline, but noted that an explanation of the tardiness was included in the challenge—a fact that the commission apparently did not consider. The brief also alleged that the commission had made two legal blunders in granting the sale. First, it said, RKO had been awarded a tax certificate, which is ordinarily not given unless the divesture with which it is associated is necessitated by law. Since RKO's decision to sell WOR was totally voluntary (the company retains WRKO(AM) and WNAC-TV, both Boston), it should not have been granted any form of tax relief, the brief contended. Second, the brief added, the commission had apparently ignored an amendment to the Heftels' sale application stating that they intended to program a "beautiful-music" format on WOR. In granting the sale, the brief noted, the commission had stated that WOR would maintain a popular-music format under Heftel ownership similar to its present form of programing. Since a format change is apparently planned, but was not recognized by the commission, further exploration of the matter is necessary, the brief argued.

**Accord on border FM**

**Pacts with Mexico implemented; restriction on Tijuana programing intended to ease San Diego problem**

The U.S.-Mexican FM broadcasting agreement and a separate arrangement designed to ease the concerns that San Diego broadcasters have expressed about Tijuana-based competition are now in effect.

Mexico, whose Senate ratified the agreement Jan. 5 (Broadcasting, Jan. 8), has now notified the U.S. that the board has taken final steps to implement the agreement and the special arrangement have been taken. The U.S. is treating the measure as an executive agreement that does not require Senate ratification.

The agreement provides for the allocation of FM commercial and noncommercial stations within 200 miles of each side of the U.S.-Mexican border. Tables of allotments and initial lists of station assignments for each country are included in the agreement. The agreement also provides for the use of low-powered (10 watts or less) FM booster and translator stations in the same border area.

The agreement's provisions dealing with commercial FM will require amendments in the FCC's table of allocations—to include additional channels, in Arizona, California, New Mexico and Texas—and to delete some, in Texas. However, none of the channels to be deleted are occupied, and no commercial station will be required to change channels.

As for noncommercial stations, the agreement's table of allotments includes educational channels (201-220) for communities in the same four border states. All existing educational stations in the area are assigned; a new station is required at Kingsville, Tex., a class D (10-watt) operation on channel 220, which will be required to move to channel 216A.

The separate arrangement that is the product of San Diego broadcasters' concerns says that FM stations within the jurisdiction of each government "will be assigned and operated for the basic purpose of providing an effective service to its nationals within its frontiers."

The arrangement is aimed at Mexican-owned stations in Tijuana—XHERR(FM) and XHISE(FM)—that are operated by an American, Paul Schafer, former owner of Schafer Electronics Corp. They compete with the San Diego stations by beaming American-style progressive rock into San Diego.

Copies of the texts of the new agreement and the special arrangement are available on request at the FCC's Washington headquarters, Room 350, 1919 M Street, N.W., Washington 20036.
Nixon and Agnew reverse roles in statements about the press

At long-delayed news conference President lets animosities hang out; Agnew decry leaks about his case but doesn't blame the journalists

Those who had predicted a tense and angry confrontation when President Nixon finally met with reporters in his first news conference since March were proved correct last week. The only thing bright and pleasant during the 50-minute conference that was broadcast live by the radio and television networks was the San Clemente weather.

Reporters, carrying questions that had accumulated over the months of Watergate, put them to the President like barpoles. As usual, the resentment and bitterness he is known to feel toward the news media seeped through the crevices that have now developed in the self control he had maintained in public utterances about the media in his more than four years as President.

It was, observers agreed, an extraordinary affair.

There was CBS News's Dan Rather asking whether the American people couldn't consider John Ehrlichman's discussion with the Ellsberg trial judge, Matt Byrne, about the directorship of the Federal Bureau of Investigation, a "bribe."

There were other reporters asking the President if he had ever thought of resigning, whether his capacity to govern had not been weakened, whether the President had not violated his oath of office in authorizing breaking and entering as part of an over-all intelligence-gathering operation, and whether his impeachment was not a proper matter for discussion in Congress.

But, as NBC's Douglas Kiker commented during the network's post-conference wrap-up, President Nixon gave as well as he got.

Mr. Rather, long regarded with disfavor by a White House that feels he operates from an anti-Nixon bias, had not finished the first sentence of what turned out to be a lengthy question about the Judge Byrne incident before the President was on him. The correspondent got as far as saying he was asking the question "with due respect for your office" when the President interrupted with the comment, "That would be unusual."

When the question was completed, the President said that the only statement in it that was accurate was a reference to Mr. Nixon as a lawyer. And at the wind-up to his own lengthy answer, denying any impropriety in connection with the discussion of the FBI post with Judge Byrne, Mr. Nixon told Mr. Rather: "In your commentary tonight you can attach anything you want to it," but he hoped the commentator would be "fair and objective."

The President also showed his irritation at the reporters' almost total preoccupation with Watergate (the blockbuster announcement with which he launched the conference—the resignation of Secretary of State William Rogers and the appointment of Henry Kissinger to succeed him—prompted not a single question).

He also commented acidly on the impact on his capacity to govern of the "constant barrage, 12 to 15 minutes each night, on each of the three major networks," of Watergate coverage. "It tends to raise some questions in the people's mind with regard to the President," he said. "And it may raise some questions with regard to the capacity to govern."

And at one point, he made it—as he avoids saying these days—perfectly clear that he believes many in the news media detest him and wish him only ill. Who wants to exploit Watergate to keep him from doing his job? he was asked. Well, some political figures, some members of the press, some members of the television, perhaps.

After all, he added, many in the country want him to resign and do not accept the mandate of the election of 1972. "I know that most of the members of the press corps were not enthusiastic" about his victory—nor were they in 1968.

But if the resentment showed through, so did the defiance, "If I had always followed what the press predicted, or what the polls predicted," he said, "I would have never been elected President."

One presidential answer that struck media watchers with particular sharpness was that dealing with the federal investigation of Vice President Spiro T. Agnew, for in developing his answer, the President indicated his position on news coverage of the information being leaked is 180 degrees different from that of the Vice President.

On Tuesday, in a news conference Mr. Agnew called to announce the leaks that were appearing in the media and to ask for an investigation of them by the attorney general, the Vice President, who in the first Nixon administration had been the point of the spear used to attack the news media, stressed that he was not blaming reporters for running the stories leaked to them. "I cannot fault you for publishing information given you by informants with the Department of Justice," he said.

But President Nixon could. Noting that grand-jury proceedings are supposed to be secret, as a means of protecting the rights of the individuals being investigated, the President said: "It's only when the case gets to court that the press and TV have a right to cover it."

The President seemed to try to back off from that statement as soon as he made it, but he did not quite. "But I mean have a right... it seems to me to give such broad coverage to the charges."

There was some question among reporters following the news conference whether it helped to illuminate the issues on which the President has not been questioned since March. But there seemed to be no question that it put new light on the personalities involved in the longest war Americans have been watching this side of Indochina—that between the President and the press.

Appeals court opinion seeks to revamp thinking in handling FOI cases

Guidelines offered to prod agencies into allowing more access to files

A decision by the U.S. Court of Appeals in Washington last week may persuade federal agencies it would be simpler to turn over information requested by interested citizens and reporters under the Freedom of Information Act rather than try to claim it falls within one or another of the exemptions of that act.

The court, in a unanimous opinion written by Judge Malcolm Wilkey, made it clear it was weary of agencies claiming requested information was exempt and then, in effect, placing the burden of establishing that it is not on the person seeking it and on the courts. The former lacks the knowledge of the documents being sought to determine whether they are exempt or not, Judge Wilkey said; the latter, very often the time and resources to make the necessary study.

So, Judge Wilkey laid down three guidelines designed to assure "that a party's right to information is not submerged beneath governmental obfuscation and mischaracterization, and permit the court system effectively and efficiently to evaluate the factual nature of disputed information."

"Agencies should formulate a system
of itemizing and indexing that would correlate statements made in the government's refusal justification with the portions of the document involved.

The request for summary judgment posed of the formation. The government's refusal justification of itemizing and indexing that would easily be separated from that which is exempt.

The opinion, in which Judges Spottswood W. Robinson III and District Judge Frank A. Kaufman of Maryland joined, came in a case brought by Ralph Nader's Freedom of Information Clearinghouse, in behalf of Robert G. Vaughn, an American University law professor, against the U.S. Civil Service Commission. Mr. Vaughn was seeking evaluations, done by the commission's Bureau of Personnel Management, of federal-agency personnel programs in connection with research he was doing on the commission.

The commission declined to make the material available on the grounds that it fall within various exemptions of the Freedom of Information Act—it related to internal rules and practices of an agency, constituted interagency memorandum which would not be available by law to anyone other than an agency in litigation with the agency, and was composed of personal and medical files whose disclosure would constitute an unwarranted invasion of personal privacy.

The district court granted the government's request for summary judgment denying Mr. Vaughn's request for the information. But the case now goes back to the trial court for further proceedings in accord with the appeals court's opinion.

Begon turns up and ends up in jail

Police charge him with perpetrating, rather than being victim of crime

Jack Begon, ABC newsman in Rome who disappeared mysteriously last month (Broadcasting, July 30), turned up last week and was almost immediately charged by Italian police with embezzlement of a huge sum.

The embezzlement charge apparently related to the disappearance of an estimated $5,000 in an apparent break-in at the ABC Rome bureau about the time of Mr. Begon's disappearance July 22. The crime was described as a theft, not as a crime against a person.

The charge against Mr. Begon was based on evidence that he had been kidnapped by the Mafia and released only after he promised to discontinue work on a story about Mafia activities. ABC officials had said earlier, in response to published speculation, that he had not been assigned to a Mafia story.

ABC News officials in New York said last week they had talked with Mr. Begon's wife and put her in touch with an attorney but had not been permitted to talk to Mr. Begon himself. They expected to talk with him this week, however. They said they had no plan to bring charges against him, certainly not before talking with him.

Mr. Begon, 62, reportedly checked into a Rome hospital last Monday (Aug. 20), saying he wanted a thorough checkup. Rome police said they had short time later, after questioning him, and were said to have transferred him to jail later in the week.

Los Angeles Republicans keep an eye on fairness

Local monitoring system looks for anti-Republican bias

Los Angeles Republicans have activated a news watch of TV and radio stations to insure fairness for the party and its leader, President Nixon.

The Southern California monitoring system is staffed at present by some 20 volunteers who report evidence of alleged bias in newscasts, editorials, talk and panel shows to the Los Angeles county Republican Central Committee.

The volunteers not only watch for alleged errors in newscasts and editorials, but also look for vocal infections or other more subtle indications of bias. Reports by the monitors are screened by a subcommittee of the local GOP.

Where a pattern of bias seems to appear, management of stations will be asked to provide rebuttal time, according to Guy McCreary, county committee executive director. Refusal, Mr. McCreary indicated, would be followed by a fairness complaint to the FCC.

Rebuttal time has been sought in only one instance since the monitoring program began last month. The GOP committee asked for and received permission to reply to an "editorial" delivered by a 7-year-old boy over KIIS(AM) Los Angeles. That editorial was one of a number of expressions on current events by 7-to-12-year-olds of the station's activities involving youth, according to John Palmer, vice president and general manager of KIIS.

Chairman of the local Republican fair news subcommittee is Thomas Malatesta, Los Angeles stockbroker. "What we're trying to do is to identify and stop the blatant bias of, basically, a master or commentator who is anti-Nixon and who lets his bias show," Mr. Malatesta said. No effort is made to monitor the print media, he said, since newspapers and magazines are not licensed.

The local fair news group follows a similar station monitoring effort undertaken last year.

Nadar moves into news

Hill bureau to start next month, concentrating on little known, but influential, congressman

The Capitol Hill News Service, Washington, D.C., Ralph Nader-backed project, will begin operation Sept. 15 providing feature and investigative congressional coverage to radio, TV and newspaper clients.

The news service will focus on selected members of Congress, particularly the House, providing coverage with a local perspective, according to CNS Director Peter Gruneisen. The agency will provide a combination of hard news, feature material giving a "feel for the man and the institution" and investigative reporting.

The service, designed for small and medium-sized media presently without Washington correspondents, is an outgrowth of a recently completed study by a Nader group on media coverage of Congress. That study claimed that 27% of the newspapers, 4% of the commercial television stations and less than 1% of the radio stations surveyed had their own Washington correspondents.

The news service will focus on those congressmen who the study indicated are most influential but who obtain the least Washington coverage. Selected media in their congressional districts will be offered the news service free of charge for a trial period of one or two months after which they will be asked to become paying clients.

News service stories will be mailed to subscribers, although the agency is also considering providing taped feeds to its broadcast clients, depending on response and interest shown by stations.

The news service will be funded for the first six months of its operation by Public Citizen, Ralph Nader's fund-raising organization. Beginning Sept. 1, news service will be located at 133 C Street, S.E., Washington.

Michele Clark graduates. Thirty five men and women were graduated on Aug. 17 from Columbia University's Graduate School of Journalism 11-week program for minority group members. Twenty of the group were trained in broadcast and 15 in print journalism (Broadcasting, June 18). This year was sixth annual summer program with name formally changed to Michele Clark Fellowship Program, in honor of CBS News correspondent who was killed in airplane crash last December. She was 1970 graduate of program.

Assignment for Dickerson. Newsweek Broadcasting Service, New York, has announced that Nancy Dickerson, former correspondent for NBC and Public Broadcasting Service, will join it as weekly contributor on Oct. 1. Ms. Dickerson, who most recently has been on-air correspondent for syndicated Inside Washington reports, will provide NBS with
filmed and video-taped political commentary on Washington scene along with interviews of political figures. NBC provides weekly package of 12 to 15 90-second color video tapes featuring Newsweek magazine reporters, writers and editors discussing news topics.

Against phonies. Michigan News Broadcasters Association has adopted resolution urging East Lansing city council to take action to prevent police from posing as reporters while on undercover assignments. Recent demonstration in which police officer identified himself as Detroit Free Press photographer prompted MNBA's action.

FCC, for its part, rejects Buchanan complaint against CBS

In a ruling on the one particle of Watergate fall-out that has come the FCC's way, the commission staff last week held that no action is warranted in connection with a complaint about a CBS Evening News report, on May 8, dealing with the brother of presidential aide and speechwriter, Patrick Buchanan.

The report, broadcast by Walter Cronkite, described an alleged campaign-money "laundering" operation that involved the Bethesda, Md., accounting firm of Henry Buchanan.

Mr. Buchanan denounced the item as "maliciously defamatory" and "clearly subject to the fairness doctrine" (Broadcasting, May 14). And after CBS, three days later, admitted the report was "erroneous" and expressed its regrets, Mr. Buchanan said the statement did not specifically enough dissociate him from the Watergate affair.

But last week the acting chief of the commission's complaints and compliance division, Arthur Ginsburg, rejected the complaint. He cited a commission ruling in a case two years ago to the effect that "mention of a specific person or group does not itself constitute a controversial issue of public importance unless that person or group is controversial." He also said that since CBS News reported its error "it cannot be said that CBS News failed to present contrasting views." And CBS News's failure to present as much detail as Mr. Buchanan would have liked "does not present a basis for commission action," Mr. Ginsburg said, adding that the commission is disinclined to substitute its judgment for the news judgment of broadcasters.

Mr. Ginsburg also turned aside Mr. Buchanan's claim that CBS was guilty of "purposeful bias and distortion." He said that the commission will not move into such a sensitive area unless it has extrinsic evidence of deliberate distortion. The fact that CBS News was the only network to carry the Buchanan item and Mr. Buchanan's view that CBS has been criticized for "liberal and antiadministration bias" does not constitute such evidence, Mr. Ginsburg said.

However, the FCC is not the main arena for the fight CBS began with what it admits was an erroneous report. Mr. Buchanan is suing the network, Walter Cronkite, and CBS's Washington affiliate, WTOP-TV, for $12 million, charging libel, slander and invasion of privacy (Broadcasting, June 11).

ABC newsman's office is burgled; 'sensitive' material is stolen

ABC's Bill Gill becomes another in a series of mysterious entries into broadcast journalists' offices

ABC correspondent Bill Gill and his associates at the network's Washington bureau are attempting to fathom the meaning of a break-in at his office, in which material belonging to Mr. Gill was stolen.

The burglary, which occurred sometime between the evening of Aug. 8 and the morning of Aug. 10, could have been routine. The items missing from the third-floor office Mr. Gill shares with White House correspondent Tom Jarriel include two tape recorders, five audio-tape cassettes, a small portable radio and an open bottle of bourbon.

Or it might have been something else. Two of the tapes contained what Mr. Gill says is "politically sensitive" material on a Watergate-related investigation he is conducting. One contains interviews with sources; the other, Mr. Gill's summary of other interviews and of additional information from other sources. And another item missing was a folder of notes he also considers sensitive.

Furthermore, nothing was taken from Mr. Jarriel's desk or from any of the offices on the floor, some of which contained "more attractive" items than his office, Mr. Gill said.

All of the items stolen except the liquor had been left on top of his desk, Mr. Gill said. The bourbon had been in a locked desk drawer.

Mr. Gill has been doing stories on alleged laundering of Nixon campaign funds through gambling casinos in the Bahamas and in Las Vegas. He has also done stories on the subpoenaing of records from the Key Biscayne, Fla., bank of Mr. Nixon's friend, Bebe Rebozo.

The Washington police and the network's own security offices have checked into the break-in, but have not yet reported any progress. John Lynch, the news bureau manager, said, "We're trying not to be melodramatic about it. But at the same time, it's strange."

The incident calls to mind several others like it involving newsmen. First, CBS Newsman Dan Rather recalled a burglary at his home last year in which nothing was taken but in which his files were rifled. Then, last month CBS News's Marvin Kalb reported that his office at the State Department appeared to have been broken into twice over a period of two weeks (Broadcasting, Aug. 6).

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Broadcasting Aug 27 1973
Lee cites need now to start shaping ground rules for direct satellites

FCC commissioner also critical of U.S. stance at UN last fall, NASA decision to halt research

Direct-broadcast satellites may be coming faster than expected, and the U.S. should waste no time preparing a regulatory framework for them. The problem is both domestic and international.

FCC Commissioner Robert E. Lee, who has been a delegate to international conferences on satellite allocations, delivered that message in two appearances last week, before the International Brotherhood of Electrical Workers in Washington and before the West Virginia Broadcasters Association meeting at White Sulphur Springs, W. Va.

And in the process, he criticized the U.S. action in opposing, in the United Nations General Assembly last fall, a proposal that the UN's Committee on the Peaceful Uses of Outer Space be asked to devise a set of principles to govern the control of unwanted broadcasts. The proposal carried by a vote of 102-to-1 (Broadcasting, Nov. 13, 1972).

He also was critical of the decision of the National Aeronautics and Space Administration to halt further research and development in connection with direct-broadcast satellites. This decision could be disastrous, he said, "placing the United States at the tail-end of direct-broadcast satellite development."

Commissioner Lee noted that direct-broadcast satellite operations, once not expected to be a reality until the 1980's, will come into being next year, when the NASA research satellite ATS-F begins operating, beaming signals to a community receiver. West Germany will begin direct-to-community satellite broadcasting in 1979, he said, and four other nations—Brazil, Canada, India and Japan—plan direct-broadcast satellite experiments of their own in the next decade.

Furthermore, while direct satellite-to-home broadcasting is not yet feasible at a reasonable cost, it will be by the 1980's, Commissioner Lee said.

And he said broadcasters should be as concerned about the development of direct-broadcast satellites as they are now about competition from pay television. "Does direct broadcasting spell the end of networking as we now know it?" he asked. "Indeed, who needs local stations or CATV operators? What happens to serving the community, what of local programs? What will be the impact be on local employment and advertising revenues? And what will Congress say about the new development?"

Commissioner Lee said he has no firm ideas on what regulatory controls will be needed, domestically or internationally, though he is certain they will be required. And the time to start planning for them, he suggested, has arrived.

In criticizing the U.S. position on the direct-broadcast question at the UN in November, Commissioner Lee said that the U.S. view was that developing international law on the subject was premature. The U.S. "should re-evaluate this position in accord with international political realities," Commissioner Lee said.

In the debate over the UN vote, the U.S. insisted on the free flow of information among nations, and objected to implications in the resolution that direct broadcasting could cause problems "connected with the need to insure the free flow of communications on a basis of strict respect for the sovereign rights of states."

But Commissioner Lee, asserting that the issue of "unwanted broadcast signals beamed to our people affects us as well as any other nation," expressed the hope that the U.S. could reach agreement with other members of the UN on the subject.

The FCC's role in connection with direct-broadcast satellites should be to encourage the State Department to revise its present position and to urge Congress to encourage affected executive department agencies to examine the problem, Commissioner Lee said. In that connection, he said, NASA should be pressed to continue its research and development of communications satellites.

AMST asks FCC to close satellite-home opener

Direct-to-home allocations not in accord with commission policy, association claims

The Association of Maximum Service Telecasters has asked the FCC to take another look at an allocations action it took last month opening the door, AMST said, to direct satellite-to-home broadcasting—and then rescind it.

The commission on July 31 amended footnote NG105 to the Table of Allocations to permit authorization of systems in the fixed-satellite (point-to-point) service and broadcasting-satellite (direct-to-home) service in the 11.7-12.2 ghz band on a case-by-case basis. The action, which came in response to a petition by CML Satellite Corp., was taken in connection with the proceeding (Docket No. 19547) to conform commission rules to international radio regulations as revised by the United Nations/World Administrative Radio Conference.

But to the extent that the order permits case-by-case authorization of direct-to-home service, AMST said, the action "apparently was inadvertent." CML did not request such authorization; it was interested only in authorization of fixed-satellite service. Furthermore, AMST said, case-by-case authorization of systems in the broadcasting-satellite service is "directly contrary to frequently expressed commission policy."

The July 31 order made "this critical and far-reaching communications policy decision without appropriate consideration," AMST said. Accordingly, AMST concluded, the commission should reconsider the action and withdraw it, as it applies to broadcasting-satellite service.

3M introduces newest video-tape duplicator

Unit needs no special mastering recorder or mirror-image master

The 3M Co., St. Paul, has introduced a new line of helical video-tape contact printers which the company is hailing as a "major breakthrough" on the basis of the fact that the units eliminate the need for mastering recorders and mirror-image master tapes.

"These units can produce both color and black-and-white transfers that are equivalent in video quality to duplicates now made by conventional electronic means," said Daniel E. Denham, vice president, recording materials group.

What's more, the company said, the new process makes prints available at a much faster speed than formerly possible with the reel-to-reel method, capable of handling tape configurations up to one inch in width, operates at a speed of 75 inches per second. A second unit, designed for in-cassette duplication, of three-quarter inch U-matic videocassettes, runs at 371/2 inches per second.

The system, which 3M has dubbed the "STAM" (sequential thermal anhysteretic magnetization) method, gets its special capabilities from a special continuous metal belt coated with proprietary magnetic materials. When heated, the belt copies the image on the master reel and, essentially, becomes the mirror-image master itself. The image is transferred from the belt to the copy tape by magnetic stimulation.

3M said the initial units it will manufacture will include only one copy station, but added that the system is adaptable to multiple stations if desired by the customer. Deliveries in quantity are expected by the spring of 1974.

Prices range from $35,000 for the cassette model to $98,500 for reel-to-reel.

Broadcasting Aug 27 1973
EIA to meet with Lee on U antenna hook-ups

The four-year effort of FCC Commissioner Robert E. Lee to improve the quality of factory-installed UHF antennas on receivers is making tangible progress. In response to Commissioner Lee’s Aug. 15 letter to Jack Wayman, head of the Consumer Electronics Group of the Electronic Industries Association, Washington, a meeting of the two parties has been scheduled for Sept. 5 to discuss possible improvements for manufacturer-attached UHF antennas.

Wayman, as stated in a letter to his membership, expects to select six to eight manufacturers to represent that segment of the industry at the September meeting. In addition, CEG’s engineering committee will meet Aug. 29 to “review and prepare technical backup for the FCC meeting.”

In his three letters to the EIA, dating back to 1969, Commissioner Lee has inquired into several technical possibilities TV manufacturers could adopt that would result in improved UHF reception. These include: eliminating two of the four antenna terminals and placing a splitter between the remaining terminals and the two tuners; adding an internal switch activated when changing between VHF and UHF; attaching the indoor UHF antenna to the receiver in a permanent manner—comparable to the manner in which VHF antennas are now installed, and adding a 75 ohm input to accommodate a coaxial transmission line. In Commissioner Lee’s Aug. 15 letter to Mr. Wayman, he expressed disappointment that foreign receiver manufacturers “seem to be in the vanguard in quality in TV production." He also asked: “Do we need legislation to impose minimum standards in quality of radio and television receivers?”

Fairchild comes up with six-inch camera

Officials say it will be upgraded to TV broadcasts quality in two years; price to be ‘very competitive’

Fairchild Camera & Instrument Corp., Syosset, L.I., demonstrated a lightweight camera (six inches) last week that it said could operate in conditions ranging from bright sunlight to subdued room light.

The all solid-state television camera utilizes charge-coupled device (CCD) sensors in place of conventional vidicon tubes. It measures 3 1/2 by 1 1/2 by 2 1/4 inches. Spokesman said its resolution at the present time was not satisfactory for television, but that refinements would meet broadcast requirements in about two years. They voiced the view that it would be applicable for military and security purposes by early 1974.

Company officials at a news conference in New York last Tuesday (Aug. 21) said that pricing and availability of the television camera (MV-100 model) would be announced before the end of 1973. Company officials, in declining to discuss the price of the camera, said that it would be “very competitive” with current prices for portable TV cameras.

The model demonstrated was black-and-white, but Fairchild executives said they expect to have a color camera ready in about two years.

Programing

‘Sticks’ and ‘Maude’ run the gantlet

CBS-TV survives defections, picketing to carry controversial programs, but it hasn’t yet heard real-life ending to the abortion segment

CBS-TV last week to have weathered one programing controversy, and perhaps two.

Sticks and Bones, the bitter drama postponed last March in the face of an affiliate uprising, drew less public protest than at least some CBS-TV sources seemed to expect when finally shown on Friday (Aug. 17). And the repeat of the second part of the two-part Maude sequence on abortion was shown last Tuesday (Aug. 21). But there was no way to know whether that would be the end of that: The U.S. Catholic Conference, which led the campaign against the Maude episodes on grounds that they advocated abortion, also distributed information on procedures for seeking reply time through the FCC, which could keep the controversy alive indefinitely.

Although spot checks found no evidence of any great public backlash against the program originally postponed because it might be "unfairly abrasive,” then, Sticks and Bones did set an apparent record for affiliate rejections. A total of 93 CBS affiliates, exactly half of the 186 that normally carry the CBS Friday movie in the same period, rejected Sticks and Bones. And apparently none of the 14 affiliates that do not carry the Friday movie elected to carry Sticks and Bones either.

The drama was carried on a line-up of 11 stations, of which eight were not CBS affiliates, according to CBS sources. The eight, in markets where the CBS affiliates did not clear, were identified as two NBC affiliates (WJAR-TV Providence, R.I., and KSDK-TV St. Louis), four independents (WWXV-TV Cincinnati, KTXL-TV Sacramento, Calif.; KAZA-TV New Orleans and KZTV Tucson, Ariz.) and two noncommercial stations (KCTS-TV Seattle, WMHT-TV Schenectady, N.Y.).

Public reaction to Sticks and Bones tended to be more favorable than not, and was relatively light. CBS authorities reported receipt of about 700 telephone calls, mostly in the New York area, and would say only that more were favorable than unfavorable; other sources pinpointed the ratio at about two-to-one. In Washington, the pro calls had a slight edge. In other cities, even in relatively small ones where negative reactions might have been expected to predominate, the reaction was reported light and, for the most part, largely favorable.

Some sources speculate that the drama is so strong that only those who liked it would, as one source said, “sit through more than two or three minutes of it.” In this view, negative response was thus basically self-eliminating.

The play is a bitter allegory about a
The feminist movement stands to gain a regular access forum on public television under a proposed series being developed by noncommercial KERA-TV Dallas.

The program, as yet untitled, would carry a flexible format dealing with issues similar to those appearing in Ms., the monthly contemporary-woman's magazine edited by activist Gloria Steinem. Indeed, the relationship between Ms. and the KERA-TV project is more than implicit. Ms. Steinem is to serve as reporter-host on a one-hour pilot under production at the station, which is being financed by a $75,000 grant from the Corporation for Public Broadcasting. The pilot, the first of its kind funded by CPB, is scheduled for completion in December with Ms. collaborating in its production.

In the long run, if the series is accepted for national distribution by the Public Broadcasting Service, it will feature segments such as "How to do it for women who have done it," covering a variety of issues from how to run for political office to how to start a daycare center. The program will also profile women who have succeeded in breaking traditional female stereotypes and offer a look at changing sex-role patterns.

KERA-TV will be seeking underwriting for the series from undisclosed sources after the pilot is completed.

Kirshner's opener: Stones

Producer Don Kirshner, who kicked off the first installment of ABC-TV's In Concert with the first television performance of Alice Cooper, begins his new syndicated TV program, Rock Concert, in late September with the first performance by the Rolling Stones on American television in six years. The Stones, who taped the recording of new songs from their forthcoming Goats' Head Soup album in a London studio last month, made the agreement with Mr. Kirshner three weeks ago. Mr. Kirshner reported that the group was interested in appearing on American TV after viewing the Alice Cooper segment of In Concert several months ago (Broadcasting, May 14).

The Rock Concert segment was directed by Michael Linsey Hogg and will be part of the first show which will include filmed as well as live performances, according to Mr. Kirshner. Viacom Enterprises is the syndicator in 56 markets, to date.

Change of mind for CPI

In a reversal of plans, Columbia Pictures Industries announced that the company would continue to make its headquarters in New York, except for Screen Gems, which will be relocated to Hollywood. CPI previously had revealed that all divisions would move to California. A spokesman said that the new top management of CPI had reconsidered the move and decided to maintain its operating divisions, except for Screen Gems, at 711 Fifth Avenue, New York.

Westen complaint focuses on ID "pauses" used to air ads

When Tracy Westen watches television, he sometimes sees more than meets the eye of the average viewer.

Last year, Mr. Westen, director of the Stern Community Law Firm in Washington, tuned in to the Tonight show and noticed that NBC-TV had blipped a portion of Johnny Carson's monologue in which the name of a leading sponsor's product was being used in a somewhat humorous manner. His response was to accuse the network of censorship in a complaint to the FCC.

Several weeks ago, Mr. Westen's ire was again provoked in the midst of an Aug. 1 CBS-TV special report on the Watergate affair. The network announced that the Watergate special would return "after station identification," when, in fact, Mr. Westen contends, no station identification was forthcoming. Rather, wtop-TV, the Washington CBS affiliate, inserted commercials for turkeys, bug spray, and a local department store.

In the next few weeks, the Stern firm staff uncovered several other instances of "continuity" announcements being followed by material that did not conform to the preceding promise. Those incidents were recited in a complaint filed by Mr. Westen last week, on behalf of the National Citizens Committee for Broadcasting, a Stern client. The complaint, which was addressed to FCC Complaints and Compliance Division Chief William B. Ray, contended that when a station or network tells its audience that a station ID will follow immediately, when in fact the next thing aired is one or more commercials, it is guilty of having "knowingly transmitted . . . false or deceptive signals or communications"—a violation of the Communications Act. The complaint asked that the commission embrace that position and bar the practice outright.
Hill group takes after C of C pollution PSA

Six congressmen charge that spot is pro-business and brings fairness doctrine into picture

Six House Democrats last week asked the networks not to grant free air time for a public-service message provided by the Chamber of Commerce of the U.S. They claim the spot is aimed at subverting antipollution laws.

In letters to CBS, NBC and ABC, Representative Benjamin Rosenthal (N.Y.)—joined by Representatives Michael Harrington (Mass.), John Conyers (Mich.), Bella Abzug (N.Y.), Don Edwards (Calif.) and Herman Badillo (N.Y.)—charged that the spots is not really a PSA at all "because its message is that environmental-protection laws should not be enforced against business polluters when a loss of jobs could result." They further alleged that "the spot masks the fact that the chamber's mission in life is to promote the viability of its big-business constituency and that some of its members are causing much of our worst pollution."

The congressmen asked the networks for free air time to offer the opposing view in the event the chamber's message is broadcast.

In announcing the action last week, Mr. Rosenthal said that free air time should not be given business groups to present their views on controversial issues, "especially when those same groups already express their views regularly through commercial advertising."

He said he will ask the FCC to investigate what he called "the domination of free air time for public-service announcements by big business and the failure of the networks to make a comparable amount of free PSA time available to public-interest citizens groups."

The pollution message, part of a new series of TV and radio PSA's (others deal with world trade and the profit system) produced for the chamber by Hanna-Barbera Productions (Broadcasting, June 25), features Arch Booth, chief executive officer of the chamber, who stresses: "We have to weigh the total impact on the environment along with the economic and social costs in order to clean up."

In a rebuttal statement issued last week, Joseph M. Gambatese, communications general manager of the chamber, charged that the congressmen "seem to favor censorship of views with which they disagree."

"Nowhere does the announcement state or imply that "environmental protection laws should not be enforced against business polluters when a loss of jobs could result," he said. And, he added, the reference the chamber's big-business constituency is "simply inaccurate" because over 85% of the chamber's members employ 25 or fewer people.

Mr. Gambatese also rebutted the charge that big business dominates PSA time. If anything, he said, the business viewpoint is under-represented in the media.

Hugh Guidi, director of broadcast relations for the chamber, said that the pollution spot has been ordered by 384 TV stations, including some of the owned-and-operated stations of all of the networks. CBS and NBC refused to air the spot on the ground it raising fairness problems, he said, and ABC initially accepted the spot but has now run it.

Program Briefs

"Special" keeps highballing. NBC-TV's Midnight Special (Friday, 11:30 p.m. 1 a.m. NYT) has been renewed for the second time. Program's additional 26 weeks will carry it through February 1974.

Long run. Twentieth consecutive season of half-hour Wild Kingdom series begins this September. Sponsored by Mutual of Omaha Insurance Co., through Bozelli & Jacobs, Omaha, trade-out series will be produced and distributed by stations. It was telecast for nine years on NBC-TV prior to its syndication, starting in fall of 1971.

GCI into programs. Globetrotter Communications Inc. announces formation of GCI Program Syndications, Houston-based company which will create, produce and syndicate radio and TV programs. Charles Dunaway, program director of GCI-owned WXYZ (AM) Cleveland, is president of new operation.

Up to 11. Four Star International announces its prime-time access adventure series, Thrillseekers, starring Chuck Connors, has added six new markets for fall season start, bringing total to 11. New markets are Cincinnati; Miami; Lebanon, Pa.; York, Pa.; Portland, Me., and Pittsburg, Calif. Occupying air in San Diego; Denver; Spokane, Wash.; Fargo, N.D., and Yakima, Wash.

Over 40. Allied Artists Television Corp., New York, reports that sales on The Evil Touch, half-hour suspense series with Anthony Quayle as host, have topped the 40-market mark. Buyers of series for fall start include WABC-TV New York, KABC Los Angeles, WBAP-TV Dallas-Fort Worth, KWW-TV Philadelphia and WSIY-TV Nashville.

Mucho prograrning. Time-Life Films reports sale of 46 hours of programing in Mexico. Government TV system has bought War and Peace, Vision On, and Wild, Wild World of Animals. Televisa, representing commercial TV there, has purchased Search for the Nile, Civilization and Life Around Us.

NBC specials on campus. Video Tape Network Inc., New York, which serves 245 college closed-circuit TV systems, has acquired rights to distribute NBC-TV News specials to its affiliates. Agreement includes all past and future NBC specials and is first time current news programs have been made available to VTN affiliates.

Hill turns up burners on blackout issue

Macdonald plans to resume hearings immediately on Congress' return; Staggers subcommittee unveils study to underscore need for changes

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) is wasting no time in tending to the business of legislative action to lift television blackouts of home professional sporting events. He announced last week that further hearings will begin Sept. 5—the day Congress returns from its month-long recess—and run through Sept. 7.

Witnesses will include National Football League Commissioner Pete Rozelle, Baseball Commissioner Bowie Kuhn and Assistant Attorney General Thomas E. Kauper, head of the Justice Department's antitrust division. Mr. Macdonald said Washington Redskins President Edward Bennett William, along with "a stadium landlord" and a concessionaire will accompany Mr. Rozelle to present their objections to anti-blackout legislation being considered by the subcommittee.

The subcommittee chairman said he plans to "question Mr. Rozelle closely about some of his figures [related to the effects of proposed blackouts]" in an attempt to demonstrate that the impact of the legislation would not be "as bleak as the NFL would have the public believe."

Mr. Macdonald repeated his intention to push for enactment of anti-blackout legislation for the 1973 NFL season, which begins Sept. 16.

In a related development last week Chairman Harley Q. Staggers' (D-W.Va.) House Investigations Subcommittee issued a report concluding that the need for television blackouts of professional events can no longer be justified.

The report was based on results of a survey of league officers conducted among 8,000 randomly selected season-ticket holders of the 26 National Football League clubs. The survey showed that 65% of the respondents favored lifting blackouts.

The report concludes that the original justification for permitting blackouts (though an antitrust exemption enacted in 1961)—to help the financial stability of the clubs—is no longer necessary and that lifting of blackouts would probably not result in a reduction of paid or actual game attendance at games that are sold out at the beginning of the season.

In response to the report's recommendations, Chairman Staggers last month introduced a blackout bill (H.R. 9644) that would permit more football; prohibit blackouts of regular-season games for those clubs whose home games are sold out seven days before the beginning of the season; prohibit blackouts of post-season games sold out 48 hours in advance; and specify that blacked-out area map cannot preempt on the ground or a signal penetration of a TV station or cable system located in or principally serving the city where the games are played. The bill has no one-year trial period as in other blackout bills (Broadcasting, July 30).
It never rains but it pours

Radio programers think they're high and dry but record business is flooded by bad business and payola probes

Government investigations of payola and drugs are evoking vastly different reactions at corporate and working levels of the music business. Corporate executives are worried about the possible uncovering of scandals that would affect stock prices and perhaps lead to repressive regulation. But the recording-company promotion men and radio-station program directors who would be in the middle of the action if payola were as widespread as some accounts suggest think the story is being overplayed.

"It's a joke," one New York program director said last week. "Oh, we kid around about it with the promotion guys: 'Don't call me here; my phone is tapped,' or 'I'll give you $200 to play this one for me.' But that's the extent of it."

A record promoter put it this way: "Some program directors may be a little more hesitant about going on a record by a new group now, only because they have to justify it a little more. But just as many records are going on stations as before and just as many are coming off."

Most broadcasters see the payola-drugola investigation as a music-industry problem that is likely to affect few stations. Their feeling is that the focus of investigation is on internal affairs in the record field, drug supplies for artists, connections to page 44

Tracking the 'Playlist.' The new number-one record this week has been number one before, Diana Ross's 'Touch Me In The Morning' (number one two weeks ago). There are other minor changes in the top 10 led by Marvin Gaye's 'Let's Get It On' (six) and Helen Reddy's 'Delta Dawn' (five).

New to the top 10 is Grand Funk's 'I'm A Million Miles From Home,' 'We're An American Band' (10), with a bullet. Breaking into the top 10 this week are four records: 'China Grove' by the Doobies (31), 'Higher Ground' by Stevie Wonder (33), 'That Lady' (38) by the Isley Brothers and 'A Million To One' by Donny Osmond (39). All except the Donny Osmond record have bullets this week. Steely Dan's 'Show Biz Kids' (59) and the Allman Brothers 'Ramblin' Man' (48), both with bullets, showed strong mid-chart jumps. New and bulleted on the 'Playlist' this week are the Spinners' 'Ghetto Child' (53) and the Pointer Sisters' 'Yes We Can' (62) (see 'Breaking In,' page 49) and 'Ashes To Ashes' by the Fifth Dimension (64). New also are an early Tower of Power single (from the days the band was on Bill Graham's San Francisco label), 'Sparkling In The Sand' (66), 10 CC's 'Rubber Bullets' (68) (see 'Breaking In'); the Mike Curb Congregation's 'Small, Small World' (70); Albert Hammond's take-off on Cat Stevens, 'Peacemaker' (74) and Deodato's 'Rhapsody In Blue' (75).

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.
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6-10a</td>
</tr>
<tr>
<td>33</td>
<td>32</td>
<td><strong>Clouds</strong> (2:45)</td>
<td>David Gates—Elektra</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>57 • 33</td>
<td><strong>Higher Ground</strong> (3:10)</td>
<td>Stevie Wonder—Tamla</td>
<td>42</td>
<td>31</td>
<td>34</td>
</tr>
<tr>
<td>36 • 34</td>
<td><strong>Natural High</strong> (4:02)</td>
<td>Bloodstone—London</td>
<td>33</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>29 • 35</td>
<td><strong>Young Love</strong> (2:18)</td>
<td>Donny Osmond—MGM</td>
<td>31</td>
<td>34</td>
<td>43</td>
</tr>
<tr>
<td>27 • 36</td>
<td><strong>Angel</strong> (3:34)</td>
<td>Aretha Franklin—Atlantic</td>
<td>36</td>
<td>36</td>
<td>42</td>
</tr>
<tr>
<td>40 • 37</td>
<td><strong>Free Ride</strong> (3:05)</td>
<td>Edgar Winter Group—Epic</td>
<td>44</td>
<td>43</td>
<td>38</td>
</tr>
<tr>
<td>41 • 38</td>
<td><strong>That Lady</strong> (3:09)</td>
<td>Isley Brothers—T-Neck</td>
<td>46</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>50 • 39</td>
<td><strong>A Million to One</strong> (2:38)</td>
<td>Donny Osmond—MGM</td>
<td>34</td>
<td>37</td>
<td>39</td>
</tr>
<tr>
<td>39 • 40</td>
<td><strong>So Very Hard To Go</strong> (3:37)</td>
<td>Tower of Power—Warner Brothers</td>
<td>35</td>
<td>39</td>
<td>45</td>
</tr>
<tr>
<td>32 • 41</td>
<td><strong>Money</strong> (3:59)</td>
<td>Pink Floyd—Harvest</td>
<td>45</td>
<td>48</td>
<td>35</td>
</tr>
<tr>
<td>42 • 42</td>
<td><strong>Boogie Woogie Bugle Boy</strong> (2:32)</td>
<td>Belte Midler—Atlantic</td>
<td>40</td>
<td>41</td>
<td>37</td>
</tr>
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<td>38 • 43</td>
<td><strong>Bongo Rock</strong> (2:36)</td>
<td>Incredible Bongo Band—Pride</td>
<td>38</td>
<td>38</td>
<td>44</td>
</tr>
<tr>
<td>49 • 44</td>
<td><strong>Sweet Charlie Babe</strong> (2:38)</td>
<td>Jacko Moore—Atlantic</td>
<td>50</td>
<td>42</td>
<td>41</td>
</tr>
<tr>
<td>45 • 45</td>
<td><strong>Freedom for the Stallion</strong> (3:45)</td>
<td>Hues Corp.—RCA</td>
<td>43</td>
<td>44</td>
<td>46</td>
</tr>
<tr>
<td>46 • 46</td>
<td><strong>Jimmy Loves Maryann</strong> (3:25)</td>
<td>Looking Glass—Epic</td>
<td>47</td>
<td>45</td>
<td>47</td>
</tr>
<tr>
<td>43 • 47</td>
<td><strong>Everyone’s Agreed</strong> (3:12)</td>
<td>Steelers Wheel—A &amp; M</td>
<td>39</td>
<td>46</td>
<td>48</td>
</tr>
<tr>
<td>75 • 48</td>
<td><strong>Ramblin’ Man</strong> (3:36)</td>
<td>Allman Brothers—Capricorn</td>
<td>41</td>
<td>47</td>
<td>49</td>
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<tr>
<td>55 • 49</td>
<td><strong>Roll Over Beethoven</strong> (4:30)</td>
<td>Electric Light Orchestra—United Artists</td>
<td>*</td>
<td>50</td>
<td>40</td>
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<tr>
<td>54 • 50</td>
<td><strong>In the Midnight Hour</strong> (3:14)</td>
<td>Cross Country—Atco</td>
<td>49</td>
<td>49</td>
<td>52</td>
</tr>
<tr>
<td>52 • 51</td>
<td><strong>Just Don’t Want To Be Lonely</strong> (2:55)</td>
<td>Ronnie Dyson—Columbia</td>
<td>52</td>
<td>52</td>
<td>54</td>
</tr>
<tr>
<td>64 • 52</td>
<td><strong>Summer (The First Time)</strong> (4:37)</td>
<td>Bobby Goldsboro—United Artists</td>
<td>48</td>
<td>51</td>
<td>54</td>
</tr>
<tr>
<td>— • 53</td>
<td><strong>Ghetto Child</strong> (3:47)</td>
<td>Spiders—Atlantic</td>
<td>53</td>
<td>55</td>
<td>53</td>
</tr>
<tr>
<td>58 • 54</td>
<td><strong>Kodachrome</strong> (3:24)</td>
<td>Paul Simon—Columbia</td>
<td>51</td>
<td>54</td>
<td>56</td>
</tr>
<tr>
<td>65 • 55</td>
<td><strong>Muskat Love</strong> (3:03)</td>
<td>America—Warner Brothers</td>
<td>54</td>
<td>61</td>
<td>51</td>
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<tr>
<td>47 • 56</td>
<td><strong>Give Me Love (Give Me Peace on Earth)</strong> (3:32)</td>
<td>George Harrison—Apple</td>
<td>59</td>
<td>65</td>
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<tr>
<td>46 • 57</td>
<td><strong>Where Peaceful Waters Flow</strong> (4:22)</td>
<td>Gladys Knight and the Pips—Buddah</td>
<td>57</td>
<td>56</td>
<td>60</td>
</tr>
<tr>
<td>44 • 58</td>
<td><strong>Long Train Runnin’</strong> (3:25)</td>
<td>Doobie Brothers—Warner Brothers</td>
<td>63</td>
<td>53</td>
<td>63</td>
</tr>
<tr>
<td>69 • 59</td>
<td><strong>Show Biz Kids</strong> (3:59)</td>
<td>Steely Dan—ABC/Dunhill</td>
<td>61</td>
<td>63</td>
<td>57</td>
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<tr>
<td>61 • 60</td>
<td><strong>Why Me?</strong> (3:25)</td>
<td>Kris Kristofferson—Monument</td>
<td>55</td>
<td>58</td>
<td>71</td>
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<tr>
<td>62 • 61</td>
<td><strong>Loving Arms</strong> (2:50)</td>
<td>Dobie Gray—MCA</td>
<td>58</td>
<td>59</td>
<td>68</td>
</tr>
<tr>
<td>— • 62</td>
<td><strong>Yes We Can Can</strong> (3:55)</td>
<td>Pointer Sisters—Blue Thumb</td>
<td>65</td>
<td>67</td>
<td>61</td>
</tr>
<tr>
<td>66 • 63</td>
<td><strong>There’s No Me Without You</strong> (3:28)</td>
<td>The Manhattans—Columbia</td>
<td>60</td>
<td>62</td>
<td>*</td>
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<tr>
<td>— • 64</td>
<td><strong>Ashes To Ashes</strong> (3:30)</td>
<td>Fifth Dimension—Bell</td>
<td>67</td>
<td>60</td>
<td>*</td>
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<td>68 • 65</td>
<td><strong>Rocky Mountain Way</strong> (3:39)</td>
<td>Joe Walsh—ABC/Dunhill</td>
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<td>58</td>
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<td>— • 66</td>
<td><strong>Sparkling in the Sand</strong> (2:30)</td>
<td>Tower of Power—San Francisco</td>
<td>70</td>
<td>72</td>
<td>65</td>
</tr>
<tr>
<td>59 • 67</td>
<td><strong>L. A. Freeway</strong> (3:20)</td>
<td>Jerry Jeff Walker—MCA</td>
<td>64</td>
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<tr>
<td>— • 68</td>
<td><strong>Rubber Bullets</strong> (3:50)</td>
<td>10 C.C.—U.K.</td>
<td>*</td>
<td>75</td>
<td>67</td>
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</tbody>
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Continues on next page

*If you are fortunate enough not to be in the SRDS Top 50 Metro Markets, you can buy LOVE for $12.00 a day. (As we all know, LOVE cost more in a major market!)

THE SOUND OF LOVE is an easy listening MOR format for automation. It’s designed as a complete, total image package including your basic music library, monthly music supplements, LOVE jingle, station ID’s with time announce, station promos and much, much more!

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(714) 637-8349

Broadcasting Aug 27 1973
### The Highly Successful

**BARRY FARBER SHOW**  
originating on WOR  
is now available at no cost to stations in many markets.

**Radio's most intriguing interviews**  
Global in scope — Local in sound

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**Broadcasting**  
Aug 27 1973  
44

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**The Broadcastings**

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>This week</th>
<th>Title (length)</th>
<th>Rank by day parts</th>
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<tr>
<td>Last week</td>
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<td>6-10a 10a-10p 3p 7p 12p</td>
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<tr>
<td>60 69</td>
<td>He Did with me (2:27)</td>
<td>Mike Curb Congregation—MGM</td>
<td>56 71 56 59</td>
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<tr>
<td>70</td>
<td>Viki Lawrence—Bell</td>
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<td>71</td>
<td>Mike Curb Congregation—MGM</td>
<td>68 66 73</td>
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<td>70 72</td>
<td>Neil Diamond—MCA</td>
<td>You Got Me Anyway (2:53)</td>
<td>66 69 73</td>
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<td>73</td>
<td>Sutherland Brothers and Guiler—Capitol</td>
<td>I'll Always Love My Mama (3:04)</td>
<td>71 62</td>
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<tr>
<td>74</td>
<td>Intruder—Gamble</td>
<td>The Peacemaker (2:38)</td>
<td>73 66</td>
</tr>
<tr>
<td>75</td>
<td>Alber Hammond—Mums</td>
<td>Rhapsody In Blue (3:45)</td>
<td>73 72 69</td>
</tr>
</tbody>
</table>

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

Angel (36), Are You Man Enough (23), Ashes to Ashes (64), Bad Bad Leroy Brown (9), Believe In Humanity (28), Bongo Rock (43), Boogie Woogie Biggie Boy (42), Brother Louie (3), China Grove (31), Claude (32), Delta Dawn (53), Diamond Girl (20), Everyone's Agreed (47), Feelin' Stronger Every Day (9), Free Ride (57), Freedom for the Stallion (45), Get Down (7), Ghetto Child (53), Give Me Love (Give Me Peace on Earth) (50), Gypsy Man (16), Hal! Breed (27), He Did With Me (59), I Am (18), Higher Ground (33), How Can I Tell Her (29), I'm The Hurt (50), I Believe in You (11), I'll Always Love My Mama (73), If You Want Me To Stay (22), In the Midnight Hour (50), Jimmy Loves Maryann (48), Just Don't Want To Be Lonely (53), Kodeschome (54), L. A. Freeway (87), The Last Thing on my Mind (71), Let's Get It On (6), Live and Let Die (2), Long Train Runnin' (58), Loves Me Like a Rock (14), Loving Arms (61), A Million to One (29), Money (41), Monster Mash (17), The Morning After (44), Muskrat Love (55), My Marla (24), My Sweet Rose (13), Natural High (34), The Peacemaker, (74), Playground in My Mind (25), Ramblin' Man (48), Rhapsody In Blue (75), Rocky Mountain Way (68), Roll Over Beethoven (49), Rubber Bullets (68), Saturday Night's Alright For Fighting (10), Shambala (20), Show Biz Kids (58), Small World (70), Smoke on the Water (15), So Very Hard To Go (40), Sparkling In the Sand (66), Summer (The First Time) (52), Sweet Charlie Babe (44), That Lady (38), There's No Me Without You (63), Touch Me In the Morning (1), Uneasy Rider (21), We're An American Band (10), Where Peaceful Waters Flow (57), Why Me? (50), Yes We Can Can (62), Yesterday Once More (19), You Got Me Anyway (72), Young Love (35).  

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

from page 42

with organized crime, misappropriation of company funds for private squandering. That feeling is unshared in the music business: "Every time the word 'payola' is used in news reports," Stanley Gortikov, president of the Recording Industry Association of America, has said, "radio is much maligned as the record business."

If Mr. Gortikov is right, radio has been indeed maligned. Since Clive J. Davis, the debonair president of CBS Records, was sacked last May 29 for diverting CBS money to his own use, there has been a continuing spate of reports about the numerous investigations into alleged abuses. The New York Times has carried 28 stories on the subject.

There are those who think the press is exaggerating the importance of the investigations. Goddard Lieberson, who was returned from his CBS corporate position to his old job as Columbia Records president after Mr. Davis was fired, complained last month that "spinmeisters have taken the place of facts."

Addressing the annual convention of his division, Mr. Lieberson said: "Much of what has been printed or spoken has been speculation based on supposition, opinions, rumors, rumors of rumors and innuendoes—and when those ran out, a rehash of the same material."

Mr. Gortikov of the RIAA has criticized the "broad brush" nature of some news accounts, "defaming the innocent along with the guilty." He has acknowledged, however, that corruption in the music business is a "sexy subject."

Right now, four investigations of varying intensity are going on. The Justice Department has been presenting evidence to a grand jury in Newark, N.J., and conducting investigations in Los Angeles, Chicago, Nashville and Atlanta. The Internal Revenue Service is active on the case. Senator James L. Buckley, the New York Conservative Republican, has put staff members to work on his own probe. The Senate Subcommittee on Copyrights has had a staff review of aspects that may relate to pending legislation to update the copyright law.

Two weeks ago new trouble from another source entered the record companies' agendas. Roy Innis, national director of the Congress of Racial Equality, announced in New York that CORE was organizing small, black-owned record labels to break what he called a monopoly. He said 90% of the record business was controlled by 12 firms, including two that are black-owned, Stax and Motown (Broadcasting, Aug. 20).

At the same time Ernest Tucker, owner of a year-old label, Grassroots Records, was announced as head of the organization CORE was forming. Mr. Tucker said his group, which includes Joel-Fina Records, World Records, KM Records and Rim Records, all of New York, and Golden Ear Records, Chicago, was "building a case to present to the FCC and Federal Trade Commission."

Mr. Tucker complained that WXXL (FM) New York had refused to play a Grassroots record because Grassroots had bought no advertising time. (Last
First clue. The Memphis-based Stax Records was accused last week of withholding information about an alleged kickback scheme in which two former employees embezzled $406,737. The charges were made by U.S. Attorney Herbert J. Stern in U.S. District Court in Newark, N.J., in response to a motion to quash a subpoena seeking Stax documents. This was the first specific information publicly released by the prosecutor about any of the record-industry matters he has had under investigation. On Wednesday (Aug. 22) Judge Frederick B. Lacey ordered Stax to turn over the information. The kickbacks allegedly involved shipments of free records to distributors who then made payments to two Stax employees, who were later dismissed.

week Arthur Adler, general manager of the station, said the station would file a slander suit against Mr. Tucker.)

The record industry is said to gross $2 billion a year, but nobody knows for sure. Exact information about the business is hard to come by. One corporation executive with responsibility for a record division was startled recently when he asked for 1974 projections from the division and was told none was available. "They said there was no way to project what they were going to make next week, let alone next year," he glumly reported. "There's no discipline in that business."

The lack of discipline may account in part for another problem confronting the industry — a softening market that shows no signs of firming up.

An artist who sold a million copies of a hit single last year is lucky to sell 700,000 now.

"What this business needs," said one music-industry financial expert, "is a new group that can sell seven million records at a shot. Artists aren't growing any more, like the Beatles used to. Companies have to release stock product now, like 'Monster Mash' [a hit 10 years ago that is doing well on the charts today]. That's no way to build a business."

A month ago the Broadcastings "Playlist" showed eight artists with more than one record on the chart, an unprecedented number of duplications. The indications are that programers are relying on a relatively few strong performers — Paul McCartney, Donny Osmond, Paul Simon, among them — instead of risking airplay on less-known acts.

Yet popular artists are demanding and getting higher prices to join or stay with a label. The costs of promotion, which is the only hope of achieving commercial success for acts signed in the last couple of years, are rising with the heat of competition. The profit squeeze is on.

Warner Communications, owner of Warner Bros., Atlantic and Elektra-Asylum Records, reported a second-quarter decline of $3 million in record and tape earnings this year. Viewlex Inc., which owns Buddah Records, reported a substantial drop in profits and let it be known Buddah could be bought. So far nobody has offered the right price.

If there are other companies with brighter reports, the over-all tone of the record industry is less than exuberant, though some in it persist in seeing the brighter side.

"Things could be worse," a promotion man said last week. "We could be in the meat business."

Breaking In

"Yes We Can Can"— Pointer Sisters (Blue Thumb) * The atmosphere surrounding the Pointer Sisters is something akin to standing next to a Saturn V rocket about to take off. This Oakland vocal group of four sisters has left behind a wake of rave reviews wherever they performed.

Comparisons with Bette Midler come quite easy for the Pointer Sisters. They dress and sing in a campy forties style. And the "overnight success" tag fits snugly on both Ms. Midler and the sisters.

"Yes We Can Can" is an infectious boogie-beat number on the theme of let's get-together. It was written by Allan Toussaint (Paul Simon's and Dr. John's producer) and produced by David Rubinson (Taj Mahal, Tower of Power and Cold Blood producer for the now defunct Bill Graham labels).

Stations playing the Pointer Sisters last week included: KYA (AM) San Francisco, Kol (AM) and KJZ (AM) both Seattle, WIFE (AM) Indianapolis, WHHY (AM) Montgomery, Ala., WXLW (AM) Indianapolis, WJDX (AM) Jackson, Miss., and KGW (AM) Portland, Ore.

"Rubber Bullets"— 10 CC (UK Records) * The Beach Boys had to cope with Jan and Dean and the tens of other sound-alike bands back when they were the kings of surfing music. Today, 10 years later, they are faced with another mirror image of their sound. This time, though, the band is British and called 10 CC. 10 CC's debut single, "Rubber Bullets," has taken quite some time to break. But it's finally getting the air play it needed to stay alive, mostly on northern California stations. A driving, hard-rock tune that is modulated to the extent that it is almost tinny sounding, the song is the picture of a prison riot and the sadistic reaction by the guards ("Load up the rubber bullets...") It's a shame these slugs ain't real.

Stations playing "Rubber Bullets" last week include: KYA (AM) San Francisco, KLV (AM) San Jose, and KROY (AM) Sacramento, all California.

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

* ALL I NEED IS TIME, Gladys Knight & The Pips (Soul).
* BABY, I've BEEN MISSING YOU, Independents (Wand).
* GET IT TOGETHER, Jackson Five (Motown).
* HE, Today's People (20th Century).
* HEARTBEAT, IT'S A LOVE BEAT, Delfranco Family (20th Century).

You can get the parts and equipment you need. When you need them. From Gates 24-hour emergency service centers.

Write for our special reminder chart listing these special phone numbers.

Isn't it nice to know we're here if you need us?
Cablecasting

Viacom and CPI set to merge

Combination would result in nation's second largest MSO

An agreement in principal under which Communications Properties Inc., multiple cable-TV systems owner and broadcaster, would be merged into Viacom International Inc., an even larger CATV operator and TV-program distribution company, was announced by the two companies last Thursday (Aug. 23).

The stock transaction would have a market value of approximately $27 million at Wall Street trading prices the day before the announcement. In addition, Viacom would assume approximately $35 million in Communications Properties' debt, raising the total "price" to about $62 million.

The merger, which is subject to execution of a final agreement and the approval of stockholders of both companies, would add Communications Properties' 187,000 CATV subscribers to Viacom's 260,000 for a total of 447,000. That would lift Viacom from sixth to second place among multiple-system operators, behind Teleprompter, according to figures to be released by the National Cable Television Association on Aug 1.

Communications Properties, based in Austin, Tex., also owns KFJZ-FM-FM Fort Worth, the Texas State Network and regional common-carrier microwave systems in Texas and Ohio.

The plan calls for Jack R. Crosby, president and chief executive officer of Communications Properties, to become chairman of Viacom (a post now vacant), with Ralph M. Baruch continuing as president and chief executive. Robert W. Hughes, executive vice president of Communications Properties, would become a senior vice president of Viacom.

The other officers of Viacom would be unchanged, but the eight-member Viacom board would be expanded to 12 members with the addition of Messrs. Crosby and Hughes, Richard P. Johnston and Fred Lieberman from the Communications Properties board.

Douglas H. Dittrick, president of the Viacom Communications Division, would have responsibility for the merged cable operations. Willard Block continues as president of the Viacom Enterprises Division, which handles the company's domestic and foreign TV-program distribution activities.

In the transaction, Viacom would issue six-tenths of a share of its stock for each share of Communications Properties common. There are more than 4,500,000 such shares outstanding (traded on the over-the-counter market). Viacom shares, traded on the New York Stock Exchange, closed at $10 last Wednesday (Aug. 22).

A cable radio makes a go with good will and some time sales

Gas-pipe campus station hooks into local system to serve isolated Santa Clarita valley

The Santa Clarita valley in California is within 35 miles of radio-rich Los Angeles, but L.A. radio signals are faint to nonexistent in the mountain-enclosed area and there is no local over-the-air radio station. The valley does, however, have its own cable radio station.

In April 1973 the "station" began

LEGAL NOTICE

The Town of Little Valley, New York and the Village of Little Valley, New York is applying for a special franchise for a cable television system in said Town and Village. Any cable television system interested in bidding on this franchise must send its bid by registered mail postmarked by September 17, 1973 to Mr. Albert H. Andrew, Village Clerk, Municipal Building, Little Valley, New York 14755. Telephone (716) 938-2051.

A public hearing will be held 90 days after first notice at the Municipal Building, Little Valley, New York.
transmission of its progressive-music format on the unused frequency of 105.4 to subscribers of local Cablevision Inc. Since that time the operation has been doing a strong business.

"Calls letters" are CCIA. CCIA was originally begun as, and still is, a carrier-current radio station serving dormitory students of the California Institute of the Arts. The station was started in January 1973 on a $3,000 grant from the college and its student body. The financially troubled college had to drop its backing of the radio effort and CCIA was forced to become self-sustaining. That it has now done.

After the station interconnected to the nearby cable system via a 10-mile stretch of land lines, CCIA realized that it then had a potential audience of 25,000 and no local competition. Advertising was solicited from the valley's local merchants and now the $350 monthly operating costs are offset by the $300-$400 brought in per week by the station's saleswoman. Spots sell for flat rates from $5 per minute to $1.50 for seconds and area merchants are using them with success. Jewelry stores, restaurants, retail establishments and a fence company have all purchased time from the station. And more money is expected to come in after the closed-circuit radio station completes negotiations for transmission of its programming on the valley's second cable system.

Part of the reason for such a rosy profit picture is that all station personnel, excluding the saleswoman who gets a 15% commission, donate their time. The 10 disk jockeys and the station's administrative personnel receive no pay for keeping the 24-hour station on the air. "I love radio" is a typical statement expressed by station personnel.

Programming includes large doses of progressive-rock music, a series on the area's live rock concerts, interviews with rock performers, and a Sunday-through-Thursday talk show from 10 p.m. to 1 a.m. An indication of the popularity of such fare is that the station receives over 500 calls per week for record requests and the talk show host usually entertains between 90-100 calls per show.

Sterling Manhattan expands

Sterling Manhattan Cable Television Inc., New York, now has the capability to deliver 24 channels through its system which serves the southern half of Manhattan. The company reported last week it has completed the installation and testing of its 24-channel capability in accordance with its contract with New York City. A spokesman said that as soon as the city designates the specific use of these channels, Sterling Manhattan will determine the programming content.

Kelly tabbed for N.Y. post

Robert F. Kelly is expected to be appointed chairman of the New York State Commission on Cable Television within the next two weeks. Mr. Kelly currently is state assemblyman from the Bay Ridge area of Brooklyn.

The State Commission on Cable Television, created by state law, began operation on Jan. 1, 1973. It oversees all areas of cable television.

Mr. Kelly will head a 28-man staff which may soon be expanded to 50. Budget for the office of lawyers, engineers, accountants and administrative personnel is $750,000.

Mitre ready for second phase of two-way project

Decision on locale of experiment expected in next three months; company huddles on equipment

Mitre Corp., McLean, Va., is looking for a city in which to place its two-way interactive system for cable television.

For the last two years Mitre, a non-profit think tank, has been using a $700,000 grant from the National Science Foundation to study and develop a two-way interactive cable television system with emphasis on the educational advantages such a system can provide. Reston, Va., was the site of the first phase of the organization's project. One home terminal in Reston was  connected to a computer and a variety of services and educational concepts were tested. By dialing a specific number, which connected the terminal to the computer, and then pressing a certain digit on the phone, the viewer could receive preprogrammed information in recreation (sports scores, fishing reports), medical information (what to do in case of accidental poisoning, etc.), community information and financial reports.

The project was begun in 1971 and Mitre is now ready to embark on the second phase of the project which is expected to take three and a half years.

The first six months will be used to develop the programming to go on the system, arrange with a cable system to participate in the project and select an equipment manufacturer from which to procure the necessary two-way hardware. A Mitre spokesman estimates that it will take about a year to install the system and the rest of the time will be for use and experimentation.

About 1,000 typewriter-type keyboards and another 250 more limited 16-digit keyboards will be used in the project. Both will be connected to a Mitre-developed computer system called TICCIT. It is estimated 100 people will be able to request various information at the same time and have the information routed to their television set. This second-phase system will be completely interactive (a telephone is not needed to contact the computer) and the home-terminal operator will be able to respond in depth to various questions posed by the computer. Mathematical problems, multiple-choice

August, 1973

$550,000

Cable TV of San Marcos, Inc.
A wholly owned subsidiary of Comcino, Inc.

Senior Secured Loan, due 1983

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.

Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353
Chicago: 312/786-6093 • New York: 212/747-4440 • Los Angeles: 213/553-6231

Broadcasting Aug 27 1973

47
Hold-up in Houston: Franchise may be headed for referendum

The issue of the cable-television franchise in Houston (Broadcasting, May 21) has bubbled to the surface again. The city has received three petitions calling for a public referendum to revoke the ordinance under which the Houston city council granted the franchise to Greater Houston CATV Inc. One complaint of the petitioners is that the city should be divided into several franchise areas rather than awarded in entirety to a single operator.

The petitions contain about 3,000-4,000 names, according to city attorney Bill Olsen, and this number exceeds the 500 signatures required to place a referendum on the ballot during the city's general elections. Houston officials are currently verifying the signatures and all indications are that the issue will come to a vote on Nov. 6 when Houston residents decide to accept the cable ordinance as written or to throw it out entirely. In the case of the latter, the city would have to repeal the ordinance and begin the entire franchising procedure once again.

Houston has a population of 1,232,000 and the estimates to build the cable system run $50-60 million.

Cable's present and future to be detailed in report by unit of Commerce Dept.

A $250,000 government study that surveys present cable technologies, future uses of cable and what has to be done technically to meet these needs is due to be released in October. Results of the nine-month study will be published in a seven-volume report under the auspices of the Office of Telecommunications of the Department of Commerce.

The series of reports, titled "A Survey of Technical Requirements for Broadband Cable Teleservices," is an attempt to fill a void in the amount of information now available on cable technologies, according to Russel B. Stoner at the Institute for Telecommunications Sciences, Boulder, Colo. ITS is the engineering arm of the Office of Telecommunications.

Volume titles for the combined 635-page report include: Summary of Technical Problems Associated with Broadband Cable Teleservices Development; Subscriber Terminals and Network Interfaces; Signal Transmission and Delivery Between the Headend and Subscriber Terminals; System Control Facilities; Headends and Central Processors; System Interconnection; Use of Computers in CATV Two-Way Communication Systems, and a selected bibliography. Each report was authored by a staff member of the Institute For Telecommunications Sciences.


NCTA hopes to make model pole-line deal

A meeting of utility-pole owners and cable operators was held last Wednesday (Aug. 22) in an attempt to reach agreement on pole-attachment fees before the FCC pre-empts the field on Nov. 1 (Broadcasting, Aug. 6). Representatives of telephone and power companies and local regulatory bodies were invited by the National Cable Television Association to attend the meeting held on neutral grounds. Steven Gold, NCTA counsel, and Jim Marlowe, Spectrum Communications, represented the NCTA as members of the newly created NCTA Pole Line Negotiating Committee.

The NCTA's purpose was to determine who was willing to negotiate what is negotiable, and how the negotiating procedures should be structured. About 20 delegates attended.

Mr. Gold said he hoped that the NCTA would be able to negotiate an agreement of $75,000 per pole to serve as a model for the industry. The NCTA expects to meet with Bell in the next couple of weeks. If no agreement can be reached between the concerned parties the FCC would assert jurisdiction and regulate the rates.

Teleprompter to offer forecasts and boxing

Popular boxing matches from the past will soon be available to many Teleprompter Corp. cable systems for showing on their local origination channels. If all goes as planned, expanded weather coverage from the National Weather Service could also become a part of local origination offerings.

Teleprompter Corp., New York, announced last week the purchase of a $75,000 Teleprompter system from Big Fights Inc., New York. The purchase, which Teleprompter chairman, Raymond P. Shafer, termed "the biggest programming buy in cable television history," gives the nation's largest multiple-system operator the rights to 250 of the greatest fights in history. Called "Big Fights of the Decades," the series will be shown on 50 Teleprompter cable systems throughout the country.

The selected systems will have a year to cablecast the entire series which includes bouts of heavyweight fighters such as Rocky Marciano, Floyd Patterson, Sonny Liston, Muhammed Ali, Joe Frazier and George Foreman. Fighters from the past to be featured include Jack Johnson, Jess Willard, Jack Dempsey, Gene Tunney and Joe Louis. Championship fights in the light heavyweight, middleweight, welterweight and lightweight divisions will also be shown. Big Fights has edited all the fights to 15 minutes maximum and Teleprompter officials expect a different half hour of piggy-backed fights will be shown two or three times a week by the participating systems.

In a second development, Teleprompter's Great Falls, Mont., cable system has been participating in an experimental program with the National Weather Service to determine the feasibility of detailed weather presentations via cable television.

For five minutes every half hour the Great Falls weather forecasting office...
transmits information directly to the cable system concerning national and local forecasts and the current weather conditions. The forecasting office is connected directly to the headend via land lines and the program is produced and originated at the local office.

If the service proves effective after a year's trial, the National Weather Service hopes to provide a similar service for all cable systems within appropriate distance of its 52 forecasting stations located across the country. The cable operator pays for the transmission link between the forecasting station and the cable system and the rest is expected to be provided by the National Weather Service.

Cable Briefs

Down to the wire. Howard county, Md., is expected to make franchise decision on its cable applications by early September. The county has population of 90,000. Competition for franchise has been narrowed down to Howard Cable Television Association (backed by Bill Daniels, cable operator and broker) and Community Cablevision Systems of Howard County (backed by Warner Cable Corp., New York). Five-member council has right to defer its decision, but it is expected that some award will be made. In conjunction with expected cable system, Howard Community College has received $10,000 federal grant to investigate ways college can best program cable system's educational channels.

Turned down. FCC Administrative Law Judge Herbert Sharman has proposed denial of Meadville, Pa., cable operator's request to substitute NBC-TV programming of WMJ-TV Youngstown, Ohio, for that of WICU-TV Erie, Pa. on its system. In decision, Judge Sharman concluded that, contrary to system's pleadings, Erie station gets stronger signal into Meadville area and should therefore be favored over WMJ-TV.

Transcripts available. Orders are being taken by the National Cable Television Association, Washington, for transcript of 1973 cable marketing workshop held in Dallas last spring. Panels at workshops centered on techniques and problems involved in local-originating advertising sales and subscriber sales. Transcripts are available for $2.95 to NCTA members and $4.95 for nonmembers.

System sold. Sun Cable TV, Wilcox, Ariz., has been sold to Al Williams by Jim Voiers. Total of 17 miles of cable plant currently passes 1,000 homes. Daniels and Associates, Denver, were brokers for transaction.

Warner around Williamsburg. Warner Cable of Virginia, subsidiary of Warner Cable Corp., New York, has been granted franchise for James City county, Va. Area has 10,000 home potential and surrounds city of Williamsburg, where Warner also has franchise.

New signals. United Video Inc., microwave common-carrier subsidiary of IVO Cable, Tulsa, has announced that KHC Microwave, United Video subsidiary, has extended service to eight new CATV systems. KHC now carries KHTV(TV) and educational KHUT(TV), both Houston, to cable systems in Port Neches, Orange and Beaumont, Texas, and Lafayette, La., to cable systems in Port Neches, Orange and Beaumont, Texas, and Lafayette, La.

Cable Television Briefs

Buying in. Time Inc., New York-based publisher, CATV owner and former broadcaster, and Temple Industries Inc., Diboll, Tex., forest-products concern, last week agreed to plan under which one-half share of Time would be exchanged for each of Temple's million shares. Merger would give family of Temple Chairman Arthur Temple and other Temple executives and their relatives total of 15% of Time. Companies own adjoining timberland in Texas.

Sealed pact. Tele-Communications Inc. and Foote, Cone and Belding Communications Inc. have reported closing of agreement whereby Tele-Communications acquired all shares of FCB Cablevision Inc., owner of five CATV systems in three states.

Incentive. Music Fair Enterprises Inc., Bala-Cynwyd, Pa., announces acquisition of $2.1-million loan from Provident National Bank, Philadelphia. Shelly Gross, head of Music Fair, said major portion of loan will be used to finance company's pending purchase of Work(AM) York, Pa., from Steinman Stations. Sale is worth $575,000. Remainder will be used for working capital and improvements to firm's five northeast theaters, Mr. Gross said.

Bonus. The Grass Valley Group Inc., Grass Valley, Calif., has declared semiannual dividend of six and six-tenths cents per share, payable Oct. 15 to stockholders of record Sept. 20.

Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Period</th>
<th>Revenues (Change)</th>
<th>Net Income (Change)</th>
<th>Per Share</th>
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<tbody>
<tr>
<td>American Television and Communications Corp.</td>
<td>year 6/30</td>
<td>20,514,079 (+33.6%)</td>
<td>2,193,965 (+46.1%)</td>
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<td>Apnex Corp.</td>
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<tr>
<td>Combined Communications Corp.</td>
<td>6 mo. 6/30</td>
<td>42,790,066 (-9.3%)</td>
<td>2,317,927 (+51.3%)</td>
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<td>Comcast Corp.</td>
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<tr>
<td>Cowlis Communications Inc.</td>
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<td>908,000 (+33.3%)</td>
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<tr>
<td>Foote, Cone &amp; Belding Communications Inc.</td>
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<td>157,116,000 (-17.8%)</td>
<td>1,789,000 (-70.0%)</td>
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<td>Clinton E. Frank</td>
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<td>Globetrotter Communications Inc.</td>
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Year earlier

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<td>Combined Communications Corp.</td>
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Continued on page 50

Broadcasting Aug 27 1973 49
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<th>Closing Wed., Aug. 22</th>
<th>Closing Wed., Aug. 15</th>
<th>Net Increase in Change</th>
<th>% Change in Change</th>
<th>Stock Price</th>
<th>Year End</th>
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Broadcasting with other major interests:

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Broadcasting: Continued from page 49

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<th>CURRENT AND CHANGE</th>
<th>YEAR ENDER</th>
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<td>Company</td>
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<td>Rollins Inc.</td>
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<td>Tele-Communications Inc.</td>
<td>788,000</td>
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<tr>
<td>UA-Columbia Cablevision Inc.</td>
<td>7,199,000</td>
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The Walter Reed Organization Inc. | 11,757,000 | 1,307,000 | .46        | 11,564,000 | 800,000    | .08        |

* Percentage gain in net income is too great to provide a meaningful increase figure.*
Seymour L. (Sy) Yanoff, general manager of Group W's WJBZ(AM) Boston, named general manager of WJBZ-TV Boston, succeeding Winthrop P. Baker, who recently was appointed president of Group W's Television Stations Group. Replacing Mr. Yanoff at WJBZ(AM) is William Cusak, who has been sales manager of Group W's KYW-TV Philadelphia.

Donald M. Olson, formerly with sales staff, WOW(AM)-KFAX(AM) Omaha, named general manager, WLCY-AM-FM Chattanooga. He succeeds Jerry Lingefelt, who resigns.

David Noll, general sales manager, WCPG(AM) Cleveland, appointed general manager. He succeeds Arthur Zweig, who resigns.

William R. Rice, VP and general manager, WWOL-AM-FM Fort Worth, named general manager, WLCY-AM-FM St. Petersburg, Fla. He succeeds Peter M. Schulte, who resigns.

Barry Gaston, local sales manager, WARM(AM) Wilkes-Barre-Scranton, Pa., named station manager, WLOA-FM Cincinnati. Both are Susquehanna Broadcasting stations.

Buddy Scott, VP-operations manager, KRON(AM) San Bernadino, Calif., appointed station manager, KXOL(AM) Sacramento, Calif.


Barbara Michalak, host of consumer-affairs program, WVRK(AM) New York, appointed assistant general manager.

Bill Winchell, news director, WQW(AM) Muskegon, Mich., assumes additional duties as assistant general manager.

C. Barry Hillebrandt, manager of daytime sales administration, NBC, New York, named to newly created position, manager, affiliate contracts, NBC.

Pat Pantonini, advertising and promotion executive, Group W Stations, named director of advertising and promotion, WAB(AM) New York. He succeeds Lon Hurwitz, appointed advertising and promotion director for ABC-owned AM's (Broadcasting, July 30).

Donald S. Kreger, with BBDO, Minneapolis, joins WJRT-TV Flint-Bay City-Saginaw, Mich., as director of advertising and promotion.

Media

Broadcast Advertising

Robert L. Miller, president, Ogilvy & Mather (Canada) Ltd., Toronto, joins Needham & Steers of Canada Ltd. there as board chairman and chief executive officer.

John R. Savage, account supervisor, and John P. Verdon, creative supervisor, Compton Advertising, New York, elected VP's.

Paul Zoellner, copy group supervisor, and Bob Tucker and Jack Mariucci, art group supervisors, Doyle Dane Bernbach. New York, elected VP's.

Joseph S. Lerer, account executive, KXOL-FM San Francisco, named general sales manager, KSPF(AM) there.

Michael Trager, with NBC Spot Sales, New York, joins NBC's KNBC(TV) Los Angeles, as Western sales manager.

Matt Lange, with KHJ-TV Los Angeles, named national sales service manager.


Howard Kaufman, group manager, Tele- rep, Chicago, named office manager. Ed Kroinger, with Blair Television, Detroit, joins Telerep as sales manager, Detroit office.

A. William Varga, with American Research Bureau, New York, joins Avery-Knodel there as sales promotion manager.

Kerry F. Sheeran, of Sheeran Enterprises Inc., New York investment firm, joins Shaller-Rubin, New York, as senior VP.

H. Michael Clancy, account supervisor, McCann-Erickson, Detroit, named to similar post, Grey Advertising there.

Programming

David Begelman, vice chairman, Creative Management Associates, New York talent firm, named president of Columbia Pictures and executive VP of parent company, Columbia Pictures Industries Inc. He succeeds Stanley Schneider who resigned last June to become independent motion-picture producer.

Allen Adler, with American Diversified Enterprises, New York, joins Columbia Pictures Industries Inc. there as VP-corporate development.

Steve Mills, VP, ABC Entertainment, West Coast, joins CBS-TV, Los Angeles, as executive producer, movies for TV. He succeeds Philip Barry, who joins Tomorrow Entertainment, Los Angeles, as executive producer, creative affairs.

Tony Barr, program executive, ABC, named director and general program executive in prime-time television area, ABC Entertainment, Hollywood.

New man at NARB. Edwin D. Etherington, former president of American Stock Exchange and of Wesleyan University, Middletown, Conn., was elected chairman of National Advertising Review Board. He succeeds Charles W. Yost, who resigned last June 30 to become president of National Committee on U.S.-China Relations.
Broadcast Journalism

Ronald E. Mires, news director, KTVU (TV) San Francisco, named to same post, KGMT (TV) San Diego.

Tom Lewis, assistant news director, WSAV-AM-FM-TV Harrisonburg, Va., appointed news director.

Joe Rosoller, anchorman, WAVY (TV) Roanoke, Va., appointed news director. Dave Smith, with news staff, WQKB-AM-FM Rensselaer, N.Y., and Adrienne Baughn, student at New York State University at Albany, join WAST as on-air reporters.

Wes Sims, anchorman, WGWG-TV Denver, joins WPTA (TV) Fort Wayne, Ind., as news director and anchorman.

Bryant M. Thomas, reporter, WPOM (AM) Hartford, Conn., named news director.

Mike Burke, reporter, WAWZ (AM) New Haven, Conn., joins WPOP in similar capacity.

Robert W. McCall, NBC News assignment editor based in Chicago, joins WLWT (TV) Cincinnati as news director.

Tom Atkins, anchorman, WLWT, named associate news director (corrects Aug. 13 item).


Don Harris, anchorman, WFAA-TV Dallas, and Mary Ann Maskery, anchorwoman, WXYB-TV Detroit, join KNBC (TV) Los Angeles, in similar positions.

Tom Beres, recent graduate, Northwestern University, joins WLDW (TV) Dayton, Ohio, as reporter. Mary Ann Scott, Marion, Ohio, teacher, appointed director of women's features, WLDW.

Jack Swanson, news director, WTSO (AM) Madison, Wis., joins WLS (AM) Chicago, as newscaster.


George I. Watson, with news staff, KSLL-AM-TV Chico, Calif., joins KSBW-TV Salinas-Monterey, Calif., as anchorman. KSBW-TV's evening newscasts are aired on commonly owned KSBV-TV San Luis Obispo, Calif.

Andy Hiller, reporter, WRNG (AM) North Atlanta, Ga., joins WAGA-TV Atlanta in same capacity. Joseph Raina, with news staff, KMOX-TV St. Louis, named writer-producer, WAGA-TV.

Charles I. Steinberg, manager of international accounting, Paramount Pictures Corp., New York, appointed controller of UPITN, New York, electronic news service to TV stations.

Cablecasting

Carroll Wood, Southeast manager, Teleprompter Corp., with headquarters in Atlanta, appointed to newly created post, VP-systems group.

An evening star for KABC. Sal Mineo, show business personality for more than 20 years, made his debut as a regular radio commentator last Monday (Aug. 20). He joined the staff of KABC (AM) Los Angeles handling the 9 p.m. to midnight shift. Mr. Mineo is expected to stress the world of entertainment, in which he has participated also as an actor, director, producer and writer, with commentary, interviews, as well as what he calls a monthly audio "college" on famous film stars.

Equipment & Engineering

James N. Porter, with Memorex Corp., Santa Clara, Calif., appointed director of marketing, CMX Systems. Sunnyvale, Calif. CMX, manufacturer of computer-controlled video-tape editing systems, is jointly owned by CBS and Memorex.

Eugene G. Sudol, coordinator, international marketing, American Electronics Laboratories Inc., Lendsdale, Pa., appointed manager, international marketing.

Loren Kemp, with noncommercial KCTV (TV) Los Angeles, appointed manager of engineering.


Andrew R. McMaster, manager of engineering, WSIX-AM-FM-TV Nashville, joins noncommercial KETC (TV) St. Louis in similar capacity.

Deaths

Bob McFadney, 57, former manager of daytime program sales, NBC, New York, died Aug. 18 in Fort Myers, Fla., after lengthy illness. Mr. McFadney worked for NBC for 13 years before retiring in 1971. He is survived by his wife, Charlotte, and one son.

Frank Pittman, 56, manager, film program operations, NBC, Burbank, Calif., died of heart attack Aug. 18 at his home in Bel Air, Calif. Mr. Pittman joined NBC in 1937 as sound effects engineer; at various times since, he had worked with Needham, Louis & Brorby, advertising agency, Chicago, CBS, and production firm that made Tombstone and Bat Masterson TV series. He is survived by wife, Germaine, and a daughter and son.

Sam Bartlett, 84, founder of WSDR (AM) Sterling, Ill., died Aug. 19 in Clearwater, Fla.; he also suffered illness. Early in his career, Dr. Bartlett did medical research in Africa. He later produced and hosted children's radio series in Hollywood, Congo Bartlett in Africa. During the 1944 and 1948 presidential campaigns, Dr. Bartlett served as radio director for Republican party. At age of 60, he founded WSDR. Station was subsequently sold in 1969. He is survived by his wife, Lillian.

Alburn West, 71, former Associated Press bureau chief in Madrid and broadcast news editor, died Aug. 15 in his home in Pueblo, Colo. Mr. West worked for AP for 33 years before retiring in 1967. He is survived by his wife, Hortensia, and a son.

Douglas R. Kennedy, 55, veteran TV and motion picture actor, died in Hawaii Aug. 10, after long illness. Among his TV credits are roles in Wagon Train, Big Valley, Bonanza, Lassie and Perry Mason. He also starred in Steen Donovan, Western Marshal. He leaves his wife, Bunny, and two daughters, as well as four children by a previous marriage.

Harry Foster Welch, 74, movie and television voice of Popeye the Sailor, died Aug. 16 in Blowing Rock, N.C. Mr. Welch began his career in Hollywood as voice behind Popeye in 1927. He is survived by his wife and one daughter.

Frank Charles, 48, senior broadcast media buyer, SSC&B, New York, died of cancer at St. Luke's Hospital, New York, on Aug. 19. He is survived by his mother, Mrs. Irene Charles.

Larry Chatterton, 62, news reporter for KFJ (AM) Los Angeles since 1961, died of cancer at his home in Hollywood Aug. 20. During his career, he had been on news staffs of KJL (AM) and KNX (AM), both Los Angeles, and with Mutual Broadcasting System. He is survived by wife, Kathy, and two children.

Spyros K. Stamou, 79, Greek musician whose Continental Gypsies were nightly offering on WGN (AM) Chicago and NBC radio network in 1930's and 1940's, died at his home in Los Altos, Calif., Aug. 11.
As compiled by Broadcasting Aug. 15 through Aug. 21, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; au.—aural; aux.—auxiliary; crit.—critical; cp.—construction permit; d.—day; dia.—directional antenna; ERP—effective radiated power; kw.—kilowatts; ls.—local area service; mhz.—megahertz; mod.—modifications; n.—night; psa.—presumed service area; sca.—subauditory communications authorization; sh.—specified hours; ssa.—special service authorization; sta.—special temporary authorization; tran.—transmitter; tpo.—transmitter power output; u.—unlimited hours; vi.—visual; w.—watts; e.—educational; haat.—height of antenna above average terrain; cars.—community antenna relay station.

New TV stations

Application

- WUHE-TV Baltimore—Seeks authority to install subscription television equipment (contingent upon grant of assignment of CP from UHF Broadcasting Co. to Maryland Telechoice Inc.). Ann. Aug. 7.

Existing TV stations

Application

- KAIL(TV) Fresno, Calif.—Seeks CP to change ERP to change type to 646 kilowatts, km.—kilometers; kw.—kilowatts; lbs.—local area set; mhz.—megahertz; mod.—modifications; n.—night; psa.—presumed service area; sca.—subauditory communications authorization; sh.—specified hours; ssa.—special service authorization; sta.—special temporary authorization; tran.—transmitter; tpo.—transmitter power output; u.—unlimited hours; vi.—visual; w.—watts; e.—educational; haat.—height of antenna above average terrain; cars.—community antenna relay station.

Action on motion

- Administration Law Judge Lenore G. Ehlich in Los Angeles-Plaintiff, San Fernando Television Broadcasting Inc. and Panhandle Broadcasting Inc.), AM proceeding, granted application for determination of changes in CP to change to 646 kilowatts, km.—kilometers; kw.—kilowatts; lbs.—local area set; mhz.—megahertz; mod.—modifications; n.—night; psa.—presumed service area; sca.—subauditory communications authorization; sh.—specified hours; ssa.—special service authorization; sta.—special temporary authorization; tran.—transmitter; tpo.—transmitter power output; u.—unlimited hours; vi.—visual; w.—watts; e.—educational; haat.—height of antenna above average terrain; cars.—community antenna relay station.

Existing AM stations

Application


Final actions

- WHHH Montgomery, Ala.—Broadcast Bureau granted license covering use of former UHF for all trans. only (BL-13457). Action Aug. 9.
- KBON San Bernardino, Calif.—Broadcast Bureau granted license covering use of auxiliary for all trans. only (BL-13455). Action Aug. 9.
- WNHC New Haven Conn.—Broadcast Bureau granted license covering use of former auxiliary for all trans. only (BL-13469). Action Aug. 16.
- KOPO Honolulu—Broadcast Bureau granted CP to change trans. site to 331 East Kamani Street, Honolulu to share existing tower facilities used by KIKI(AM), KORL(AM), KGM(AM), KVMH(AM) and KZOO(AM). All Honolulu (BP-19467). Action Aug. 13.
- KFXD Nampa, Idaho—Broadcast Bureau granted waiver of rules to identify as Nampa-Boise, Idaho. Action Aug. 3.
- WCTN Potomac and Cabin John, both Maryland—Broadcast Bureau granted license covering AM; trans. location reordered as Falls Road golf course; temporary studio located at 142 Congressional, Lane, Rockville, Md. (BL-13129). Action Aug. 12.
- WHLS-FM Port Huron, Mich.—Broadcast Bureau granted CP to change trans. site to 331 East Kamani Street, Honolulu to share existing tower facilities used by KIKI(AM), KORL(AM), KGM(AM), KVMH(AM) and KZOO(AM), all Honolulu (BP-19467). Action Aug. 13.
- WSEW Selinsgrove, Pa.—Broadcast Bureau granted license covering use of former trans., site to west bank of Jordan Creek, south of 5800 South Street, approx. 2.5 miles west of downtown Chicago, Ill.; change of station and remote location outside limits of city of Chicago, Ill. (BL-13481). Action Aug. 16.
- KCPS Buffalo—Broadcast Bureau granted CP to change trans. site to west bank of Jordan Creek, south of 5800 South Street, approx. 2.5 miles west of downtown Chicago, Ill.; change of station and remote location outside limits of city of Chicago, Ill. (BL-13481). Action Aug. 16.
- KICL Carlsbad, N.M.—Broadcast Bureau granted CP to change trans. site to 331 East Kamani Street, Honolulu to share existing tower facilities used by KIKI(AM), KORL(AM), KGM(AM), KVMH(AM) and KZOO(AM), all Honolulu (BP-19467). Action Aug. 13.

New AM stations

Application

- WLBG TV Lexington, Ky.—Seeks license for WTVQ-TV. Action Aug. 9.

Action on motion

- KPIX-TV San Francisco, Calif.—Seeks CP to change trans. site to 231 East Kamani Street, Honolulu to share existing tower facilities used by KIKI(AM), KORL(AM), KGM(AM), KVMH(AM) and KZOO(AM), all Honolulu (BP-19467).

Initial decision

- Fredricksted, St. Croix, Virgin Islands—Administrative Law Judge, in initial decision, proposed grant of application of Carlos A. Lopez-Lay for CP to change 5000 kW to 500 kW, P.O. address Condado Condominium, Blvd. del Convento, No. 407, Santurce, Puerto Rico 00912. Estimated construction cost $41,100; first-year operating cost $50,000; revenue $72,000. Principals: Mr. Lopez-Lay (100%). Mr. Lopez-Lay has Santurce, Puerto Rico law practice. Action Aug. 8.
New FM stations

**Applications**

- **Avon Park, Fla.**—Tri-City Stereo Inc. Seeks 106.3 mhz, 3 kw, HAAT 154.9 ft. P.O. address Box 1741, Avon Park, Fla. WAQY-FM, Atwater, Calif.; experimental station; ERP 8 kw; cost $7,185; first-year operating cost $12,000; revenue $18,000; applicant Joseph G. D. Esposito (each 20%). Lee A. and Patricia A. Corbin (each 20%)—Amendment made to application for extension of time through Aug. 25 in which to file replies to exceptions (Dots. 1912-22). Application Aug. 6.

- **Cedar Falls, Iowa.**—University of Northern Iowa, Seeks 88.1 mhz, 5.5 kw, HAAT 205.4 ft. P.O. address Audiorium Building, Cedar Falls 50613. Equipment is already in place at University of Northern Iowa; first-year operating cost $15,000; revenue $72,000.申请人是E. H. Edward Dillon, receiver for Stewart Broadcasting Co., to Cedar Falls Radio Co. (BAL-7599, BAL-6796, Annex. Aug. 20.

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Summary of broadcasting
Compiled by FCC, July 31, 1973

Licensed

On air

On air

Not on air

Total

Not on air

Total

commercial AM

4,368

41

20

4,389

36

4,425

commercial FM

2,414

0

36

2,450

124

2,574

commercial TV-VHF

505

1

17

523

5

577

commercial TV-UHF

100

0

22

122

22

144

total commercial TV

695

1

9

705

76

781

educational FM

583

0

22

605

84

689

educational TV-VHF

87

0

4

91

2

93

educational TV-UHF

123

0

13

137

4

141

total educational TV

210

0

18

228

7

235

* Special temporary authorization.


Call letter applications

* WLOY(FM) Fort Lauderdale, Fla.—Seeks WLOS(FM).

* WROR(FM) Boston—Seeks WYOJ(FM).

* WPET-FM Greensboro, N.C.—Seeks WROR(FM).

* WFAA-FM Dallas—Seeks K2EW(FM).

Call letter actions

* WGLM(FM) Richmond, Va.—Granted WQLK(FM).

Renewal of licenses, all stations

* Broadcast Bureau granted renewal of licenses and assignments for the following stations, pending compliance, and SCA’s when appropriate:

- Broadcast Bureau granted renewal of licenses and assignments for the following stations, pending compliance, and SCA’s when appropriate for the following stations subject to conditions: WUAZ(FM) Henderson, Ky., and WHBCA-AM-TMV Memphis, Action Aug. 10.
- Broadcast Bureau granted renewal of licenses and assignments for the following stations: K74AC and K74AA, both Bayfield and Ignacio, Colorado; KO4CM Cascadia, Ore.; K98BT Manitou Springs, Colo.; KO1CA Alma, Glennwood, Pleasanton and Mullecrek; K90KJ Tierra Amarilla, N.M.; K97WU Lamborg, all Mexico; K03EK Blue Mountain rural area east, Cathedral, Rangeley, Monticello and Dinosaur, Colorado; KO92U Roy, N.M.; KO92W Grand Lake and K212W Wagon Wheel Gap rural area, both Colorado. Action Aug. 13.

Modification of CPs, all stations

* KPTO(TV) Pocatello, Idaho—Broadcast Bureau granted mod. of CP to change type; trans.; change type; or channel, and general operators; change location from 4th and E Center Street, Pocatello; ERP 100 kw; via 174 kw s.u.; in height 1530 ft.; for extension completed date to Feb. 9, 1974 (BMPT-1974). Action Aug. 9.


* KNRT-TV Des Moines, Iowa—Broadcast Bureau granted mod. of CP to change ERP to 132 kw. Action Aug. 9.

* WQUE(FM) New Orleans—Broadcast Bureau granted mod. of CP to change.ant.; make changes in ant.system; ERP 93 kw; height 460 ft. (BMPT-1381). Action Aug. 9.

* WNEO(AM) Medina—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 31 (BMPT-1381). Action Aug. 9.

* WTTV-FM Milwaukee—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 7 (BMPT-13408). Action Aug. 7.


* WABX-FM Toledo, Ohio—Broadcast Bureau granted mod. of CP to change.ant.; change transmission line (BMPT-1382). Action Aug. 9.


* KGGA and K2102H, both Seashigh Ltd., Nev.—Broadcast Bureau granted assignment of two VHF translator licenses to Clark county (BALTV-107). Action Aug. 7.

Renewal of licenses, all stations

* Broadcast Bureau granted renewal of licenses and assignments for the following stations, pending compliance, and SCA’s when appropriate:


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### Professional Cards

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<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Specialties</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation</td>
<td>(703) 354-3400</td>
<td>Broadcasting Engineering Consultants</td>
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<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio Engineers</td>
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<td>Consulting Radio Engineers</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
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<td>Consulting Engineers</td>
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<tr>
<td>E. Harold Munn, Jr., &amp;</td>
<td>Broadcast Engineering Consultants</td>
<td>(212) 577-7339</td>
<td>Consulting Engineers</td>
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<td>ROSNER LAMB, INC.</td>
<td>Communications Consulting and Engineering</td>
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<td>Consulting Engineers</td>
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<td>DAWKINS ESPI</td>
<td>Consulting Radio Engineers</td>
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<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>Tocommission Division</td>
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<td>Consulting Engineers</td>
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<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurements, AM-FM-TV</td>
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<td>Consulting Engineers</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
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<td>Consulting Engineers</td>
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<tr>
<td>APPLIED VIDEO ELECTRONICS,</td>
<td>Specializes for AM-FM-TV</td>
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<td>Consulting Engineers</td>
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### Service Directory

- **CHU ASSOCIATES, INC.**
  - Telecommunications Division
  - AM-FM-TV-CATV
  - Applications: Facilities Planning, Field Surveys and Proofs
  - Phone: (212) 442-5459
- **COMMERCIAL RADIO**
  - Monitoring Co.
  - Precision Frequency Measurements, AM-FM-TV
  - Monitors Repaired & Certified
  - 103 S. Market St.
  - Lee's Summit, Mo. 64063
  - Phone: (816) 536-3777
- **BROADCASTING MAGAZINE**
  - 1735 DeSales St. N.W.
  - Washington, D. C. 20036
  - Phone: (202) 638-1022
- **APPLIED VIDEO ELECTRONICS, INC.**
  - Box 25, Brunswick, Ohio 44212
  - Phone: (216) 225-4413
  - Systems Design—Installation, Servicing—Equipment Brokerage
Payable In advance. Check or money order only.
When placing an ad indicate the EXACT category desired. Terling Wanted or Situations Wanted, Management, Sales, etc. The information placed should be completely clear in the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included. The Publisher is not responsible for errors in printing due to illegible copy. I will print clearly all copy! Copy Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing. No telephoned copy accepted.

Regionalized rates: all ads.

Agency Commission only on display space.

**IDOHA Video Inc., Box 50, Jerome, Idaho 83338** Jerome (CAC-3877), requests certification of existing system.

**Delaware Cable Co., 108 East Washington Street, Indianapolis, Ind., 46204 proposes for Decatur, Ind. (CAC-3885), WANE-TV and WSKG-TV, both Fort Wayne, WPTA(TV) Roanoke, WMHB-TV, WVTV(TV) and WBBJ-TV, all Indian Wells, WBBJ-TV Chicago and WBBJ-TV Muscle, Ind.**

**Pompton All-Channel Cablevision Inc., 109 South Vine Street, Greensville, Ind., 46135 proposes for Greensville (CAC-1338), to add WFFY1 Indianaapolis.**

**Blufon Cable Co., 108 East Washington Street, Indianapolis, Ind., 46204 proposes for Bluffton, Ind. (CAC-3885), WANE-TV and WSKG-TV, both Fort Wayne, WPTA(TV) Roanoke, WMHB-TV, WVTV(TV) and WFY(TV), all Indianapolis, all West Lafayette, WOTV Chicago and WPPB(TV) Muscle, Ind.**

**Jeff-Davis Cable TV, Box 507, Lawndale, Pa. 19446 proposes for Jennings, La. (CAC-2892), KATC, KFMY-TV and KLTN-LV, all Lafayette, KPLCTV Lake Charles, KALTV Alexander, WBRZ and WAFB-TV, both Baton Rouge, Louisiana; KMBF and KDFM-TV, both Beaumont, KAAT-TV Port Arthur, and KHTV Houston, all Texas and WYES New Orleans.**

**Casco Cable Television Inc., R.D. 1, South Harpswell, Me. 04079 proposes for Brunswick, Me. (CAC-3875), WGAN and WCHS-TV, both Portland, and East Main, Windham, Spring Green, both Augusta, all Maine: WSDK and WKBG, both Boston and WISP, both Providence, Rhode Island.**

**Cable TV of Coloma, 1031 West Paterson Street, Kalamazoo, Mich. 49007 proposes for Williamston, Mich. (CAC-3872), WZKO-TV, Kalamazoo, WUHQT-CT Battle Creek, WAKR-TV East Lansing, WOTV-TV, WZWZ-TV, both Battle Creek, and WGLP-TV Lansing, WOTV-AM, WSWB-TV, WBBM-TV, WMAQ-TV and WLS-TV, all Chicago, and WSBK, both Milwaukee, WOTV-AM, WWTV-TV and WNTV-TV, all South Bend and WSVF-TV, both Indianapolis, Mich.**

**Cable Vision Inc., Box 293, 105 East Illinois, Mount Pleasant, Mich. 48858 proposes for Mount Pleasant (CAC-2901) to add CKLW-TV Windsor, Ont.**

**Alleghen Telecontrol Inc., 1143 Locust Street, Altoona, Pennsylvania proposes for Altoona, Pa. (CAC-3905) and Osage (CAC-2906), both Michigan, WWSR, both Waynesboro, WZOD-TV and WWGC, all Grand Rapids and WKZO-TV Kalamazoo, all Michigan: WSNV-TV and WGN-TV, both Chicago; WMSB Onondaga and WKBD-TV Detroit, both Michigan.**

**Communications Systems Inc., Bog 777, Hector, Minn. 55342 proposes for Lake Crystal, Minn. (CAC-3887), WCCO-AM, Austin. WCCO-TV, WTCN and WMPM, all Minnesota stations; KTTC-TV and KTCA-TV, all St. Paul, all Minnesota.**

**Carriage Cablevision Inc., 129 East Third Street, Boardman, Ohio. 44513 proposes for Carriage (CAC-3881), to add KMKX-TV St. Louis.**

**Continental Cablevision of New Hampshire Inc., 474 Cambridge Street, Dover, N.H. 03820 proposes for New Castle, N.H. (CAC-3888), WMUR-TV Manchester, and WENH-DH, both New Hampshire: WCHS-TV and WGAN-TV, both Portland, and WMTW-TV-OM, 800 points, both Maine; WBTZ-WTV, WVNCATV, WVCB-TV and WBGH-TV, both Boston, WGBK-TV Cambridge, and WSMW-TV Worcester, all Mass., WFXW-TV Philadelphia, both Pa., all Oklahoma City: KTEN-AM and KKX Ardmore, all Oklahoma.**

**Chief Cable Inc., Box 1220, Brookings, Ore. 97415 proposes for Brookings (CAC-3882), KJEM-TV, 2520 E. Broadway, both Brookings, Ore. and one in La Grande.**

**City Cable Television Inc., Box 383, Watertown, C. 38488 proposes for Watertown (CAC-3880), WSAV-TV, WOTC-TV, WVAN-TV and W2JL-TV, all Savannah, WJBV-TV and WDRW-TV, both Augusta, both Georgia: WBTC-TV, WSCS-TV, WIVC-TV and WTV-TV, all Charleston, and WTS-TV Columbus, both South Carolina.**

**Cablevision of Fredericksburg Inc., Box 117, 317 Bridgewater Street, Fredericksburg, Va. 22401 proposes for Fredericksburg (CAC-3865), requests certification of existing system.**

**Cablevision of Fredericksburg Inc., Box 117, 317 Bridgewater Street, Fredericksburg, Va. 22401 proposes for Fredericksburg (CAC-3865), requests certification of existing system and to add W2BVC-TV.**

**CATV Bureau granted following operator of cable television systems certificates of compliance: Cable TV Inc White Pigeon (CAC-3755) and Canton (CAC-1576) both Michigan. Action August 10.**
Help Wanted Sales

Experienced. Immediate opening Top $50 mark. Send complete resume to D. McCORCILL, Box 124, décision.

Sales Manager for AM/FM. Second fastest growing area in Tennessee. Draw plus Commission. Experience necessary. Send resume to Box H-124, BROADCASTING.

Salesman with good possibility for Sales Management. New owners. Northeast urban station, city of 100,000. Equal Opportunity Employer. References to Box H144, BROADCASTING.

Christian AM & FM, well-established and growing, in a nice-size Southwest market needs salesman with proven ability to develop and execute an aggressive program involving personal sales and sales management. Excellent opportunity for a producer. Box H-150, BROADCASTING.

Salesman/Major market—immediate opening in S. Cal. For an organized salesman/salesman with ambition. Rapid growth. Excellent location. Send complete details. Box H-250, BROADCASTING.

Exceptional Opportunity for experienced radio salesman. Unlimited opportunity to advance into management. We have a wide range of positions available to people who want to Excel. Midwest location. Send complete info. Box H-248, BROADCASTING.

New England top-rated contemporary MOR needs success oriented man to help with drive and motivate 3 or 4 person team and handle agency work. Experience in broadcasting with an outstanding radio team and be part of a delightful, growing shoreline community. Age, sex, race, religion, creed, national origin or political belief will not affect consideration. We are an equal opportunity employer. Send photo, detailed resume, to Box H-126, BROADCASTING.

Deejay/salesman with experience needed by number one Midwest AM station. Salary commensurate with ability plus commission, fringe benefits. Great opportunity for talented, ambitious deejays. Please write Box H-271, BROADCASTING.

AM-FM MOR Midwest needs personable announcer and production facilities. In attractive, growing area. Have ambition, potential, and third endor sarà—will train. Box H-275, BROADCASTING.

Wanted: An interesting human being with a pleasant voice who is highly desirous of communicating via radio. Salary commensurate with potential. Send tape of your best work plus resume and salary requirements. Call Mike, Box 27, BROADCASTING.

Send resume for position of Account Executive. Send resume, air check, to Mike Mitchell, Box 2508, Arizona 85702.

First phone/announcer personal interview only. Send resume, photo, by August 30. Box 278, BROADCASTING.

Wanted: Jockey, WAYS, Charlotte, N.C. Contact Jay Thomas, WOAP-4,192-611.

First Phone Announcer for night shift, Start $145, No maintenance. Send tape, Ed K. Smith, WCMB, Box 3435, Harrisburg, PA 17105.

50,000 watts and two hour air shift for creative morning personality, personal interview required. No begin-ners. WDDG, Philadelphia, PA 215-454-0011.

Two of our slots are working WOYK in Milwaukee and San Diego’s KCBG. Others have graduated to similar successful situations. We’re good. And we’re looking for someone extra good to fill our afternoon drive slot. Good voice, good pace, strong production. Top pay. We’ll underwrite your health care. And we’ll share the profits with you. If you’re on the way to the top, take my next step with you. Only professionals need apply. Tape, picture, resume to: Ted O’Connell, WDUZ, Box 36 Green Bay, WI 54305.


WEPA Plainfield, New Jersey needs an afternoon personality for Uptempo MOR. Must be experienced and have good sales ability. Send details with tape and resume to Jerry Sullivan, GM.

Florida Coastal Station has openings for operations director, Morning Show host, and production assistant. Typing essential. Delightful, living by the sea. Optional -- travel expense paid. Box H-153, BROADCASTING.

Modern Country jock needed. Tight board, production ability a must. Rush tape and resume to Jim McCracken, WBT, Charlotte, NC 28203.

BROADCASTING

Help Wanted Announcers

New England: Leading Adult Music station would like to make new acquaintance with experienced, interested in filling future vacancies when they occur. Good wages, stock, and new modern equipment. Equal Opportunity Employer. H-51, BROADCASTING.

SKE contemporary in beautiful, growing college city, seeks young jock. Salary commensurate with experience. Applications will be received until 6-14 AM. Interested? Send resume and recent photograph to Box H-133, BROADCASTING.

First phone announcer. Small Ohio market. C&W. Salary. Send resume and references to Box H-130, BROADCASTING.

Drive personality for adult contemporary, growing N.E. market. Top rated station, 3 years experience. Tape, resume, current salary. Equal Opportunity Employer. Box H-150, BROADCASTING.

Professional broadcaster with at least 2 years experience in announcing and production wanted to enjoy the good city of Athens, GA in the college town. Good FM, $160.00 weekly plus benefits. Send resume to Box H-152, BROADCASTING.

AnnoYer, good morning man for adult oriented MOR AM and FM stations in South Carolina; near major urban center. Good pay, working conditions and fringe benefits. Send audition tape, snapshot and complete resume. Box H-267, BROADCASTING.

Deejay/salesman with experience needed by number one Southeastern station. Salary commensurate with ability plus commission, fringe benefits. Great opportunity for talented, ambitious deejays. Please write Box H-271, BROADCASTING.

Opportunity for interested, experienced announcers and sales talent. Send resume and credentials. Box H.267, BROADCASTING.

Experienced morning announcer with one year’s news experience or more. Must be able to handle news, copy, air shift, country music format. Western PA, your city. Send resume and references. Full details, tape and resume first letter. P.O. Box 49, AFB, Fairbury, NE 68352.

Immediate opening for announcer with 1 year’s news and dj experience minimum. 5-40 hour week. Include tape, references and salary requirements. Reply WMBD, P.O. 43 Main Street, Bradleyford, RI 02807.

Experienced announcer wanted immediately for MSS, salary to 20,000. Must have a proven record of adult morning drive. Phone calls and interviews are not initially required. Mail to: Johnny Hyde, Program Manager, KCRD-AM, 310 10th Street, Sacramento, CA 95815.

Small city of 7500. Good pay, working conditions and fringe benefits. Send audition tape, snapshot and complete resume. Box H-267, BROADCASTING.

WANTED: An interesting human being with a pleasant voice who is highly desirous of communicating via radio. Salary commensurate with potential. Send tape of your best work plus resume and salary requirements. Call Mike, Box 27, BROADCASTING.

Send resume for position of Account Executive. Send resume, air check, to Mike Mitchell, Box 2508, Arizona 85702.

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Modern Country jock needed. Tight board, production ability a must. Rush tape and resume to Jim McCracken, WBT, Charlotte, NC 28203.

BROADCASTING

Help Wanted Technical

Radio Chief Engineer AM/FM. Experienced in AM Directional, maintenance, AM-FM pre-shipment construction and all aspects of the trade. Equal Opportunity Employer M/F. Reply to Box H-91, BROADCASTING.

Pacific Northwest medium market AM/FM is looking for an Announcer Engineer combo with the emphasis on engineering. We are part of a growing company with your future controlled by your attitude and ambition. Salary 500 to 700 per month depending on qualifications. Send tape and resume to Box H-23, BROADCASTING. An Equal Opportunity Employer.

Chief engineer TV network affiliate group operator. Good all around experience necessary. Send resume to Box H-223, BROADCASTING.

Tired of being the “chief” engineer at a small, under equipped station? A rare opportunity exists for the experienced engineer with management experience at an upper tier top-notch station. Working conditions and facilities are excellent. Require at least four years engineering experience and the ability to assume responsibility as chief engineer of a class IV AM. Send resume to Box H-269, BROADCASTING. All inquiries answered.

Opportunity for experienced, married, broadcasting technician to travel and inspect various stations belonging to our network. Apply to Box H-228, BROADCASTING.

Chief Engineer. Full time AM, Full time automated FM. Single station market. Well-equipped. Plus 15-20 hours per week board shift. Contact General Manager, WCBX, Chesapeake, Virginia 23324.

Chief engineer take charge AM/FM stereo combination. Only experienced broadcasting engineers need apply. Position offers attractive salary, fringe, references, qualification, salary requirements to Jimmy Blake, WHBF, Box 606, Sinton Harbor, FL 32452. Equal Opportunity Employer.

Chief Engineer who can take charge, must be experienced for AM and FM operation in Southeast Michigan. FM automated with new equipment, preventive maintenance. Salary plus fringe. Contact WKRK-WKTR, Belfield, Michigan 49014.

Engineering supervisor to help construct and operate new FM radio station. Good all around experience in radio operations and maintenance required. Salary open. Resume to Director of Radio Services, WKTR, 410 Alexander Street, Rochester, N.Y. 14607.

Broadcasting Aug 27 1973

59
**Help Wanted - Technical Continued**

Bermuda Broadcasting Company Limited require an experienced, skilled engineer. The successful applicant must have specialized knowledge of the latest developments in colour television and sound equipment. Salary and benefits commensurate with experience. Box H-119, BROADCASTING.

Electronic Technician—Temple University is seeking a technically trained broadcasting engineer to maintain all audio and video equipment used in a broadcast studio. Must be familiar with studio cameras, projectors, and tape recording equipment. Excellent benefit package. Reply to Temple University, Personnel Services, Seltzer Hall, 1718 North Broad Street and Columbia Avenue, Philadelphia, PA. E.O.E.

**Help Wanted News**

Immediate opening for top ten market leader. Experienced reporter for anchor and street reporting. Equal Opportunity Employer. Box H-192, BROADCASTING.

NYC suburban news leader seeks experienced, dedicated broadcast journalists for dígñated writer/announcer. Box H-221, BROADCASTING.

Newswoman with good head and strong delivery. Adult contemporary with heavy information content. Top rated station seeks experienced writer/announcer and newscaster. Send resume, salary. Equal Opportunity Employer. Box H-254, BROADCASTING.

Major group owned station seeks experienced newswoman with heavy emphasis on street-work. Send tape and resume to Box H-259, BROADCASTING.

21 Rated modern country KCUB, Tucson, AZ needs news man for 4-6 am shift. Send resume, air check. To Mike Mitchell, Box 2308, Tucson, AZ, 85702.

Thinking, Experienced Newswoman wanted for hard-hitting, local oriented department. If you think there is more news to those than accidents, cop shop run and condition reports from hospitals, send aircheck and resume to WPHL News, Box 3355 W. Glen Station, Peoria, IL 61614.


We have an opening for a news pro. Must collect, write, and air news. College degree desirable. Can be Full and part time. Starting salary $1600.00. Contact Ken Patch at 617-877-5610.

Newswoman who can dig, write and read for news oriented station. Tape and resume to Box 482, Newbury, NH 03250.

**Help Wanted Production**

Wanted: Video production specialist, with production, direction, technical background capable of taking over small studio and remote TV operation. Supervisory ability required. College degree. Please call 703-691-2638 immediately.

**Situations Wanted Management**

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Will accept Neo position considered. Box G-275, BROADCASTING.

Looking for management with group ownership, experience in all phases. Former owner of Broadcast properties. Box H-87, BROADCASTING.

Manager who is salesmen, qualified engineer and presently doing automation consulting would like to show owners how to widen profit margin through use of automation. Must have computerized automation. Would also entertain offers from group on a permanent arrangement. Box H-148, BROADCASTING.

Experienced market—General Manager available. Excellent track record, finest references. Also interested in giving back to community. Will consider forming group association for acquisition of radio facilities. Box H-170, BROADCASTING.

Available immediately, experienced General Manager for top market station with five year experience. Will consider Southwest or West coast. Box H-180, BROADCASTING.

Unusual opportunity, Man-woman combination, 29 years broadcasting experience in 70's. Excellent track record for production, promotions. Box H-197, BROADCASTING.

Excellent record sales. Thoroughly experienced all phases. Family man. Desire sales small, medium market, solid organization, southeast. Box H-225, BROADCASTING.

Top experience in broadcast management. Until now gen. mgr. of top market station desirous of new position. Have excellent track record including profitability, programming, and sales management. Box H-227, BROADCASTING.

Station Manager, small to medium market. Western states. Aggressive young man. Proven sales record. Experienced all phases of radio. Box H-238, BROADCASTING.

Wanted, general manager position, over 20 years experience, all facets, good working knowledge of FCC. Past owner/operator of FM operation. Past experience in country-MOR-talk formats: Sales oriented. Box H-239, BROADCASTING.

Currently general manager. Seek similar position with good operating experience. Prefer station with solid listenability. Professional, honest, knowledgeable all phases including regulations, operations, promotion. Excellent sales-oriented. References. Box H-253, BROADCASTING.

18 years experience all phases. Wish to return to field I love. Money won't be a big hassle. Let me hear from you and we do both a favor. Send replies to D. Young, 1009 2 E 2 St., Brooklyn, NY 11230. 212-875-8367.

Situations Wanted Sales

Salesman with solid background seeks sales and air combination. Excellent copy, production, air. Available immediately, Ohio. Others considered. Box H-248, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Would you like one of Chicago's best interviewers? Someone able to run a bright, tight, interesting, and intelligent jock show? Perhaps a good track record, someone who is truly interested in your audience. How about good production capabilities and a constant 200% output for your station? I'm your man. Markets 300 plus. Only please. Write Box H-153, BROADCASTING.

Black D.J. Tight board, good news, commercials, 3rd phone, well traveled, mature, will travel. Box H-172, BROADCASTING.

Experienced 3rd phone seeking any shift in MOR and/or contemporary format. Jack of all trades, master of none. Prefer Midwest but will locate anywhere. Tape and resume available. Box H-183, BROADCASTING.

Personnel Director with ten years top business background and prior Broadcast experience wishes to return to the field. Let's talk. Box H-187, BROADCASTING.

Young, bright combo man, one year's experience in MOR, desires to network. I offer myself diligently to personality oriented radio. Box H-210, BROADCASTING.

Looking for good sport who knows sports? I'm looking for a station who needs a go-getter for play-by-play and/or promotion. Football and hockey, also good DJ. Available Oct. 15, 1973. Box H-224, BROADCASTING.

30 years old—14 year pro. Top market—Top ratings. All qualifications listed. Must agree to portray five figures. West only. Box H-228, BROADCASTING.

Interested, top-oriented veteran top-10 killer seeks established position. Box H-232, BROADCASTING.

Progressive rock jock, tight board, 3rd, super program. Experienced, seeking to inject 250 miles of NYC. 203-333-1577 or Box H-236, BROADCASTING.

Modern country jock wants AFTRA market. In last yrs. been no full-time position, but will consider Southwest or West coast. Box H-180, BROADCASTING.

Presently employed, successful A.M. Drive personality in Big market. Young, married, stable, $300 plus. MOR/rock aggressive salesman, solid experience. Box H-244, BROADCASTING.

DJ, announcer. 6 years experience, college graduate, excellent production, looking for position in top 40 or MOR operation. 22, married. Box H-244, BROADCASTING.

Experienced Reporter and writer, Hard working, am- bitious, creative young newsmen serious about news for small to medium market position. Box H-245, BROADCASTING.

Ohio/midwest contemporary-MOR. 11/2 yrs experience. 23, married, good voice. Permanent position. Box H-247, BROADCASTING.

Talk show host looking for home in medium or major market. 19 yrs in radio, 1st phone, stable, family man. Last job in top ten, but station sold. Am willing to relocate. Box H-251, BROADCASTING.

First phone, experienced radio and/or TV news and sports. Would like some play-by-play. Box H-257, BROADCASTING.

Controversial, frustrated, drive time pro. West large market. Personality plus! I'm tired of unreasonable censorship and time and temp. College grad, 8 yrs experience. Five figures must. Box H-264, BROADCASTING.

First phone—9 yrs experience including music direct. Production, engineering—wants announcing—rock, solid gold, MOR, C&W—prefer southern states—coastal areas—midwest—will consider South. Box H-265, BROADCASTING.

DJ, tight board, good news, commercials, dependable, versatile, 3rd phone can follow directions. Willing to go anywhere. Write Box 1164 Ave., Neen, N.Y. 11434. Phone 212-978-8280.


Beginner, DJ/announcer needs start. 28, married, 3rd endorsed. Bob Cooper, 2217 Ashton Ave, Whiting, IN 46394, 219-691-1525.

Crazy jack looking for station unfamiliar of our way. Orgy, weirdness, and fun. Call Jack Daniels, 717-246-1717.

DJ, tight board, good news, commercials, 3rd phone, radio endorsement, ready now. Call Gary 605-724-7687.

I have small market experience, 3rd ticket endorsed. 2 Broadcasting Schools, good production, good air. Looking for contemporary MOR of Top 40, I'll work for you Jack Harvey, 28 Carriage La., Belle-Michigan, 313-892-7300.

Have voice—will travel. Bob Macosie, 16 Stoner Ave. 1-G, Great Neck, N.Y.

Announcer—mature, humorous, good background and tape. Desires full-time position, prefer Northeast region, medium market, easy rock or country. Available late September, early October. Write B. Reedor, 107 Washington Street, New Smyrna Beach, FL 32069.

DJ, Top 40, Oldies. I'm ready 2 yrs experience, BA in Broadcast. Will relocate now! Stereo aircheck and resume sent immediately. Call/write wire. Tom Struhar, 8646 N. Harding, Skokie, IL 60076, 312-877-5318.

Young, experienced, announces all phases of radio. Will relocate. Bob Epperson 612-696-1492.

DJ, tight board, good news and commercials, 3rd endorsed. Go anywhere, any format. Rendal Curlee, 7306 Anderson Place, Cincinnati, OH 45236, 513-561-5791.

Two human communicators, 8 years combined professional experience in free-form progressive radio. Strong on production, creative knowleg. No ego trippling, just hard work and an increase in your ratings. Write/Fax: Pat Ryan, Ken Stone, 2000 Durant #1116, Berkeley, CA 94704. 415-843-7639.

Ready to go, Young, bright, ambitious Spec's How- ward. 23, 3rd and MOR, interested in knowledgeable in news, sales, copy, production. Tape and resume available. Rick Steels, 315-773-3005.
Help Wanted News
Hard news, with production know-how for Florida TV station. Good appearance & voice. Experienced only. Apply, Equal Opportunity Employer. Box H-174, BROADCASTING.

Help Wanted News
Weekend anchor/engineer--I am looking for a young personable broadcast journalist looking for an on-air position. Writing, interviewing, production and anchor work for weekend newscasts required. Balance of week will be standup feature, sports and solo news. Look for broadcast engineering required. If you don’t know how, we’ll train you. Pay is better than average. Contact: Don Cochrane, WTVN-TV, Columbus, OH 43210.

Shenandoah Valley TV-AM-FM newscast needs a general assignment newswoman with reporting skills and good on-camera presence. Send tape with resume. We offer a good training program, good living conditions. $7,500. Write: News Director, WSVA Stations, Harrisonburg, VA 22801.

Help Wanted News
Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with five years experience. Experience not need apply. Work on unusual news programs covering major market events. High level of management and creative skills required. Great opportunity. G-263, BROADCASTING.

Help Wanted News
Experienced Filmmaker, capable of producing/directing, cinematography, sound and editing needed by PTV station in Southeast. Send resume, salary requirement, and sample to Box H-205, BROADCASTING.

Western TV Station Needs Creative Director-Continuity Writer. Experienced and/or AA or BA desired. Contact: J. Carothers, KOLD-TV, P.O. Box 2015, Reno, Nevada, 89505. Equal Opportunity Employer.

Not-owned station in top ten market has immediate opening for On Air Promotion Supervisor. A great opportunity for person with strong on air and production background. Contact: Joe Onidick, Promotions Director, WPVI-TV, 1403 E. 65th St., Cleveland, OH 44114.

Studio crewman (cameraman-floorman-director) for PTV station, $7,385. Equal Opportunity Employer. Send resume to: John Carothers, KOLD-TV, P.O. Box 2015, Reno, Nevada, 89505. Equal Opportunity Employer.

Program coordinator to assist in developing and hosting of Extension related videotape programs for use wide distribution. Qualifications include extensive experience in program production, on-camera work, and broadcast journalism. Minimum 5 yrs experience and 3 yrs related experience, or Master’s and one year experience. Salary from $10,032, with state employment benefits. E.O.E. Deadline for applications is September 12, 1973. Send resume to Judy Thomas, Personnel Office, Virginia Tech, Blacksburg, VA 24061.

Help Wanted News
Available within 60 days top regional-national-sales manager 20 years experience. Box H-203, BROADCASTING.

Help Wanted News
Top experience in broadcast management. Until now, mgr. of top market station desirous of new position. Have excellent track record including production, programing and sales management. Box H-227 BROADCASTING.

Help Wanted News
20 years as top salesman in top TV markets now wants management in small market TV or radio. Box H-286, BROADCASTING.

Help Wanted News
T 25 market talent over ten years exp. All phases of radio: news, MOR, CW, RB. 1st West area per- formed. Let’s get together. Box H-68, BROADCASTING.

Situated Wanted Advertisers Continued

1st phone: experienced; warm, personal, tight board—happy sound. Phone Sonny Stevens, 513-823-2430.

Wanted Top Announcer, Program, Production, Others Continued
Modern country programer, proven track-record in five major markets—three top-10 strong stations and excellent credentials. Box H-151, BROADCASTING.

Are you looking for a soul program manager: Community relations director, musical director, jazz, sports, talents, some lock. Box H-260, BROADCASTING.

Programmer with country background, strong production, talent, ability. Desires larger market and more money. 3rd, If you need help call 805-889- 0273.

Looking for open-minded, forward-thinking station owner, medium or major market, willing to try something new. Dynamic, revolutionary that will get ratings, increase billing, dollars, 805-871-2345.

Employed Veteran PD, talk master with major PRO, College Sports, now out of East. George Taylor, WALE, 617-674-3535.

TELEVISION
Help Wanted Management
Communicative Analyst: For this you’ll need a TV news background, an M.A., a creative imagination, the ability to think and write clearly. You should be a personality responsible, lighthearted, Ambition comes in handy. So does a way with people and a flair for management. Write H-229 BROADCASTING.

Help Wanted Sales
Southeast Television Station, VHF CBS affiliate, in Top 50 market, needs local salesman with experience in TV sales. Must be looking for excellent opportunity. Compensation negotiable plus $40,000 to $50,000 professional resume to BOX H-217, BROADCASTING. This ad will run two weeks only and has not run before.

Account executive. Large midwest market. Listed earnings $40,000 in 1972, anticipated to be higher next year. Looking to expand/expand group. Submit resume to Box H-195, BROADCASTING.

Immediate Need: Knowledgeable, contact-laden, self-starting, aggressive pro with provable track record for exciting new TV market in major markets. Un-limited opportunity. Travel required. Salary plus. Call Mr. Maltenfort, 201-923-1454.

Help Wanted Announcers

TV maintenance technician—minimum of 3 years col or TV studio experience required. Call Kentucky Edu- cation Television, 606-235-0666.

Help Wanted Technical
Chief Engineer needed to maintain and operate re map color broadcast. Requires concentration on radi- tional units with future consideration given to design of studio facility. Must be highly motivated and well organized. Should be able to accept complete re- sponsibility for technical operations for our mid-west located independent production company. Our em- ployees are aware of this ad. Submit resume. Box H-155, BROADCASTING.

TV Maintenance Engineer needed by VHF network station in southern Nevada. Working knowledge of electronics required. Must have experience to learn our operation. Equal Opportunity Employer. Reply with resume to Box H-196, BROADCASTING.

Assistant chief engineer. Upper midwest. Must be strong on studio maintenance, $15,000 starting salary. Send resume to Box H-266, BROADCASTING. All re- sumes answered.

Technicians. 1st phone required with 2-3 years air switching experience. Equal opportunity employer. Box H-276, BROADCASTING.

Asst chief. Live and work in beautiful Monterey Bay area of California, 50 miles south of San Jose. RCA equipment TK-17, TK-50, TP-60, TVM-6 and TTI- 30 transmitter. CBS network affiliate. Salary open. Send resume to Ken Warren, KMST, Box 1271, Mon- terey, CA 93940.

Engineer with two to three yrs. maintenance experience. Top five market station. Must be able to预算 $140 to $160 per week. Contact Chief eng., WHLH- TV, Lebanon, N.H. 03756. 603-484-4550.

Situations Wanted
Programing, Production, Others Continued
First phone: contemporary jock and/or music director. 1st phone, Small-medium market, 3 years experience. Mike West, 317-966-6020 or Box 1064, Richmond, Indiana 47374.

Experience, 1st phone, competitive, professional training, great refs. Desire MOR, Uptempo Mor in north east small medium or small market. Available immediately. Call now: Need ASAP.

Announcer seeks spot in Eastern good music or TV station, 28 years experience. Call or write Ron Car- vet, 216-755-1659, 2233 Windsor Ave, Youngstown, OH 44520.

Experienced Free-form announcer, into Rock, Blues, and Jazz, Male. Will relocate. For tapes and resume, call 217-782-9857 or write to 4788 Woodland, Jackson, MI 49203.

Public notice: Air personality desires return to radio after 3 yrs absence. Touch that dial 512-GR 2-6124, Ext. 312.

Situations Wanted
Technical
First phone. Operation, maintenance radio-television transmissions. Exceptional opportunity. Experienced trouble shooter does. All offers considered. Salary requirements reasonable. Box H-243 BROADCASTING.

Engineer, first phone 25 years experience, 21 years with same station. Highly motivated. Others considered. Box H-235, BROADCASTING.

Engineer AM directions, FM, proofs like chal- lenge, ear for sound, located sunset Pennsylvania. May I call collect? Box H-265, BROADCASTING.

13 years in radio, 2 years college, CIE, staff position or Chief, Steve Burgess, 913-357-1966, 1415 Colorado, Manhattan, KS 66502.

Situations Wanted
News
Experienced Sportscaster, College football and beef- ball play-by-play, Reporting sports and news. First Class license. Will relocate. Box H-165, BROADCASTING.

Prefer bottom man large station than present top position will vary. Minimum $225. Northeast. Box H-222 BROADCASTING.

Knowledgeable sportscaster-newsmen available now. Three years p/bp baseball, basketball, football. Broadcast degree resume and tape available. Box H-231 BROADCASTING.

Position desired in sports reporting and play-by-play. Can provide informative and pertinent reporting. Comprehensive background in reporting, production. Good references. Could also handle news. Will relocate anywhere. Send resume to: Box H-224, BROADCASTING.

Newscaster sportscaster desires small market news di- rectorship with sports play-by-play, 2-3 yrs experience. On camera cable TV reporting, good voice, diction. Prefer Ohio, Indiana, Michigan markets. Box H-258, BROADCASTING.

Available January 1, News director-radio, PBP-TV. Miami medium market. 85 Degree. Want news and/or sports plus five figure salary. Locate secondary to station professionalism. Box H-273, BROADCASTING.

15 year broadcasting pro seeks News Director-Opera- tions Manager position in medium-market medium. 1st phone, McLendon trained. Considered Canada-Mexico, Charles Beach, 2020 Holland Ave, Apt. 212, Dallas, TX, 214-571-8787.


Situations Wanted
Announcers Continued
Top 25 market talent over ten years exp. All phases of radio: news, MOR, CW, RB. 1st West area per- formed. Let’s get together. Box H-68, BROADCAST- ING.
Situations Wanted Technical Continued

Dir. of ENG. Considerable experience in managing, planning, purchasing, installing, and maintaining studio facilities for TV and radio. Able to take complete charge. Desires change, with stable employment. Box H-235, BROADCASTING.

Transmitter supervision needed for VHF-TV in Colorado. Job offers must be permanent. 2230 Taylor St., Bldg. 2, 789, Grand Junction, Colorado 81501, 303-242-5000.


Top ramenman seeks relocation in well-paying position. Desires change, in better position and less onerous work. Experience and documentation. Network references. Box H-162, BROADCASTING.

Spectrastar ... . experienced in all phases of television and radio, both broadcast and industrial. Seeks change with challenge. Box H-176, BROADCASTING.

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Situations Wanted

Programing, Production, Others

Director/Producer Top 50 markets. Two years experience in news, sports, and commercials. Has videocassette and film experience. Also in film documentation and pickup. Send inquiries to Box G-223, BROADCASTING.

Just give me a chance! Young aggressive producer-director with educational and commercial experience seeks new opportunity in production. Box H-168, BROADCASTING.


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We are building an entire AM station from scratch. Need studio and control room. What do you have, when and where? Box 4371, Inglewood, California 90309.

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Need IGM model 48 P35 Stereo Instacast for IGM 500 system. Write or phone Murray Hill Associates, P.O. Box 1, Murray Hill, NJ 07974, 201-582-2106.

For Sale:

RCA, BTA-SF transmitter—condition 2


107.1 MHz transmitter, 2 bay circular antenna, RF amplifier, Helical, taped for tower board, as new condition. WDD 618-977-2341.

Excellent cable TV franchise for East Coast CATV oriented individual or group. Principals only. Box H-289, BROADCASTING.

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Engineer, experienced as technical project manager of communications systems; Chief AM/FM & DA-1 & 2; Field engineer for radio; five years space related engineering/Cape Kennedy, Fla. 1st Phone/radar engineer. Now on East Coast near Washington. Desires technical management position with satellite or CATV cable company. Box H-226, BROADCASTING.
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Avee Broadcasting Corporation, WLWC, has immediate opening for a TV Promotion/Publicity Director.
Candidates must have station experience preferably at the department head level and should be qualified to effectively handle sales promotion, audience promotion, advertising, and public relations.
For the qualified candidate, Company is prepared to offer a good starting salary and benefit program. Please send resume, including present and past earnings, to:
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An Equal Opportunity Employer M/F

General Manager
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Top 20 market AM-FM. Major group. Experienced country music background preferred—not required.
Send resume, picture to: Box 1120
FDR Station
New York, NY 10022

PROGRAM DIRECTOR
Our PD has been promoted to sister station WLW. If you think you’re qualified to join one of America’s most respected broadcasting companies as Program Director or WOAI—50,000 Watts, San Antonio, forward a complete resume immediately.
To be considered, you must have programing or assistant programing experience in contemporary or contemporary/MOR formats and be capable of producing an excellent air show.
Send material, including telecopied one hour air check, to:
Cliff Hunter, Vice President-General Manager, WOAI Radio
P.O. Box 2701, San Antonio, TX 78226
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Modern Country Personality
One of the top chains in the country is seeking a top professional personality. We are looking for a high caliber, stable personality to work in one of the top ten markets.
Send tape and resume to:
Box H-281, Broadcasting

One of the Midwest's top rated Top 40 stations needs a Top-notch Production Director. Good bread for the right man.
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GROWTH OPPORTUNITIES IN TV & RADIO BROADCAST EQUIPMENT!
We are a leading producer of TV and Radio broadcast equipment with the following openings:

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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.

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Help Wanted Technical

ENGINEERING ASSISTANTS:

VIDEO
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These positions involve technical interfacing with dealers, distributors and end users of our television systems, together with installation of semi-professional broadcast equipment and systems applications.
A strong background in color broadcasting equipment or closed circuit video systems is essential, including technical aspects of video cassette recorders. Several years of direct related experience is a prerequisite for these challenging positions. BSEE degree preferred. Related experience most helpful.
Salaries for these positions are in the $13,000 range.

SALARIES
Sony Corporation of America
c/o Box 0819B, Suite 502, 555 Fifth Avenue, New York 10017

Broadcasting Aug 27 1973
Help Wanted
Programming, Production

M O R PERSONALITY
Are you a super-talent who can also write and produce award-winning commercials and promo material? If so, one of the nation's top radio stations wants you. Northeast.

Box H-177
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An Equal Opportunity Employer

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ASSIGNMENT EDITOR
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Write, do not call, Tom Dorse, Box 1080, Louisville, KY 40202.
AN EQUAL OPPORTUNITY EMPLOYER

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Design, furnish and install production facilities for Broadcast Color Television System. Includes live and film cameras, switching and distribution equipment.

Contact: Chief Engineer, CAMCAN, One North Wacker, Suite 1100, Chicago, IL 60606. Telephone 312-332-3800.

Bid opening September 17th

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Are you a bright, young account executive who is destined to become a leader in our industry? Why not investigate a rare opportunity for rapid advancement with an expanding television company in a major market.

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in market-sizes from small to major. Prices range from below $200m to $1 million.

Florida small market AM $225m

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, 225 North Avenue, Atlanta, Georgia. A fee of $50 must accompany requests for bid documents. Contact:

Mr. Jack Collins, WGST Radio Station, 1915 36th St., N.W., Atlanta, Georgia 30332, for tours of Station property by appointment only.

CHAPMAN ASSOCIATES
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Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Broadcasting Aug 27 1973

64
The mellowing of FM's James Jeffrey Gabbert

Jim Gabbert has been for 15 years a single-minded, vigorous advocate of FM broadcasting.

But, like so many who are idealists in their youth but become less activist in middle years (although it is difficult to imagine the 37-year-old Mr. Gabbert as middle aged), he has mellowed. He now considers himself more of a broadcaster than an FM cultist. And reluctantly— he now admits that FM is not the be-all and end-all of broadcasting. Although like any man's first love, that flame for FM can never be quenched entirely. In fact, only last year, he reportedly turned down a $3.5-million offer for his KIOI(FM) San Francisco.

What changed Mr. Gabbert from a rousing, almost fanatical exponent of FM broadcasting until the more subdued broadcaster today is probably the melding of many influences—not the least being the realization that despite the years of promises, FM is not the complete answer to broadcasting. "Despite the number of people running around and paying a million dollars or more for FM stations," he says, "FM is not here yet... look at the billing figures, look at the weekly cumes... the FM broadcaster has a long way to go yet."

That's the new Gabbert talking, the broadcaster, not the FM advocate. And, acting on this wisdom, Mr. Gabbert has bought (pending FCC approval), KSAY(AM) San Francisco for $2 million.

Until recently, Jim Gabbert and his KIOT were known as innovators, mostly in the technical field. From the start, KIOT was noted in the Bay Area as being operated at the highest levels of technical excellence, providing the finest in high fidelity broadcasting. When stereo came on in 1961, Mr. Gabbert, who had been active in the studies and research that led to the adoption of standards, jumped in heavily. KIOT became the stereo station in San Francisco. More recently, he has been extremely active in promoting standardization of quadraphonic sound, which he sees becoming established in two years. Not the matrix method that has many adherents, but the "true" (his word) discrete method of four-channel sound.

Mr. Gabbert is vehement in his scorn for the matrix method which he terms a "bastard" version of quadraphonic broadcasting. He is a member of the National Quadraphonic Radio Committee that is working to establish standards for this mode of broadcasting. Indeed in the basement of the new KIOT building, an entire 20-by-20-foot room is devoted to this testing. It is occupied by a dozen labeled speakers surrounding a handful of chairs in which laymen are invited to sit to provide subjective estimates of the quality of various configurations.

That zealotry is a reminder of the old Gabbert.

The new Gabbert, just as animated as before, is now excited by two new discoveries: the power of editorials and image-making power of a consumer-type format. What brought this new animation is the fact that he has learned that his editorials (legalize prostitution, break up the oil monopolies, criticize the Bay Area Rapid Transit system) evoke responses. The one on oil brought more than 1,000 letters, all but a few favorable. He has discovered the power of radio, and he's as excited about it as any neo-phyte broadcaster. The consumer program is an open-telephone call-in program permitting the public to register complaints about purchases, naming retail stores and brands.

It's all part of Mr. Gabbert's long-time romance with radio. Even before college, he had had the experience of being an English-language announcer on stations in Latin America, and all through his university days, he kept his hand in. When he and Gary Gielow decided they wanted their own radio station during their senior year at Stanford, they built (then KFEN) virtually from the ground up, ensconced in an adobe hut on top of a mountain near Atherton, Calif., all for the sum of $15,000. The fourth move of the station was earlier this year, when Mr. Gabbert and his staff moved into a renovated historical landmark, the pre-1906 earthquake Bank of Columbia building in the Jackson Square area of San Francisco. Mr. Gabbert had that building completely gutted, and rebuilt inside in glass, and white-painted aluminum and dark red wall paper.

KIOI, now broadcasting contemporary progressive music, is known throughout the area, and even nationally, as K-101 (its frequency is 101.3 mhz). In fact, Mr. Gabbert is the acknowledged pioneer in this type of promotional identification used now by a number of FM stations. Mr. Gabbert has had the K-101 mark registered with the Office of Copyright.

But, like the rest of the format, he always was. He goes into the station at 1 p.m. each day, works until 6, goes out for dinner and relaxation, and returns at 9 p.m. for a second stint that runs till sign-off, after midnight. Once a week he regales his audience with a two-hour, free-form program, a melange of programming material including stereo, quadraphonic sound, the Indianapolis auto races, echo-chamber tests, earthquake sounds, sonic booms, even the hum of the transmitter in operation.

Perhaps the true tone of the new Jim Gabbert is seen in his comments about radio today. "There's an extraordinary dilution of the radio audience now. When we started, we idolized KSRO [San Francisco], which had a 40 or 50 share of the audience. My God, now if you get a 10 or a 20 share, you're on top of the world."

On his shift from all-out FM advocate to a more measured attitude: "Being an FM-only broadcaster means I am losing many dollars of $50,000 yearly in billings. But don't misunderstand me; we've come a long way. Sure it [FM] is a fantastic achievement, but even today we get the 12 spots weekly, and the AM gets 30 spots. We charge $30 a spot; the AM gets $100." Nevertheless, he acknowledges that KIOI billed $1.25 million in 1972.

When Mr. Gabbert was at Stanford and active at the university campus radio station, it was shut down once by the FCC for exceeding power tolerances. Whether this left a scar or not is unknown; in any event Mr. Gabbert thinks the FCC should withdraw entirely from radio regulation. There's no need for regulation, he says, there are so many stations in most markets that the public, pick of the wild, is assured of a whole gamut of voices. "Let the marketplace decide," he says—and he told that to the commission only recently. He almost sounds like a dyed-in-the-wool commercial broadcaster.
A coming together
In age and political affiliation the FCC's young and Republican general counsel, John W. Pettit, and the Supreme Court's oldest member, William O. Douglas, a Democrat, could not be less alike. It is more than passing interest therefore to find them edging toward common doubts about the denial of First Amendment rights to broadcasting.

It would be more precise to say that Justice Douglas has no doubts. In a concurring opinion issued in the now-famous BEM case (Broadcasting, June 4), he said it right out: "My conclusion is that TV and radio stand in the same protected position under the First Amendment as do newspapers and magazines."

Mr. Pettit may not be quite as definite, but in a remarkably frank speech to Utah broadcasters (Broadcasting, Aug. 20), he quoted Justice Douglas and raised new questions of his own. He wondered about the validity of the "scarcity of frequencies" argument that has been used to justify all broadcast regulation. He suggested that the scarcity argument had been used to conceal the real reason for broadcast regulation—that the pervasiveness and impact of radio and television require special controls. And he saw grave constitutional dangers in regulating media according to relative influence.

True, Mr. Pettit promised no instant liberation, and not all of Justice Douglas's colleagues have gone as far as he in asserting First Amendment parity among all media. But when government figures of such disparate persuasions move toward the same ground, the put-upon broadcasters may be excused for discerning signs of a trend.

Out in the open
An air of acrimony permeated last week's press conference granted by a President who has been reluctant to meet the press. It was evident on both sides.

The President obviously awaited an opportunity to make a major news break before exposing himself to his first live-broadcast news conference in five months. The opportunity arose in the replacement of Secretary of State William Rogers by Henry Kissinger. It was not an opportunity, however, that the press seized. Not a question about the change of command at the state department was asked in a conference that ran 50 minutes, almost double the usual half hour.

It was a brutal session. No question was friendly. All the hard words were used: Watergate, impeachment, burglary, wire tapping, bribery, resignation. The answers were equally blunt, and as the conference wore on, the President's deep-seated conviction that he has been unfairly treated by the press became more and more apparent. To CBS's Dan Rather, who asked a question "with due respect to your office," the President snapped: "That would be unusual." And at the end of a long answer, the President hoped Mr. Rather "in your commentary tonight, it will be just as fair and objective as I try to be in giving you the answer." It was mindful of the 1962 Nixon, a defeated candidate for California governor, telling newsmen there'd be no Dick Nixon for them to kick around any more.

But despite the harshness of his exchanges with the press in San Clemente last week, it is our hunch that Mr. Nixon scored a net gain, if only because he faced the questions in an open forum. We would be surprised if the polls did not find an improvement in his standing with the public.

And here may be the real lesson for Mr. Nixon in the press conference of last week. There is more for him to gain than to lose in submitting to the professional inquiries of the White House press corps, in full view and hearing of the broadcast audience. It is the withdrawn Nixon that has suffered a radical decline in public confidence. He may dislike the press and its awkward questions, but they are essential ingredients in the conduct of a modern Presidency.

The way it should work
In presenting Sticks and Bones on Aug. 17 and reruns of the abortion episodes of Maude on Aug. 14 and Aug. 21, CBS-TV did exactly what it had to do. Not presenting them would unquestionably have been easier but, we hurry to add, timid and, in the case of Maude, dangerous as well.

In both instances, affiliate refusals to carry the programs were uncommonly high. Half of the 186 stations that normally carry the CBS Friday movie rejected Sticks and Bones in the same time period, undoubtedly a record. Thirty-nine of the 198 affiliates in the Maude line-up refused the abortion episodes. And advertisers deserted both Sticks and Bones and the Maude programs—totally.

The affiliates that refused Sticks and Bones did so entirely spontaneously, so far as is known, acting out of genuine dislike for the program and their views of what its reception in their communities would be.

Unlike Sticks and Bones, the abortion episodes of Maude were the target of an organized campaign, led by the U.S. Catholic Conference, that put heavy pressures on affiliates as well as CBS. Many influences go into decisions to clear or not to clear, including judgments as to community impact, but it stands to reason that the organized campaign was a factor, perhaps an important factor, in some of the 39 nonclearances.

To the extent that this was so it is regrettable, as is the decision of regular Maude advertisers to duck these two shows.

CBS, having scheduled the reruns, could not back down. To yield would only invite similar pressures from those or other groups on other issues in the future. Broadcasters have enough of those without asking for more. In standing up, CBS did not immunize itself against future pressures, but it did make clear that it would not be an easy mark for them. Any advertiser or station that yields to pressure, in conflict with its own belief, may come to know and rue the difference.
A LOT HAS HAPPENED SINCE 1933

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