The real-world consequences of home-game telecasts
Johnson friends rally to shoot Quello down

"HELLO MOMMA, I KILLED DEAN."

At six, Houston viewers got the first break on one of the biggest mass murder stories in history.

Jack Cato, KPRC TV's police reporter, was the only news man on the scene.

The young man in police custody used the mobile phone in the Big Two News car to call his mother. And KPRC TV viewers saw it on the ten o'clock news.

We're not happy covering stories like this, but we've got an obligation to report all the news fully and factually.

And for the past 24½ years, we've done our best. A lot of people think it's pretty good.

Because in addition to the biggest news audience in our history, we've also won more news awards than all other Houston stations combined.

No matter what happens in Houston, we'll be there reporting it.
Here are five good reasons to buy IVC's fully-automatic broadcast 240 Film Chain Camera and 4000A Multiplexer.

We have dozens more.

Money. We put the latest solid-state circuitry and some clever design techniques into the IVC-240 and the 4000A—not just to make them more reliable, but to give them the industry's finest price/performance ratio. Example: we use costly precision fixtures, like other manufacturers, to align the 240's dichroic mirrors. Unlike other manufacturers, however, we set the mirrors permanently in optical epoxy. The expensive fixtures stay here—but the precise optical alignment stays with the 240—permanently. Features like this hold the price of the 240/4000A combination to less than $30,000.

A better mirror system. The IVC-4000A's mirrors swing vertically, like the flag on a taxi meter. This approach makes it difficult for dust to settle on the reflective surfaces and provides a smooth on-air transition; the special tapered mirrors are positioned by self-braking motors in just one fifth of a second. Audio-follow logic is built into the system.

Money again: Having a single neutral-density filter wheel inside the camera for automatic white level is a special cost-saving bonus from the IVC-240. This unique arrangement can save you up to $4200 by eliminating the usual separate disc for each projector. The lightweight disc and high-torque motor, which are built into the camera enclosure, respond to light level changes up to 100 to 1 in 0.6 second (maximum). And typical changes are compensated for much faster. An automatic black level circuit complements the automatic white level control. Result: hands-off operation—all day.

A free-standing camera cabinet. Ordinarily, if you accidentally bumped into a film-chain camera, you'd disturb the picture. But when the IVC-240's cabinet is accidentally bumped or nudged, picture positional stability, as viewed on a picture monitor, is virtually unaffected. The reason: the optical system and Vidicon/yoke assemblies are mounted on a separate rigid backbone that is lagged directly into the floor through the sheet metal of the cabinet. The effect is the mechanical isolation of optics and cabinet.

It makes your studio look nicer. But we can't tell you all about the 240 and the 4000A here—there isn't room to talk about their minimal maintenance requirements, their exceptional stability, their hands-off operation, their automatic features. We suggest you write to Camera Product Manager at the address below.

We'll be glad to give you all the reasons why choosing IVC is a good move.

International Video Corporation
International Video Corporation
990 Almanor Avenue
Sunnyvale, California 94086
Telephone: (408) 738-3900
NBC, NABET deadlocked with strike deadline Wednesday.

A chicken-and-egg approach to advertising.

Prospects are that Congress will soon lift the blackout curtain on home-game sports broadcasts. Broadcasting takes a look at who will be affected in what way if that day comes.

The FCC gets back in the swing of things this week with a packed agenda: prime time, fairness, satellites, children's TV.

The friends of Nicholas Johnson step up campaign to queer the appointment of Jim Quello.

ABC, CBS want to rewrite the ascertainment primer.

Milam-Lansman: paving the way for community radio.

A two-sided approach to cable regulation from FCC advisory committee.

Cable-satellite consortium gets off the ground.

ABC and CBS get into the act on copyright.
At WTAE-TV, we're inclined to think that Pittsburgh is a pretty friendly city. Full of people who talk to each other. Who share a mutual pride in their city. Who like getting to know each other. One of the best ways Pittsburghers get to know each other and their world is by watching The Pittsburgh Station, WTAE-TV, Channel 4. Buy us. We'd like to get to know you. To see how many people you can get to know in Pittsburgh...

TAKE TAE AND SEE

Pittsburgh, Pa.
Represented by the Katz Agency
Last act
After three years as first director of Office of Telecommunications Policy, Clay T. Whitehead is said to feel time has come to reappraise OTP's structure. He's wondering whether basic organization is at fault in friction that has developed when OTP does what it considers its job in speaking for President on matters of particular sensitivity to Congress—public broadcasting, for instance. Relations with powerful Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, have deteriorated. Indication of Mr. Whitehead's troubles on Hill is seen in Senate move to gut OTP's budget (Broadcasting, Aug. 13).

Mr. Whitehead, who as White House aide played key role in design of OTP, is represented now as questioning whether it is feasible for office that is part of White House to speak out on delicate issues. Yet he is said to remain convinced that mission for which OTP was created is essential. He's expected to recommend changes, perhaps even relocation of OTP in some executive department, before end of year. As for himself, he's expected to leave government at about same time ("Closed Circuit," July 9).

Test cases
FCC is expected to consider this week first batch of cases involving renewal applicants whose employment records, commission felt, raised questions about their commitment to equal-employment-opportunities program. Commission staff is recommending all applicants be renewed—but in some cases with conditions designed to induce more effort to recruit minority-group members or women. Involved are 48 stations in Maryland, Virginia, West Virginia and District of Columbia.

Commission last October asked stations to explain how their employment practices were consistent with commission's antidiscrimination rules. Stations had been picked for queries because their records showed either no women or minority-member employment, or declines in employment in those categories. Commission said on these cases will presumably set pattern for disposition of all EEO cases that have accumulated since October.

Shoved up
Record books may never reveal it, but President Nixon's stormy news conference at San Clemente Aug. 22 came off well ahead of plan. President had made television speech from Oval Office on Watergate Aug. 15. Then came Cambodian address before Veterans of Foreign Wars in New Orleans on Aug. 20, clouded by on-camera shaking of his press secretary, Ronald Ziegler, triggered by President's anger over rerouting of his entourage by Secret Service for security reasons.

Insiders agree prudent scheduling would have allowed lapse of perhaps 10 days before holding of press conference—first in five months. But it came suddenly, on less than 12 hours notice. It's speculated that speed-up was to prevent Ziegler-shoving incident from festering.

Toigo's new thing
Adolph Toigo, who has been maintaining low profile since Lennen & Newell, New York, of which he had been board chairman, filed for bankruptcy about 18 months ago, is understood to have formed management consultancy for advertisers. Mr. Toigo has set up headquarters in Waldorf-Astoria hotel in New York and is said to be counseling top management of several packaged-goods firms on product and market planning.

Tax-break protest
FCC may soon be faced with legal challenge to its practice of issuing tax certificates to multiple-station owners who voluntarily divest one of co-located properties although sale is not required by rules. Tax Analysts and Advocates, Washington public-interest law and research firm, which two weeks ago criticized commission in this area (Broadcasting, Aug. 27), says it is pursuing "further research".

If research proves productive, firm will ask commission to reconsider policy. Challenge would come either in party-of-interest brief filed in connection with WARK (FM) Boston transfer case, in which FCC voided certificate to RKO General Inc. is one of contested issues, or in independent pleading requesting reconsideration of present policy. There's possibility that Citizens Communications Center, which is more familiar with FCC matters, would join in challenge.

Headed for cable?
Don't write off possibility that Charles W. Lichtenstein will leave FCC to join National Cable Television Association. Now special assistant to Chairman Dean Burch with emphasis on special projects and speech-writing, Mr. Lichtenstein has been discussed in NCTA executive councils as latent prospect, presumably as right-hand bower to President David Foster. Mr. Lichtenstein's "discovery," David Kinley, 32, formerly of FBI, is now deputy chief of FCC's Cable Television Bureau (Broadcasting, June 30). Chairman Burch is expected to leave FCC before year's end to return to private law practice.

More hardware
Television Bureau of Advertising is reported to be setting up awards to honor television personalities who have contributed to medium's growth in set circulation and advertising over past 25 years. Members will be asked to select five, or more, for election to "Hall of Fame," and one of five winners will be adjudged "Man of the Year" by TVB board of directors. Suggested names will include Jerry Lewis, Milton Berle, Edward R. Murrow, David Garroway, Dr. Frances Horwich, Bob Hope and Arthur Godfrey; write-ins will be invited. Awards will be made at TVB's annual meeting in Houston on Nov. 27.

The lieutenants
Now that FCC has formally adopted new organization structure for its Cable Television Bureau (Broadcasting, June 18), names are being put into boxes denoting bureau's new divisions. Although commission is yet to give formal approval, Jerry Jacobs is running certificates-of-compliance division; Jack Mayer, special relief (which deals with broadcasters' complaints about cable systems); William J. Johnson, policy for election to "Hall of Fame," and Edward J. Brown, research and analysis.

No No. 2
August oddities: This is first year FCC hasn't worked on "acting chairman" basis when chairman is away. In past senior commissioner (currently Robert E. Lee) has served as unofficial vice chairman and therefore acting chairman. But Chairman Dean Burch lets his office perform as if he were present with Charles M. Lichtenstein unofficially in charge.

Commissioner Lee leaves late this week for International Telecommunications Conference in Torremolinos, Spain, which runs officially from Sept. 12-29. He is vice chairman of U.S. delegation.

Antitelethon
Democratic National Committee, which hopes to replenish depleted coffers with hoped-for $8 million via its telethon on NBC-TV Sept. 15, is concerned over station line-up. Affiliates in Philadelphia (KYW-TV) and Boston (WBZ-TV) have rejected seven-hour event as contrary to Westinghouse Broadcasting Co. policy. Year ago, when Democrats used ABC-TV, Westinghouse's WJZ-TV Baltimore rejected program (which raised $4 million). Several other NBC-TV affiliates in small markets in Texas, Arkansas and California haven't cleared, so far.
At Deadline

Strike looms at NBC as NABET talks stall

Wednesday deadline is set; union also at impasse with ABC, but no walkout there set yet

National Association of Broadcast Employees and Technicians has set 6 p.m. Wednesday (Sept. 5) as deadline for calling strike against NBC unless settlement is reached on contract dispute.

Three-year pact with NBC, covering engineers, technicians, teletype operators, news writers in some cities and other employees, expired last March 31. Union spokesman said about 1,400 workers are involved in New York, Chicago, Los Angeles, San Francisco, Cleveland and Washington. Main issues, he said, are wages, pension provisions, jurisdiction over new equipment, and grievances and arbitration procedures in cities beyond New York.

NBC official said company has "made substantial offer," and will continue broadcast operations with use of supervisory and non-union personnel, if necessary. He said efforts will continue to resolve dispute. Federal Mediation and Conciliation Service was attempting to hold sessions before strike deadline.

ABC has been holding negotiations with NABET on similar contract and talks have broken down. But NABET has not specified strike date at ABC.

CBS maintained broadcast operations uninterrupted last winter after eight-week strike by International Brotherhood of Electrical Workers (Broadcasting, Jan. 9).

TV renewal form changes near top of FCC agenda

FCC is expected to consider this week number of modifications in its proposed television license-renewal form. Changes are being proposed by Dr. Barry Cole, commission's consultant on renewal procedures. These follow suggestions by Office of Management and Budget, which must clear form. Under proposed modifications:

* "Local" public service announcements would be defined as those broadcast in behalf of local organization, rather than those involving local organizations.

* Two questions that applicants now have option to answer would be made mandatory. One deals with listing of problems or needs in community that applicants expect to add to their next annual list of problems or needs. Other involves procedures applicant has for disposing of complaints or suggestions from public.

* Form would require applicants to "represent" rather than "certify" that they have placed various materials in their public files and have made "good-faith efforts" to ascertain community problems and needs. Broadcast industry representatives asked for change because of legal implication of "certify" and possible disagreement on what constitutes compliance with commission's ascertainment requirements.

* Limitations on number of pages that commission would accept for answers to some questions would be raised—from two to five, on one dealing with children's programming; from five to 10, on one giving applicants opportunity to expand on report on their program service.

In addition, Dr. Cole is suggesting language changes to clarify meaning of some questions. He is also proposing change in proposed annual report on programming. Form, which now contains two time segments—6 a.m. to midnight and 6 p.m. to midnight—would include third—midnight to 6 a.m.

Record industry probing now focuses on Los Angeles

Recording industry drug and payola scandal hit West Coast Friday (Aug. 31) with announcement that federal grand jury in Los Angeles will begin looking into allegations of drug, payola and organized crime involvement in record business.

Among facets of probe are charges that some record companies paid disc jockeys of radio stations to play their records with cash and/or drugs.

Involved are FBI and Internal Revenue Service. Late in July, local district attorney, Los Angeles police and Los Angeles County sheriff were reported looking into situation.

One investigator reportedly said: "You can bet it'll be a helluva lot bigger than the payola scandal of the 1960's."

Move in Los Angeles follows investigation by Newark, N.J., grand jury that began last February. Scandal also has prompted Senator James L. Buckley (R-Conservative-N.Y.) to start his own investigation.

Dole seeks TV shutdown to end overplay of Watergate

Senator Robert Dole (R-Kan.), former chairman of Republican National Committee, has announced he will introduce resolution this week to cut off television coverage of Senate Watergate hearings.

Spokeswoman for senator said Friday (Aug. 31) that basis for resolution, which is expected to be offered Wednesday (Sept. 5) when Congress returns from month-long recess, is senator's belief that his constituents are "sick and tired" of watching Watergate hearings on TV.

Preliminary draft of resolution points out need for Congress to turn its attention to other problems (such as economy, energy conservation, agriculture prices, foreign-trade policy and environment) and ends with provision that Watergate committee "shall not conduct any hearing or receive any testimony or evidence ... except in executive session."

Although language of resolution also would presumably preclude hearing coverage by print media, spokeswoman said this was not senator's intent. She added that Senator Dole is in process of revising draft and speculated that this point would be included in any changes made.

Fred Weber dies at 67

Memorial service is scheduled for Wednesday (Sept. 5) at Trinity United Methodist Church, Ventnor, N.J., for veteran broadcaster Fred Weber, 67, who died of heart attack Aug. 30 at his home in Margate, N.J., where he was recuperating from heart attack he suffered five days earlier.

At time of his death Mr. Weber was executive vice president of Rust Craft Broadcasting Stations, post he had held since 1949.

After serving as rate engineer for long lines department of AT&T, he joined NBC in 1928 and served as its first station relations executive. In 1936 he joined Mutual Radio as vice president and general manager and helped build that network by concentrating on sports programming. He left Mutual in 1942 and
Now hear this!
WKSS Hartford has appointed Blair Radio.

If you want to woo Connecticut, kiss Connecticut.
WKSS went on the air in 1971, and is already Connecticut's Number One FM station (and the number two adult station AM or FM!), according to results of the April through May ARB.

That's an impressive accomplishment in an area as vital as Connecticut. WKSS provides a city grade signal in a market which ranks 17th and is also #1 in per capita income. And it was a sound success. Stereo music with live announcers, programming a gentle Beautiful Music format in uninterrupted quarter-hour sweeps.

We welcome WKSS to the nationwide group of stations represented by Blair Radio.
until 1949 was associated with WDSU-AM-FM-TV New Orleans.

Mr. Weber was also veteran board member of National Association of Broadcasters and was elected to television board at NAB convention last March.

He is survived by his wife, Shirley, and one son.

Challenger rakes WJBK-TV over coals

First shot in latest round of renewal challenges, affecting stations in Michigan and Ohio, has fallen against Storer Broadcasting's WJBK-TV (ch. 2) Detroit. Petitioner, which submitted pleading in advance of commission's Sept. 4 filing deadline, is Inter-Faith Center for Racial Justice—same group which unsuccessfully challenged WJBK-TV renewal in 1970.

Among accusations contained in latest pleading was charge that programming broadcast by WJBK-TV during FCC-determined composite reporting week was not typical of station's usual fare. During those seven randomly-chosen days, WJBK-TV broadcast nine and one-half hours of specials. Petitioners also contended that WJBK-TV's community-needs ascertainment was inefficient, and that station had violated fairness doctrine at least twice—in programming dealing with Michigan busing controversy, and in its handling of dispute over Detroit police undercover operation. In both cases, group claimed WJBK-TV gave inadequate treatment to minority viewpoints.

Set makers may be affected by probe of N.J. probe

New Jersey fire that took seven lives and may have started in defective television set has prompted investigation of safety of TV sets by Federal Consumer Product Safety Commission, Ron Eisenberg, CPSC's director of public affairs, said commission will start by examining two different brands involved in three different fires. Whether or not investigation will take in entire TV-set manufacturing industry will depend on results of early investigations, he said. Field personnel from CPSC's New York office began last Thursday by examining set in North Caldwell, N.J. home of Frederick Stock, former vice president of New York Stock Exchange, where Aug. 25 fire claimed lives of seven members of family. Investigation will also look at technical data supplied by two manufacturers in question, Mr. Eisenberg said. Should pattern of defective sets or parts develop, CPSC has power to ban sale of products, issue standards or order recall of sets, he said.

‘Firing Line,’ ‘Advocates’ due for help from Ford

Ford Foundation will soon announce awards totaling $700,000 for three public-television series, two of which are controversial public-affairs efforts presently experiencing substantial financial problems.

Grant of $400,000 will go to Southern Educational Communications Association, Columbia, S.C., for production of William F. Buckley Jr.'s Firing Line. Another $200,000 is earmarked for non-commercial WGHB-TV Boston for The Advocates. Remaining $100,000 is for Maryland Public Television-produced Wall Street Week.

According to Corporation for Public Broadcasting spokesman, grant to Firing Line, while less than program's budget last year, could suffice to get it through Public Broadcasting Service season starting this January, if corners are cut. Situation is not so grim for The Advocates, which even with latest grant will still be $404,000 short of amount it needs to assure production through entire spring season. It now has $733,000. (Both Firing Line and The Advocates have been funded through full PBS season, which starts Oct. 1.) WGBH-TV and CPB will be looking to private corporations for remainder of funds for Advocates. Wall Street Week does not face any immediate problems.

FCC judge's decision puts Georgia AM in jeopardy

FCC Administrative Law Judge David I. Kraushaar has recommended that renewal of WMRE-AM Monroe, Ga., be denied based on findings that indicate station's former president had been guilty of "chicanery and deception." Commission in 1971 granted involuntary transfer of WMRE from Walton Broadcasting Co. to Henry P. Austin Jr., receiver. Takeover became necessary after Walton president and owner, Warren G. Gilpin, became mentally ill and was declared incapable of handling own affairs. But basis for denial of renewal, Judge Kraushaar concluded last week, was Mr. Gilpin's conduct prior to this development. (Commission had previously had refused to drop renewal hearing, which had been ordered before Mr. Gilpin became ill, so that Mr. Austin could sell WMRE to three Monroe residents.)

Among Judge Kraushaar's findings was determination that Mr. Gilpin had encouraged and assisted filing of strike application for another AM in Monroe in order to thwart attempt by discharged WMRE manager to build competing outlet. Judge Kraushaar also concluded that Mr. Gilpin had fostered unauthorized transfer of control of WMRE by failing to report to FCC until 1969 fact that he had bought out former partner's 50% interest in station back in 1956. He also found that Mr. Gilpin had filed false or misleading information with commission in response to inquiries by agency.

CPB's money frustrations cited by Rogers at Iowa meet

Public Broadcasting Service Chairman Ralph B. Rogers forecast last week that President Nixon will veto $33-billion HEW-Labor appropriation bill, thus plunging public broadcasting into another financial crisis. Situation, he said, "is bad. State Educational Radio and Television Facility Board in Des Moines Aug. 30, underscores need for grass-roots support for increased funding for medium.

"There is no question that there will be greater funding for public broadcasting," Mr. Rogers said, "but how much and when is a very big question." He recounted frustration of public-broadcasting officials in recognizing that, although President Nixon has signed bill authorizing $120 million for CPB in next two years, that money will not be available if President vetoes HEW-Labor, to which CPB funds are attached. CPB authorization, Mr. Rogers complained, is no more than "fispeck" of total HEW-Labor allocation, and public broadcasting would be mere victim of circumstance if larger bill is shot down.

Ruiz says FCC overlooks Latinos in EEO hiring

National Latino Media Coalition, organized in Washington in May to speak for Latinos in communications matters (BROADCASTING, May 18), has expressed its dissatisfaction to FCC for its failure to hire Latinos for full-time service in either its internal or external Equal Employment Opportunity Offices.

Anthony Ruiz, secretary of coalition, wrote FCC Chairman Dean Burch last week, suggested that commission hire Spanish-surnamed coordinator in both EEO offices—one that checks on commission employment, one on employment of industries commission regulates.

External office is directed by two blacks. Internal office is headed by black woman who is assisted part-time by Latino who works in cable television bureau, Charles Hernandez.

Mr. Ruiz said coalition applauds commission for its plans to establish EEO guidelines for itself and for communications industries. But he said it is concerned because of lack of input from Latinos. He said that there are only 13 Latinos among commission's 1,300 employees.
“WGN?...
Let me tell you...
when I listen to radio, I listen to WGN.
And when I watch TV, I watch WGN.
WGN is great.”
Broadcasting

Executive and publication headquarters

Executive and publication headquarters

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Maurry Long, vice president.

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Bill Merritt, Western sales manager (Hollywood).

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BROADCASTING® magazine was founded in 1931 by Broadcasting, Inc., using the title Broadcasting—®The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcasting—Telecasting® in 1953 and Television in 1961. Broadcasting—Telecasting—® was introduced in 1946.

REGULAR FEATURES

Indicates new or revised listing.

This week

Sept. 4—Extended deadline for filing comments with FCC on March 22, 1973, notice of inquiry in matter of accessibility for community problems by broadcast applicants, part I, sections IV-A and IV-B of broadband application forms and primer thereto (Docket 73-151).

Sept. 5—Summary of hearings on sports black-outs by House Commerce Committee on Communications, Washington (also see page 15).

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

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

Sept. 7—Sixth annual Atlanta International Film Festival. Award categories include: features, documentaries, short subjects, experimental, television specials and TV productions. Stoulers Atlanta Inn and Fox Theather.


Also in September


Sept. 11—Western electronic show and convention, sponsored by WESCON. Brooks half/hour radio-auditorium, San Francisco.


Sept. 12—Radio Advertising Bureau sales clinic, Sheraton Inn Towne motor inn, Albany, N.Y.


Sept. 13—Annual meeting, Ohio Association of Broadcasters. Speakers include Representative Samuel Devendry, Cleveland; Lakeland Golf and Country Club, Lakeland, Ohio.

Sept. 15—Annual meeting, Ohio Association of Broadcasters. Speakers include Representative Samuel Devendry, Cleveland; Lakeland Golf and Country Club, Lakeland, Ohio.

Sept. 15—Festival. Award categories include: features, documentaries, short subjects, experimental, television specials and TV productions. Stoulers Atlanta Inn and Fox Theater.


Sept. 16—Plenipotentiary conference of International Telecommunication Union. Malta-Great Britain.


Sept. 17—Extended date for filing comments with FCC in matters of practice of licensees and networks in connection with broadcast of sports events (Docket 73-77).

Sept. 17—New deadline for entries in Broadcasters Promotion Association's annual Information Liberation contest. sponsored by the Institute of Electrical and Electronics Engineers. Marriott Twin Bridges hotel, Washington.


Sept. 18—Seminars: "CATV tax shelters" at Essex House, New York; "TV black market" at improvement association, luncheon speaker,er S. Schildhause, chief, Cable Television Bureau, FCC.


Sept. 21—Video Publishing Year IV conference in conjunction with Video Expo IV. Commodore hotel, New York.

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

Sept. 19—Cable television seminar, sponsored by Ohio Council of Churches and National Council of Churches, Sheraton Inn-Downtown, Cleveland.

Sept. 19-21—Fall meeting, Pennsylvania Community Antenna Television Association, Host Farm, Lancaster, Pa.

Sept. 20—Radio Advertising Bureau sales clinic, Sheraton motor inn-Blueming, Minneapolis.

Sept. 20—Radio Advertising Bureau sales clinic, Sheraton Valley Forge, Philadelphia.


Sept. 21-22—Annual meeting, Maine Association of Broadcasters. Sebasco Estates, Sebasco.

Sept. 21-22—Annual meeting, Southeastern Association of Broadcasters. Merriot hotel, New Orleans.


Major meeting dates in 1973-74


Nov. 1-4—Annual convention, National Association of Educational Broadcasters, Marriott hotel, New Orleans.


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

Nov. 28-29—Annual meeting, Television Bureau of Advertising, University of Pennsylvania, Philadelphia.


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


Broadcasting Sep 3 1973
The words from the Hill

Editor: Your lead story on television news in the Aug. 20 issue was both informative and well-written. In short, it continued the exceptional choice of subject matter and thoroughness of presentation that has distinguished Broadcasting during its many years of publication.—Bill Gunter (D-Fla.), House of Representa-tives, Washington.

Editor: I enjoyed your special report and continue to appreciate the ingenuity of America's broadcasters in meeting the challenges of presenting the news and, in some cases, creating the environment wherein needed social change can be accomplished.—Carl T. Curtis (R-Neb.), U.S. Senate, Washington.

Editor: I consider broadcast journalism to be a vital aspect of a well-informed society. It is also a highly complex profession which takes skillful and dedicated personnel to report the news, I found the article on news reporting very informative. I subscribe to the magazine in an effort to keep abreast of the broadcasting medium.—Strom Thurmond (R-S.C.), U.S. Senate, Washington.

Editor: The article on how news is collected, assembled and presented is both interesting and informative.—Barbara Jordan (D-Tex.), House of Representa-tives, Washington.

Editor: The special report on television journalism contained in the Aug. 20 issue of Broadcasting represents a tremendous undertaking by your staff, and I am sure will be useful to those in the journalism field as well as those watching the newsman's product. The report also helps draw a national baseline for TV news by which stations and viewers can make comparisons. The expanded news effort seems to be the national norm, much to the credit of television station management. Both stations and the public are better served.—G. William Whitehurst (R-Va.), House of Representatives, Washington.

No answer

Editor: Read your Aug. 20 issue with interest, curiosity and chagrin. While the many, many paragraphs concerning local news efforts were mostly fascinating, KRON-TV was conspicuous by its absence. So how come we weren't included?—A. Richard Robertson, publicity director, KRON-TV San Francisco.

(In preparation of the special report on television journalism, Broadcasting sent letters to general managers and news editors of all commercial television stations. The letters explained the project and requested submission of appropriate reports. KRON-TV was among the stations that failed to respond.)

No time limit on MCA reruns

Editor: A serious error was made in the Aug. 13 article regarding MCA TV's delivery of episodes from Adam-12, Ironside and Marcus Welby, M.D. The story contains the erroneous statement that the episodes of these series in syndication would have to be "three years old" before they could be telecast by local stations. This contradicts the basis on which these series are being sold by MCA.

MCA has guaranteed the delivery dates for each of the three series whether or not they appear on networks after these dates. That guaranteed delivery goes for all episodes, regardless of when they were last on the networks.

Every episode will definitely be made available for local telecast starting with the guaranteed delivery date for each series: Adam-12 in the fall of 1975, Ironside in fall 1974 and Marcus Welby in fall 1975 or possibly sooner.—Lou Friedland, president, MCA TV, New York.

A matter of timing

Editor: Your otherwise excellent story about the KSAY assignment (Aug. 27) has an error. We did not say that "... the ex parte rules do not come into play merely because a petition to deny has been filed" and that is not the case. These rules do come into play when a petition to deny has been filed, but not before—and that is what we said.—Lester W. Spillane, Farrand, Mall, Spillane & Walsh, attorney for KSAY Broadcasting Co. and San Francisco Wireless Talking Machine Co.

To spread the word

Editor: I am taking this means of requesting permission to reproduce [the article on "Jesus rock"] in the Aug. 20 issue. The copies will not be used as a tool for fund raising. I am financed by The Good Shepard Church, a personal Christian friends who firmly believe in this type of broadcasting of the gospel. This article needs to be seen by people other than broadcasters.—Leo F. Heller
The horse and the cart in an ad campaign

Which comes first—the medium or the message?

I've always thought the answer was rather evident. Determine what you are going to say and then figure out how you say it.

To reduce that belief to its simplest form, let's say you have information you want to convey to one other individual in your city. Considering media first, efficiencies would dictate a toss-up between a phone call (10¢) and a letter (8¢ stamp, plus stationery costs). Both are simple and direct, and offer a high likelihood that you will reach your intended audience.

But this is not the case for different messages and see if that media selection holds up:

* You want to tell someone he owes you money. If you're built like a fullback, a personal visit may be most effective. If you are less than 6 feet 6 inches tall and weigh under 250 pounds, you might hire someone who is to deliver the message for you.

* You want to express your affection. For sheer impact, it would be hard to beat a skywriting team spelling out "PAMELA FARBSTEIN, I LOVE YOU" over her apartment. On a less grand scale a Candygram could be effective. Or a "sensitivity" card. Or maybe even a poem delivered with two dozen roses.

As obvious as it appears, it's astonishing how often an agency's creative department is told to "do a TV campaign for Frammis." Or, "We're going into consumer magazines with that new account. Four color, of course. If you think it should be black—well that's up to you." Ridiculous? Of course. But it happens every day.

The importance of considering the message first becomes all the more important when you look at some success stories.

For years, Sears was primarily a print advertiser. When it marketed a new lawn mower that had a rather pleasant habit of starting on the first pull, it could have been done through newspapers or magazines—the traditional media.

But think of the message for a moment. How do you best convey the message that a lawn mower starts easily? Sears did it with television. And not just television—live television. The announcer would come on and say something like, "With the score UCLA 98 and North Dumb A & M 16, let's take time out to see if the Eager I mower from Sears starts on the first pull." A masterstroke. Repeating the score established that it was being done live. And the few times it didn't start just enhanced the credibility of the commercial.

Happily, the message is given preeminence consideration at our agency. For Chris-Craft, our strategy called for a detailed rationale of a very substantial purchase. The solution—long copy spreads in the boating-buff books. If, however, we were to introduce a new boat with unique performance capabilities, television in selected markets could well be a possibility.

On the other hand, we probably would never use television for Leg-A-Likes, a Genesco pantyhose brand we introduced. The reason is simply because the concept of Leg-A-Likes (17 different sizes to fit an almost infinite variety of legs) and the method of ordering (four different measures plus skin tone) lends itself best to print.

The message for Burdine's, a large department-store chain in Florida, often relates to a sale or special event at the stores. Hence the immediacy of radio is employed often.

For Royal Castle, a chain of 153 "mini-restaurants," the problem was somewhat different. We wanted to convey two basic messages: First, the fact that the stores had all been remodeled, and they were now bright, cheerful places that had something on the menu for everyone. And second, that Royal Castle still makes a great little hamburger—the kind that people used to buy by the sack. The burger that in effect built the Royal Castle business in the late thirties and forties. Our message was to get people who remembered that hamburger, but had drifted away, to go back to Royal Castle.

The messages obviously dictated television. To meet the first objective, we created a commercial that shows a family of 12 emerging from an eight-door Pontiac and entering a Royal Castle. Quick cuts of dozens of different items being served to them demonstrate the variety of the menu. Original music to the theme "Any time's a good time at Royal Castle" underscored the point.

To win back former customers, we picked up the old Movietone News opening, then cut to a recreated 1938 Royal Castle. (Among the props: "Bamana" fans, a mahogany juke box and a cradle phone.) It was covered as a news story. "1938. Royal Castle introduces a revolutionary new hamburger—the Castleburg- er." We employed a matched dissolve from this black-and-white footage to a color shot of an updated store with the same actors in modern dress enjoying the same hamburger. The announcer continued—"Today we still make them like we used to. Choice lean beef. A juicy pickle."

Apparently we had hit upon the right message, and because of it, the right media. Sales in Royal Castle stories were up significantly the first month after the campaign broke.

Obviously you can't do a kamikaze into the numbers of the media department. Efficiencies are important. But I've been reminded that hamburger work and creative. And everything I've seen points to one conclusion—the message comes first.
Behind the microphone, which is the final in-station link of communication between RKO Radio Stations and RKO Radio listeners, there exists a myriad of unseen, unsung and unheralded professionals.

Each of these dedicated pros, whether secretary or station manager, disc jockey or music director or traffic worker, sales person or promotion manager, switchboard operator or controller — each one is proud to be known as one of the best... RKO Radio people.

It takes prodigious effort to maintain the excellence of true professionalism... to maintain a position of the best... to be RKO Radio people. But when we, RKO Radio people, realize the enormous responsibilities of day-to-day, hour by hour communication with the millions of RKO Radio listeners all over the United States — we know that our efforts, even though our names or faces may never be exposed except right here — are justified by the responsiveness of our listeners.

RKO Radio listeners — on your side of the microphone — are what make it worth while. And RKO Radio people — on our side of the microphone — are proud to communicate the sounds of RKO Radio stations throughout the United States.
Bowman's Working Again!

Not that he's been out of circulation, exactly. Don Bowman has had record and concert audiences yucking it up since Chet Atkins told him to hit the road back in '63.

But now, Bowman's going back on the radio as host of an exciting, new audio soundtrack for Billboard's "Hot Country Singles" chart.

Unlike Watermark's "American Top 40," which is locked up in 225 markets around the world, Bowman's new show "American Country Countdown" is available almost everywhere. The first show hits the air on the weekend of this October 6-7, and if you make your move right now, you can own this fast-paced, information packed and fun filled radio program exclusively in your market.

To back up "American Country Countdown" as a super audience builder for your weekends, you can put Watermark's time-tested formula to work for quick-to-get, long-to-last advertiser support.

Right now, we've got stacks of presentation packages ready to be mailed. They include a high-quality demo tape of Bowman in action and our nifty 8-page color brochure "Our Kind of Country, Our Kind of Music." We think it will convince you and anybody who sees it that "American Country Countdown" is your kind of program. If you want the whole package, license fee and availability for your market, send in the coupon.

Bowman's working again . . . for YOU!

MAIL TO: WATERMARK—AMERICAN COUNTRY COUNTRDOWN
10700 Ventura Blvd.
No. Hollywood, Calif. 91604
(213) 980-9490

Dear Don Bowman:
Rush to me your complete, free, presentational package on "American Country Countdown." Your three-hour weekly review of the 40 hottest hits in the country could be just what our weekends need. I also understand "American Country Countdown" will be produced in full, compatible stereo.

NAME ___________________________ TITLE ___________________________
STATION _______ ADDRESS ___________________________
CITY __________________________ STATE __________________________ ZIP _____

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Lead Story

What happens if home games are put up for local grabs?

Lumps in the gravy for broadcasters: radio fears audience loss to local TV; TV home shows could outrate imports, but ABC-TV may fatten Monday nights.

The freedom of professional football to enforce television blackouts may be withdrawn in a matter of days. Posed to deliver the blow is a Congress that seems determined to alter, perhaps outlaw, the National Football League's TV blackout policy.

The repercussions will be felt by many associated with play-for-pay football. High on that list is radio, the medium much overlooked in the prolonged hassle over the rights of the NFL, the fans, the television interests, the stadium landlords, the concessionaires, the communities, ad infinitum.

Holders of local radio rights to professional football are not deluding themselves. They expect telecasts of home games to deplete their audiences and, in turn, dilute the salability of time to advertisers.

For television, the black-out proposal poses no major problems. Ratings within certain cities would shift, according to whether it was a city with a National Football Conference team or an American Football Conference club. The advantage would slide to the network for the hometown club, but over-all it would be a put-and-take situation within each market. From a production standpoint, there would be just as many games as before originated by the TV networks. The network sales position could be strengthened by the additional viewers gained by blackout lifting.

Elimination of local-TV restrictions would also put free television in a better position to cope with pay-TV interests with an eye on pro football. At the present time, live sporting events cannot be presented on pay cable if they have been on free television within the past two years or on pay broadcasting if on the free air in the past five.

In Broadcasting's random sampling of radio broadcasters involved with pro football, it was found that the enthusiasm for the NFL regular-season opener just 13 days away (Sept. 16) is being dampened by apprehension about congressional sessions that get under way next Wednesday (Sept. 5). That is when House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) will resume hearings on TV blackouts of home professional sporting events (Broadcasting, Aug. 27).

And Hill sources expect that, barring unforeseen circumstances, the path will be cleared for quick enactment of some form of antiblackout legislation. Several bills are pending:

- H.R. 9553 by Mr. Macdonald would add a new section to the Communications Act providing that, for one year from the date of the bill's enactment, if any professional football, baseball, basketball or hockey game is broadcast under a league television contract and tickets are sold out 48 hours or more in advance, the rights to home games are to be made available for television broadcasting. This bill is similar to one already reported out by the Senate Commerce Committee.

- H.R. 9644 by House Commerce Committee Chairman Harley O. Staggers (D-W.Va.), would apply only to professional football. It would amend the Communications Act to provide that postseas on games could not be locally blacked out if available tickets were sold out 48 hours before game time. Regular-season games could not be blacked out if tickets were sold out before the beginning of the season. The bill does not cover exhibitions, and the blackout area for those football clubs permitted to have their home games blacked out would be limited to the local area of penetration by a TV station or cable system. There is no one-year-trial provision.

- H.R. 9536 by Mr. Staggers would amend the act to direct the FCC, within 90 days after enactment of the bill, to prohibit by rule anyone from entering into any agreement providing for the broadcasting of any collegiate or pro football, baseball, basketball or hockey game unless the agreement permitted the broadcasting of home games when those games were sold out. A game would be considered sold out if all tickets available to the public at a reasonable price were sold out 48 hours before game time. "Reasonable price" would be defined in the FCC's blackout rules, which would be effective for one year.

- S. 1841 by Senate Communications Subcomittee Chairman John O. Pastore (D-R.I.). This measure, which passed the parent Commerce Committee on July 18, would amend the act to prohibit a TV station, TV network or cable-TV system from carrying any agreement under which it is prevented from carrying home games of the four sports when tickets are no longer generally available for sale 48 hours in advance. The blackout ban would be effective for one year. Identical bills introduced in the House include H.R. 9420.
Big stadiums tend to preserve blackouts. Though among the leaders in attendance last season, such teams as the Los Angeles Rams and the New Orleans Saints have stadiums of such huge capacities that none of their seven home games would have met the criterion proposed for lifting of the local TV blackout. According to the NFL, Kansas City Chiefs were tops in attendance but had no sell-outs in their 78,000-seat stadium. The Staggers subcommittee disagreed sharply, saying it considered all seven games of the Chiefs as sell-outs. Conversely, the smaller stadiums of such divisional and conference champions as the Washington Redskins, the Oakland Raiders and Pittsburgh Steelers would have made them susceptible to lifting of the TV blackout. The following figures are for the seven home games of each club, with which seven away games, make up a team's normal 14-game schedule.

<table>
<thead>
<tr>
<th>Attendance rank in '72</th>
<th>Home</th>
<th>'72 home games considered sell-outs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total '72</td>
<td>home stadium capacity in '72</td>
</tr>
<tr>
<td>1. Kansas City Chiefs</td>
<td>546,124</td>
<td>78,000</td>
</tr>
<tr>
<td>2. Miami Dolphins</td>
<td>544,126</td>
<td>75,385</td>
</tr>
<tr>
<td>3. Cleveland Browns</td>
<td>505,306</td>
<td>79,228</td>
</tr>
<tr>
<td>4. Los Angeles Rams</td>
<td>473,914</td>
<td>78,000</td>
</tr>
<tr>
<td>5. Philadelphia Eagles</td>
<td>455,013</td>
<td>65,000</td>
</tr>
<tr>
<td>6. New Orleans Saints</td>
<td>444,075</td>
<td>69,957</td>
</tr>
<tr>
<td>7. New York Giants</td>
<td>438,669</td>
<td>62,892</td>
</tr>
<tr>
<td>8. Dallas Cowboys</td>
<td>431,751</td>
<td>65,000</td>
</tr>
<tr>
<td>9. New York Jets</td>
<td>430,442</td>
<td>60,000</td>
</tr>
<tr>
<td>10. New England Patriots</td>
<td>421,243</td>
<td>61,041</td>
</tr>
<tr>
<td>11. San Francisco 49ers</td>
<td>410,811</td>
<td>61,000</td>
</tr>
<tr>
<td>12. Pittsburgh Steelers</td>
<td>403,619</td>
<td>51,289</td>
</tr>
<tr>
<td>13. Atlanta Falcons</td>
<td>403,518</td>
<td>58,850</td>
</tr>
<tr>
<td>14. Baltimore Colts</td>
<td>392,320</td>
<td>60,238</td>
</tr>
<tr>
<td>15. Chicago Bears</td>
<td>385,906</td>
<td>55,049</td>
</tr>
<tr>
<td>16. Detroit Lions</td>
<td>374,053</td>
<td>54,418</td>
</tr>
<tr>
<td>17. Oakland Raiders</td>
<td>367,078</td>
<td>54,041</td>
</tr>
<tr>
<td>18. Washington Redskins</td>
<td>365,346</td>
<td>53,041</td>
</tr>
<tr>
<td>19. Green Bay Packers</td>
<td>361,473</td>
<td>52,852</td>
</tr>
<tr>
<td>20. Denver Broncos</td>
<td>356,693</td>
<td>51,001</td>
</tr>
<tr>
<td>21. San Diego Chargers</td>
<td>347,349</td>
<td>50,011</td>
</tr>
<tr>
<td>22. St. Louis Cardinals</td>
<td>337,545</td>
<td>50,492</td>
</tr>
<tr>
<td>23. Pittsburgh Steelers</td>
<td>335,335</td>
<td>50,000</td>
</tr>
<tr>
<td>24. Minnesota Vikings</td>
<td>329,037</td>
<td>49,784</td>
</tr>
<tr>
<td>25. Buffalo Bills</td>
<td>309,814</td>
<td>46,206</td>
</tr>
<tr>
<td>26. Houston Oilers</td>
<td>276,291</td>
<td>50,000</td>
</tr>
<tr>
<td>Totals</td>
<td>10,445,827</td>
<td>100</td>
</tr>
</tbody>
</table>

1 Home stadium capacities that will change in 1973, according to the NFL, include Baltimore, 60,000; Buffalo, 80,000; Denver, 51,656; Miami, 60,010; New England, 60,399; San Diego, 53,222; Chicago, 55,701; Dallas, 66,111; Los Angeles, 76,000; Philadelphia, 66,336; St. Louis, 51,184.
2 Packers played four home games at Lambeau Field, Green Bay (capacity 56,533), and three home games at Milwaukee County Stadium (capacity 47,823).
3 Difference in number of sell-outs due to varying criteria applied. Staggers subcommittee took into account willing lists for season tickets as acknowledged by clubs; also, it concerned itself with seats sold, disregarding standing-room availability.
lates that if closed-circuit TV or regular television enters the picture, "this contract is so structured that the Nashville TCF can determine any lessening of the value of Vikings rights."

The importance of radio as a vital link between the local professional teams and the community was cited by the NFL in its testimony earlier this year on Capitol Hill.

Metromedia Radio, rights holder for four NFL teams, said that, "Aside from other factors, the community would lose the opportunity to participate in the games as a local feature." The sponsorship of football clinics and other local services would probably be lost if network telecasts supplanted local radio broadcasts, it was contended. Metromedia Radio outlets involved with professional football are WNEW(AM) New York (Giants), WHK(AM) Cleveland (Browns), WCWB(AM) Baltimore (Colts) and WIP(AM) Philadelphia (Eagles).

The community-involvement factor was stressed by the Kansas City Chiefs by Lynn Higbee, general manager of KCMO(AM) in that city. Mr. Higbee said that "KC MO(AM) is involved in the Chiefs goes far beyond the obvious. We have invested our talent, our local image, our community involvement, our public-relations effort and our on-the-air character with the Chiefs." Mr. Higbee cited, among other things, station-backed football clinics, trips to training camps for underprivileged children, programs to help sports community projects. All this would be jeopardized if local and regional radio were forced out of the professional picture. Also, he added, should the radio network be discontinued, there would be "a large number of fans within our coverage area that would not have access to TV coverage from Kansas City and would lose their opportunity to hear the games."

Bert West, president of Golden West Radio, said its long-term contracts (KMPC(AM) and KSFO(AM) San Francisco with the 49ers) were negotiated on the basis of exclusivity to radio on home-broadcast coverage. Fans have come to accept the sports image of KMPC and KSFO, a feeling that creates audience holder for other programs of the stations, he noted.

Individual NFL clubs tended to restrict their comments to the party-line espoused by League Commissioner Pete Rozelle.

Don Klosterman, executive vice president and general manager of the Los Angeles Rams, said it was "unrealistic" to expect professional football to give away its product while other enterprises, such as sold-out movies, continue to operate without such a restriction. He claimed season-ticket sales would be particularly hurt since some fans would delay their ticket-buying decisions until the TV status of the home games was resolved.

Mr. Klosterman noted that last January's Super Bowl VII was sold out and the tickets were sold on a lottery basis. "Yet there were 8,300 no-shows [tickets bought, but not used] out of a capacity of 90,000 at the stadium, and it was a beautiful, clear day."

Lou Spadina, assistant to the president of the San Francisco 49ers, claimed lifting the blackout would create problems with the NFL and paying off $26 million it spent to build Candlestick Park. The 49ers' lease contains a clause prohibiting telecasts of their home contests, he said. Mr. Spadina also pointed out that a provision in the radio contract invalidates that agreement should home games somehow be telecast.

Irv Kaze, assistant to the president of the San Diego Chargers, said that in the last seven years only three home games had been completely sold out. However, various stations of home-game telecasts as adversely affecting radio rights, payments to the city for stadium use and parking and concession receipts.

A spokesman for the New York Giants said that lifting of the blackout would have an over-all detrimental effect on professional football. He added that experience had shown that even persons who bought tickets sometimes do not show up if the game is eventually telecast.

In Buffalo, N.Y., the Bills last year in a losing season had four of their home games classified as sell-outs in a 46,206-seat stadium. However, this season the team will be playing in a new, 80,020-seat plant, one of the biggest in the National Football League. Observers feel that last year's divisional cellar dwellers will have minimum worries about sell-outs that would pave the way for home-game telecasts.

While the stadium landlords are unanimous in their opposition to lifting the TV blackout, local TV stations in addition to the San Francisco 49ers, have contracts with local authorities that specifically forbid home-game telecasts. They are the Chicago Bears, the Oakland Raiders and the Washington Redskins.

And the idea persists in some quarters that the NFL has its eye on pay-TV. William T. Guthrie, testifying last month before the Macdonald subcommittee, supported the move to lift the blackout. However, Mr. Guthrie, sports editor of the New Haven (Conn.) Register & Journal Courier, contended that lifting the blackout on only a one-year test basis "would be playing into the pay-TV game plan of the NFL." He told the congressmen they could not give home TV to the fans in 1973 and then take it away in 1974.

At the end of two years, Mr. Guthrie charged, "the NFL could blame the definite drop in attendance on free home TV and ask for pay TV to save the game for the fans."

Practically ignored by both sides in evaluating new legislation are inequities that might arise from variations in stadium sizes. As shown in the table based on statistics from the NFL and the Staggers report of two weeks ago (see page 16), the teams with the higher yearly attendance do not necessarily face greater risks of having home-game TV. Seven clubs were considered as having sell-outs for all seven home games last season, according to both the NFL and the Staggers sub-committee. The stadium sizes for these seven teams ranged from 53,000 to 61,000 seats. Conversely, the Los Angeles Rams, a team ranked among the leaders in 1972 attendance, had no sell-outs due to stadiums with seatings in the 80,000 range.

The witnesses at the Macdonald hearings Tuesday will include NFL Commissioner Harry L. Anderson, Commissioner Bowie Kuhn and Assistant Attorney General Thomas E. Kauper, head of the Justice Department's antitrust division, and Washington Redskins President Edward Bennett Williams.

Mr. Rozelle's statisticians list the first professional game as having been played 78 years ago last Friday (Aug. 31). In that one the sponsoring YMCA was not unduly worried about the gate, the fans probably toted their own refreshments without depending on concessions, and the hometown Latrobe, Pa., club was not elated by its 12-0 victory over Jeannette, Pa., to be concerned about such future things as broadcast rights.

But things have changed. How much will be known very shortly.

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Back to work this week at the FCC

Commissioners and staff are expected to tackle a new rule, satellites, fairness and children's TV—all before anticipated Nov. 1 departure of Burch

After slogging through August at a pace appropriate to the hot, humid Washington weather, the FCC this week is scheduled to pick up the tempo and attack a number of long-pending items of major importance to the industries it regulates.

But one question to be considered is how many items, and which ones, the commission can dispose of before Chairman Dean Burch leaves the commission. The latest speculation is that he will depart by Nov. 1, the fourth anniversary of his joining the commission ("Closed Circuits," Nov. 1).

And during the early-fall push, the commission will be at least as tough as ever.

Commissioner Robert E. Lee is leaving on Sept. 14 for Torremolinos, Spain, where he will serve as vice chairman of the U.S. delegation to the International Telecommunication Union plenary meeting. He is not due to return until Oct. 26.

Indications are that the items Chairman Burch has marked for action include various applications for authorizations to build domestic communications-satellite systems or the ground stations to support them, proposals to modify or eliminate the prime-time-access rule, the question of whether to take action in the area of children's television, and the proposed overhaul of the fairness doctrine.

Excluded by some staff members from the list of possible actions are the proposed rule to break up multimedia holdings—newspapers and television and radio
stations within individual markets—and a number of proposals affecting cable television—would be included.

The first matter to address, the commission will confront involves domestic satellites. The commission staff has prepared agenda items dealing with a number of applications by companies to provide domestic communications-satellite service, and will present the commission at a special meeting Wednesday (Sept. 5).

One involves the joint undertaking of Communications Satellite Corp. and AT&T for a space system which constmct would build and operate, and in which AT&T would lease channel capacity; another, AT&T's application for authority to build stations for use in the system.

For consideration also is the joint application of a Hughes Aircraft Corp. subsidiary, National Satellite Services, and General Telephone & Electronics. Hughes plans to provide program distribution service to cable-television systems, as well as free interconnection service to public broadcasting. But most of the channel capacity would be leased to GTE for long-distance telephone service.

Two other applications on the ready list were filed by Amsat Corp. (of which Fairchild Industries owns about 80%, Western Union International about 20%) and RCA Global Communications. Both are seeking to use the Canadian communications satellite temporarily until they build their own systems. Amsat also wants authority to build four earth stations.

The prime-time-access rule is likely to be the first major broadcasting item with which the commission will be asked to grapple. The staff will brief the commission on the issue on a date this month still to be selected, summarizing the voluminous arguments that have been made on the question of whether the rule should be retained, modified or repealed, and on the commission's. Officials are predicting that the rule will survive pretty much intact.

The question of what, if anything, to do about children's television programming—an issue in which Chairman Burch has expressed particular interest—is expected to hit the commission agenda late this month or early in October. The staff is currently grinding out drafts of actions the commission could consider for the wind-up to the inquiry and rulemaking proceeding that was begun in February 1970. The National Association of Action for Children's Television presented a number of recommendations to the commission—including one calling for the elimination of advertising on children's programming. The commission is not expected to go that far, but there is sentiment within the staff for requiring broadcasters to reduce commercial time in children's programming; perhaps eliminating it in programs directed at preschoolers.

Officials expect the commission to take

**Quello nomination: the kitchen is heating up**

Johnson advocates mount drive to oppose ex-broadcaster, who defends record against memo of capacities minority monitor. Downgrading sensitivity to blacks

The controversy over the expected nomination of James Quello, who retired last year as manager of WJR-AM-FM Detroit and vice president of the parent Capital Cities Communications Corp., continued last week to occupy center stage in Washington as far as those interested in communications matters were concerned. But with Congress in recess until this week and the audience against which the controversy is intended to play—the Senate and particularly the members of the Senate Commerce Committee—out of town, the impact of the controversy was difficult to gauge.

The opposition is centered in the ranks of consumer groups and public-interest law firms that are expressing concern over the expected appointment of an ex-broadcaster to the agency that regulates the broadcasting industry. Compounding their concern is the fact that Mr. Quello would be a caretaker executive, Andrew E. Jackson (BROADCASTING, Aug. 27), and the release of a statement by Mr. Jackson concerning the memorandum. The documents, which reflect Mr. Jackson's view that Mr. Quello is insensitive to the needs of minority groups, will be submitted to the Senate, like the letters of consumer groups that base their opposition almost solely on the fact of Mr. Quello's 28-year background in broadcasting.

The letters last week were from the Consumers Union, Peggy Charren of Action for Children's Television, the Center for Law and Social Policy, and Tracy Westen, director of the Stern Community Law Firm. Mr. Westen a week earlier had initiated the stop Quello movement with a letter to Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, who would hold the confirmation hearing on the nomination.

Others who had written Senator Pastore earlier were Commissioner Johnson, Ralph Nader, and Robert Choate, chairman of the Council on Children, Media and Merchandising. Most sounded the same general themes. Peter Schuck, director of Consumer Union's Washington office, said the union felt that there is "no room on the present commission for one who has spent an entire career in the broadcasting industry," and added that a commission is expected “at least one member who is by background, by commitment, or by inclination skeptical of and resistant to the special pleadings of the communications industry."

But Mr. Westen in his second letter used the Capcities memo that was attracting attention last week as the basis for a further argument in urging the senator to oppose the Quello nomination.

The memorandum was unearthed by a citizen group that is maintaining its anonymity until it turns the document over to Senator Pastore. It was made available to the news media through the Citizens Communications Center, counsel to the unnamed group.

Quello, a black, wrote the memorandum in March 1971, shortly after he was hired by Capcities as a vice president and director of community relations. It was addressed to Joseph Dougherty and Robert King, Capcities executives, and concerned the company's broadcasting operations. It contained an evaluation of the attitudes of top WJR personnel to minority employment at the station. Most of the executives were given fairly good marks by Mr. Jackson.

But the paragraph on Mr. Quello said: "In my judgment, [he] is unfortunately out of contact with minority problems and possesses little, if any, perception of the problem. He regards his fine record in community involvement over the years as proof of his social responsibility. Perhaps it is this very thing that has blinded him to the desperate plight of the black and the poor people that make up almost 40% of his city. Although Mr. Quello will comply with EEOP [Equal Employment Opportunity Programs], it is not likely that he will be the source of an affirmative movement within the operation."

Later in the memorandum, in discussing WJR minority-oriented programming, Mr. Jackson suggested that Mr. Quello
was reluctant to present Representative John Conyers (D-Mich.), a black, on a weekly program on the ground that he was too militant. "Quello indicated that he would much prefer giving time" to Representative Charles C. Diggs Jr. (D-Mich.) "who is less controversial."

Mr. Jackson's statement last week on the memorandum was issued through the office of Capcities' Washington communications counsel, Wilmer, Cutler & Pickering, but was, Mr. Jackson said later, his statement, not the company's. It expressed regret that the memorandum had leaked, a condition that "totally distorts [the memorandum's] original purpose." Mr. Jackson also said that he does not share the view that appointing ex-broadcasters to the commission is like putting "the cats in charge of the cream," and that he regards Mr. Quello as "a man of integrity."

But, the statement added, "having said that, I must also say that I could not enthusiastically support Mr. Quello for the FCC because of my long-held conviction that the FCC, as well as the industry, has a deep need for increased sensitivity to racial and ethnic problems as they affect employment and programming and all other aspects of operation by stations, networks and other elements of the broadcasting medium.

"I certainly do not consider Mr. Quello to be a racist. At the same time, I cannot in good conscience say that I think his presence on the FCC would increase the sensitivity of the body in the areas of my particular concern."

Mr. Quello was reluctant to be drawn into a discussion of Mr. Jackson's memorandum and subsequent statement. But he said that, if he is nominated, he would be prepared to rebut, in the Senate confirmation hearing, the contentions that he is not sensitive to minority needs. "I will receive substantial minority support from Detroit, from black leaders, people who know me best and with whom I've worked over a period of time," he said.

But Mr. Quello seemed to have been stung. He said that although Mr. Jackson's statement last week appeared to be intended to soften the harshness of the judgment expressed in the memorandum, "it appears that Mr. Jackson does not want to settle for anything less than another black commissioner." Commissioner Benjamin L. Hooks, appointed last year, was the first.

Mr. Quello also took a swipe at Commissioner Johnson, accusing him of leading the effort to block the nomination. He said he thought Mr. Johnson was attempting to make it appear that Mr. Quello's nomination would be too controversial for the Senate to accept.

But Mr. Quello also suggested one of the approaches he might take in presenting himself to the Senate Commerce Committee: At 59, he would consider appointment to the FCC "the topping point" of his career. He does not regard the commission as a 'stepping stone' to a position in the broadcasting industry, he said. Nor is he, he said, a lawyer, who would seek to build a practice on the basis of past membership on the commission.

One question that could cause Mr. Quello difficulty at his confirmation hearing is whether he is a Democrat. The seat cannot go to a Republican since Republicans now occupy four seats, the maximum the law allows one party on the seven-member commission. So while the White House could, legally, appoint an independent, the Democrats on the Commerce Committee are expected to insist on a Democratic nominee. And voters do not register by party in Michigan.

However, Mr. Quello last week said he considers himself a Democrat and that he has voted in Democratic primaries for the last 16 years.

With senators and most of their aides having fled Washington for the month of August, there was no way of determining whether the still-young stop-Quello movement was having any effect. The controversy is likely to begin heating up on Tuesday, when Congress returns, particularly if, as expected, President Nixon sends the Quello nomination to the Senate before the end of the week.

Observers, including some on Capitol Hill and in the administration, note that the White House, by its handling of the nomination, has already endangered it. President Nixon made his decision late in July—too late for the necessary FBI check to be made and the nomination to be sent to the Senate before the August recess (Broadcasting, July 30). But it was not too late for opponents, once alerted by the press, to begin to mount a drive to block the nomination or to defeat it in the Senate.

ABC and CBS knock ascertainment primer as outmoded, outdated

Comments filed with commission favor continuing dialogue rather than one-shot community-leader interviews

According to ABC and CBS, the FCC's community-needs ascertainment procedure is in a bad state of disrepair and requires some simplifying renovations.

The two networks gave their separate interpretations on how the process's shortcomings could be rectified in comments submitted to the agency last week. The comments were filed in response to a notice of inquiry looking toward possible modifications of the ascertainment process, which was issued last spring (Broadcasting, April 2).

In ABC's opinion, the commission's primer on ascertainment ought to be rewritten, utilizing a greatly simplified approach. At present, the network said, the process is "unduly burdensome, premised on confusing standards and ill-suited to the purpose [it is] intended to serve." The increasing commission focus on the methodology employed by licensees within the ascertainment process has resulted in the process becoming "nearly as important as the program service rendered by the station," ABC asserted. A reciprocal effect of this emphasis has been...
the emergence of citizen groups who use alleged ascertainment deficiencies as grounds for challenging a station's license renewal. Thus, ABC said, "the ultimate irony of the subjective and indefinite ascertainment criteria is that the remedy for a 'deficiency' can be a renewal hearing or, potentially, loss of license." A more logical remedy, ABC contended, would be to correct the process itself. It proposed that the commission do so in this manner:

Instead of the present requirement that broadcasters conduct community surveys six months prior to expiration of the license, a "continuing dialogue" ascertainment approach should be adopted, whereby stations would be encouraged to consult with community leaders on an ongoing basis. A specified number of community representatives (determined according to population of the station's service area) should be contacted within the three-year license period. The presently required random survey of the general public would be eliminated.

A standardized reporting technique, in which a maximum of 10 community problems and a corresponding list of program services initiated by the station to combat the problems, would be filed with the commission. Television stations would be required to make such a submission annually. Radio licensees would be obligated to do the same once every license term.

The license-renewal application would also be revised to include a list of essential community elements with which contact should be maintained, and a list of various contact procedures which, if followed by the licensee, would be presumed acceptable.

Commission policy in this area must also be re-defined, ABC stressed. Basic to this requirement would be the elimination of any possibility that a deficiency in a station's ascertainment procedure would be grounds for a renewal challenge. In the alternative, ABC pointed out, licensees should be permitted to rectify these deficiencies on a voluntary basis, without any penalty being imposed.

In its comments CBS said it shared the FCC's view that a continuing dialogue between broadcasters and community leaders is beneficial, but disagreed with some aspects of the primer.

CBS challenged the primer on two main points: It said the primer is grounded on the assumption that a licensee is incapable of understanding the area's problems unless it conducts formal interviews with community leaders in a specified six-month period, and the primer assumes that broadcasters would not discuss community problems with civic leaders unless commission requirements were in effect.

CBS pointed out that ascertainment could be achieved and has been achieved at CBS-owned stations by a variety of routes: through frequent meetings with community leaders over the entire license period; consultation with many outside groups and organizations; the course of proposing news, informational and feature broadcasts; contact with organizations in the preparation of public service projects; through participation by station personnel in community activities.

CBS asserted that the six-month limitation under the primer creates "an unnecessary burden on community leaders." It said leaders are "inundated with requests" from various licensees during this limited period, and a longer span of time for interviews would be helpful.

CBS also urged that the FCC ought to state clearly that station personnel not on the top management level, such as editorial researchers, program producers, reporters and public-service announcers/community calendar coordinators, should be considered "management-level employees" within the meaning of the primer.

CBS pointed out that these employees often consult with community leaders to gather information and determine the station's programming on various aspects of current events.

Broadcast Bureau says
WLBT should go to hearing

The FCC's Broadcast Bureau has recommended that the comparative hearing on applications for Jackson, Miss., channel 3 be reopened to explore issues raised by parties to the proceeding subsequent to the issuance of an initial decision in the case. In that decision, FCC Administration
resulted June of disrupting held had no prior contest, that contest in advance.

Another key rules. of some violations of the commission's also concluded been by the FCC.

You may never see the world's greatest ticker tape parade.*

But...you can be the center of attention in the 36th market with WKZO-TV.

It may only be good for a pat on the back, but you'll be way ahead when you add WKZO-TV to your schedule. It's the country's 32nd retail market with a whopping $4.4 billion in spendable consumer income. And WKZO-TV delivers a 41% prime-time share of it at one of the lowest CPM's among the top 50 markets. Ask your Avery-Knodel representative about it. Tell him you'd like to call attention to yourself in lower Michigan.

*New York officials estimated that about 3,374 tons of paper were thrown from windows in a 1962 ticker-tape parade honoring Colonel John Glenn, Jr.
traded broadcast companies and their attorneys, particularly in view of the realization that rule or no rule, no one likes to buy stocks when the market is high and sell them when it is low.

The commission's memorandum involved two mutual funds, Keystone Custodian Funds Inc., of Boston, and College Retirement Equities Fund, N.Y., and their holdings in Metromedia Inc. After Metromedia last year acquired WTCN-TV Minneapolis, the commission asked the funds to divest themselves within 60 days of Metromedia stock to come within the 3% benchmark for mutual funds. Commissionaire Lee asked the general counsel for a status report on the requested divestitures.

Last week, counsel for Metromedia, Thomas Dougherty, wrote Pettit, noting that material already on file with the FCC shows that both mutual funds had sold off enough of their holdings in Metromedia to come into compliance.

Commission officials acknowledged that CREF is in compliance. However, they said that Keystone is not, because of holdings of more than 3% in other companies whose total broadcast interests exceed the multiple-ownership limits.

Keystone had asked the commission for a waiver of the limit, but the commission withheld action on it, officials said last week, because of pending negotiations between Down Communications Inc. and Bartell Media of which Down owned already owned about 40%, looking to a merger. If the merger were consummated, a commission staffer said, Keystone's holdings in Down would have been reduced below 3%, and the company would have been in compliance. However, the talks were broken off in June. As a result the staff is "reactivating" the waiver request.

But the main question, one that was put to Mr. Pettit, an aide to Commissioner Lee last week, is how the commission can force a mutual fund or an investor like it to come into compliance. "We don't have control over mutual funds."

A broadcast attorney put the question from the point of view of a publicly traded broadcast company in which mutual funds in violation of the multiple-ownership rules own shares. "What can we do? We have publicly traded stock. The FCC has jurisdiction over us, not the funds. We can't do anything about the funds."

On the other hand, funds have their own problems. Many bought shares when the stock market was high, and are reluctant to sell at a time when the market is low. As one attorney noted, funds have a fiduciary obligation to their shareholders to make "prudent investments."

**WGST sale under more fire**

Local opposition to the Georgia Board of Regents' decision to sell WGST (AM) Atlanta (Broadcasting, Aug. 20) continued to mount last week.

The sale, which the regents had justified as promising more revenue for the state's educational system than could be expected from continued operation of the station (which is licensed to the Georgia Institute of Technology), has been attacked by local officials, the press and area legislators. One of those voicing opposition is Edward Mullinax, president and general manager of WLAG-AM FM LaGrange, Ga., and a member of the state legislature. In a letter addressed jointly to the regents and Georgia Governor Jimmy Carter, Mr. Mullinax stated: "I would hope the Board of Regents would explore every avenue to retain the facility under state ownership before entering into any tentative agreement."

Governor Carter two weeks ago stated that, based on his present understanding of the situation, he would be inclined to exercise his authority to disapprove the sale (Broadcasting, Aug. 27). Governor Carter has since met with David Tlsinger, who heads the regents' committee on WGST, and was reported to have expressed concern over the matter.

Several potential buyers have notified the regents of an interest in purchasing WGST. Offers have ranged as high as $9 million. Most, however, have been in the $3-$5 million range, according to the Atlanta Journal and Constitution. Those reported to have contacted the regents in response to advertised solicitations of bids include Taft Broadcasting Co., the Mutual Broadcasting System, and Six Radio Inc. (WAYS-AM) Charlotte, N.C. Globetrotter Communications is also said to be interested.

If the reported price offers prove correct, the regents' position that a sale would bring in more money than continued operation of WGST might prove justified. The station showed a profit just under $100,000 last year.

**Announced**

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

- **WBIS(AM)** Bristol, Conn.: Sold by Bristol Broadcasting Corp. to Dayton Corzine, and others for $425,000. E. Constance Hatch, wife of late author Eric Hatch, is president of Bristol Broadcasting. Mr. Cornish is president of 2001 Corp., Westport, Conn.-based manufacturer of recreational equipment and modular shelters. 2001 Corp. will be acquiring station; it has no other broadcast interests. WBIS is daytimer on 1440 kHz with 500 w. Broker: Keith W. Horton Co., Elmira, N.Y.


**Approved**

The following transfers of station owner-
ship have been approved by the FCC
(for other FCC activities see “For the
Record,” page 46):

* WTOW(AM) Winston-Salem, N.C.: Sold by
Southern Broadcasting Co. to Woods
Communications Corp. for $1.25 million.
John Woods is largest stockholder (28%)
in Oriskany, N.Y.-based Woods
Communications. Firm also owns WSSB(AM)
Durham, N.C.; KMNN(AM) Lincoln, Neb.
N.Y. Fred German, minority stockholder
in Woods, has interest in KLIV(AM)-KARA-
(FM) San Jose, Calif. WTOW is full time
on 1380 kHz with 5 kW day and 1 kW-
directional night.

* KHWO(FM) Lincoln, Neb.: Sold by
Capitol Broadcasting Inc. to Stuart Enter-
prises for $175,000. Principals of buyer
include James and Helen Stuart and
Richard W. Chapin. Company owns
through various subsidiaries KFOR(AM)
Lincoln, and KROG(AM) Grand Island,
both Nebraska; KSAL(AM) Salina, Kan.;
KMNS(AM) Sioux City, Iowa; WMAY (AM)
Springfield, Ill., and KOEL-AM-FM Oel-
wein, Iowa. KHWO operates on 102.7
mhz with 25 kW and antenna 125 feet
above average terrain.

* WATH-AM-FM Athens, Ohio: Sold by
WATH Inc. to Fred Palmer, Miriam
Palmer and Ruth Potter for $316,500.
Mr. Palmer owns broadcast sales con-
sultancy, and has satisfied commission
that he will not use his present occupa-
tion in any conflict-of-interest situation.
WATH operates on 970 kHz with 5 kW
daytime. WATH-FM is on 105.5 kHz with
5 kW and antenna 290 feet above aver-
age terrain.

Staggers’ detectives
give low marks to FCC’s
newly hired lawyers

The practices followed by the FCC in
hiring new lawyers became a matter of
interest and speculation last week with
the report that nine of the 34 law-school
graduates it hired last year failed to pass
their bar examinations on the first try.

The approximately one-in-four record
compares poorly with the performance
of 1972 law-school graduates hired by
other agencies, on the basis of records
submitted to the House Commerce Com-
nitee’s Investigations Subcommittee.

A Capitol Hill investigator was quoted
in a report by the Bureau of National
Affairs as saying that the statistics show
that the commission hires lawyers on
the basis of political reliability” rather
than legal ability.

But that suggestion was denounced by
FCC Executive Director John Torbet as
“a goddam lie.” The commission, he
said, recruits on the basis of geography.
Five of those who failed on their first
attempt were from the East, he said, two
from the Midwest and two from the West.

Furthermore, he said, he had gone into
the records of each of the nine and found
them “outstanding.” He said they include
members of their law school’s law review
and others who had achieved high aca-
demic honors.

Under commission procedures, Gen-
eral Counsel John Pettit, whose job falls
outside the Civil Service, is responsible
for recruiting law students, through a
program of interviews on campuses and
at the commission. The main responsi-
bility for hiring the young lawyers is
given to heads of bureaus and offices.

Chairman Dean Burch, in a letter to
Representative Staggers, outlining the
commission’s hiring procedures, indi-
cated that the agency has no dearth of
candidates; about 1,400 applied to the
commission last year.

All government lawyers hired out of
law school are given 14 months to pass
a bar exam. And three of the nine com-
mission lawyers who failed on the first
try succeeded on the second. (One is a
young woman who failed on her first
attempt in Massachusetts but passed on
her first try at the D.C. bar—then went
back and passed the Massachusetts bar.)
A fourth has left the commission, and
the results of the second examinations
taken by the others are not yet known.

Representative Harley O. Staggers (D-
W. Va.), chairman of the Commerce
Committee and Investigations Subcom-
nitee, requested the information on
new government lawyers in connection
with a wide-ranging survey of employ-
ment practices of federal agencies aimed
at determining “the extent of executive
branch control over the regulatory activi-
ties of the federal government.”

Investigations Subcommittee staff mem-
bers last week said no decision had been
made as to whether the matter will be
presented to the subcommittee for further
action.

Exclusive – First Offering
SOUTHWESTERN HISTORICAL CITY

AM/FM in growing tourist and industrial area.
AM Daytimer with pre-sunrise authority,
non-directional. Class C FM, equipped to
broadcast in quad. Long term lease on studio
and transmitter sites. Good cash flow.

Price for combination: $575,000
Contact: Dan Hayslett, Dallas Office

MAJOR MARKET
SOUTHEAST

Fulltime AM available at a price of twice
gross revenue, including real estate.

Price: $780,000 Cash.
Contact: Cecil L. Richards,
Washington, D.C. Office
Milam and Lansman: Johnny Appleseeds of home-grown radio

Two free-form and footloose broadcasters will take most of $1,100,000 they made in selling KDNA and fund establishment of noncommercial community-operated FM's and an uninhibited UHF.

Lorenzo W. Milam and Jeremy D. Lansman are the somewhat improbable names of two somewhat improbable broadcasters—counterculture broadcasters, they might be called, or gentle revolutionaries who use the tools and techniques of the establishment in trying to put broadcasting in the hands of the people.

Their bag is community noncommercial broadcasting. But they are not interested in attempting to knock off existing licensees, either through a petition to deny renewal or a competing application, to free up a frequency. They prefer to help community groups set up their own FM stations on noncommercial channels.

And with the $1,100,000 that they made in July on the sale of KDNA (FM) (now KEZK) St. Louis, which they had put on the air in 1969, to group broadcasters Cecil and Joyce Hufstel, they figure they can seed as many as 20 stations that would be run by and for minority groups—American Indians on their reservations, chicanos in their barrios, blacks in the inner city, chicanos in their barrios—the Reginald A. Fessenden Educational Fund (named after the man who some think may have been the first broadcaster) by Mr. Milam, and the Tom Payne Fund, by Mr. Lansman—to seek out and aid groups in establishing such stations.

The stations, moreover, would not follow any format familiar to most broadcasters. They would provide access to almost anyone who wished to be a programer.

"When you let people program who are not professionals you get a wide range of beauty," says Mr. Lansman. "Sometimes a 5-year-old ghetto child can tell you more about poverty than an adult or an expert on a panel show. But sometimes you get pure crap. That's the experiment."

For Mr. Milam, "free-form noninstitutional" radio as he calls it, is what radio should have been for the last 25 years. In the early twenties, he says, "radio was an exciting art form which permitted anyone who wanted to go on the air to do so." He feels it's critical for community stations to be free of ties with institutions such as schools. They tend to make such stations cautious, he says.

Messrs. Milam and Lansman have been devoting much of their time and all of Mr. Milam's money to spreading their gospel over the past 12 years.

Mr. Lansman was an 18-year-old San Francisco State student who had experience as a radio engineer, when he met Mr. Milam through an ad Mr. Milam had placed in Broadcasting, seeking someone to help him put K Rab (FM) Seattle on the air. Mr. Lansman said he was searching for an honest broadcaster to work for; it's obvious he did not find one who would make him rich. While running KD NA as a noncommercial outlet, Mr. Lansman took in too little in contributions to pay his living expenses, even though he lived at the station as a bachelor.

As for 40-year-old Lorenzo Milam, 12 years ago he had a $450,000 inheritance and, he says, "endless enthusiasm for free-form radio and millions of ideas." By time of sale, his debt was $175,000 in debt, but still in love with free-form radio. (Indeed, $100,000 of the debt was owed to his family, and it was the need to repay it that played a large part in the decision to sell KDNA.) "I have impoverished myself for a handful of superb radio stations," he said in an exhibit accompanying the application filed with the FCC in connection with the proposed sale of KDNA.

Besides KRAB, where he developed his ideas for free-form radio and which Mr. Milam turned over to a community group in 1964, and KDNA, his ownership has included, and still does, KT AO (FM) Los Gatos, Calif. He bought it in 1969, and operates it as a noncommercial station.

But in the meantime he and Mr. Lansman were providing technical and some financial aid to individuals—in some cases friends or partners inspired by their example; in others, strangers who sought them out—in establishing their own stations on noncommercial channels. These include KBOO (FM) Portland, Ore. (which was established with the organization now running KRAB, but which will be turned over to a local group next year); KPOO (FM) San Francisco; KUSP (FM) Santa Cruz, Calif.; KOPN (FM) Columbia, Mo.; WYEP (FM) Pittsburgh. In addition, Mr. Milam is aiding a group in Denver and has pledged $35,000 to one in Dallas, which was granted a permit last week, while Mr. Lansman is aiding groups in Atlanta (WRFG (FM)) and St. Louis with applications for increases in power, and has pledged $45,000 to a group setting up a station in Miami and a satellite in West Palm Beach.

One group of particular interest to Mr. Milam and Lansman is Double Helix, in St. Louis. It is composed of KDNA listeners and employees, and was organized in an effort to raise funds to save the station, if possible, and if not, to establish a new one. It pledged $35,000, and Mr. Lansman says that helping Double Helix is his first commitment.

Messrs. Milam and Lansman who have become convinced that radio stations can be put on the air for relatively modest amounts of money, say the same is true of television. And Mr. Milam will attempt to prove it. He intends to apply to the FCC this month for a permit to build a station on channel 48 in San Jose, eight miles from Los Gatos, and says the station can be put on the air for about $25,000.

The station's format would be similar to that followed by the radio stations with which Milam has been involved. It will be all live, Mr. Milam says, with the camera in the large warehouse that will serve as a studio turned on constantly, transmitting whatever there is of interest to whatever audience the station has.

"There will be film," Mr. Milam says. But there will be film. "We'll invite the people to come in and show their home movies."

Media Briefs

Award winner. Gary Owens, on-air personality at KMPC (AM) Los Angeles, has been chosen by All City Employee Association of that city to receive Los Angeles "outstanding citizen award." Mr. Owens was honored for his efforts in fund-raising drive which raised $75,000; enabling Tarzana, Calif., parents to buy kidney machine for their daughter.

BAS belief. Broadcast Accounting Service, station bookkeeping firm, announced last month that subscribers to service had climbed to eight throughout Southeast. BAS, partnership of two women, Barbara Bane and Agnes DeckerBowen, regula-

atory and tax information to clients in addition to accounting services. 2400 Decker Boulevard, Columbia, S.C. (803) 787-6495.

New TV rating service. Dimensions Unlimited, Los Angeles media and market research firm, announced first issue of new annual rating service for Los Angeles and Orange County. It consists of 3,100 diaries plus personal interviews in February and March. Report, called "The Source," includes demographics for six marketing areas there including average quarter hour and other data such as income, occupation, size of family, presence of children, and home ownership. Principals of Dimensions Unlimited, Terry D'Angona and Deborah Gonderl, say they intend to put second Los Angeles-Orange County report this fall. Dimensions Unlimited covers all of Southern California plus San Francisco, by the winter of 1974.
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
Cablecasting

Two ways to cut up cable's regulatory pie

FCC's own advisory group reports on federal-state-local problems; majority opts for the FCC to share authority with local government; minority endorses local options

For nearly a year, the FCC-appointed advisory committee on federal-state-local CATV regulatory matters has been delving into the volatile question of who should have administrative authority over the medium, and how that authority should be delegated. A majority of the committee now thinks it has an answer.

The solution is called "dualism," a regulatory concept in which the administration of cable would be shared between the FCC and "local authorities." Which local authority? The committee's majority answer, under utopian conditions, would be the "most local" franchising body. But in deference to those on the committee who felt that this concept raises constitutional questions, the majority opted instead for a procedure in which that decision would be "subject to appropriate laws on a state-by-state basis." In other words, state and local authorities would be left to fight it out among themselves as to who gets to share the cable regulatory pie with the FCC.

That recommendation is contained in the final report of the advisory body's 20-member steering committee, which is scheduled to be submitted to FCC Chairman Dean Burch this week. No date has been set for general public distribution of the report.

There is, however, a separate recommendation in the report on how the regulatory problem should be resolved. It reflects the view of a minority of the committee members, chiefly those representing state and city governments. That proposal calls for a system of cable regulation in which the FCC, states and local franchising authorities would each have an opportunity to participate in the entire process. Among those on the committee adhering to this position are Frank Young of the National League of Cities, and John Summers, general counsel of the National Association of Broadcasters.

In a straw poll conducted by the commission's Cable Television Bureau, which has assumed the executive director role for the committee since its inception, the "dualism" concept was favored by a two-to-one margin. Of 18 members contacted, 12 showed a preference for the two-tiered system of regulation; six opted for the potentially three-way role. Advocates of the former include Amos Hostetter, chairman of the National Cable Television Association.

The report of the "dualism" camp contended that the commission's present policy of showing "considerable respect for local option" in cable regulation could ultimately lead to the destruction of "national communications objectives" and should be ended. The commission's "nondirective posture," the report said, "is promoting a regulatory free-for-all rather than the natural and unstructured dualism which the commission sought."

This, it claimed, is inviting a "multi-level jurisdictional control of cable" which is producing policies and regulations which duplicate, and thereby burden, or directly conflict with the federal objectives."

The most logical process by which this situation can be rectified, the report asserted, would be for the commission to pre-empt all authority over cable regulation. The aspects of regulation that should be conducted at a local level then would be delegated to the proper authorities by the commission. The report expressed the opinion that constitutional argument on the FCC assertion of authority over cable are invalid. There is ample court precedent, based on the presumption that cable is interstate commerce, to justify such a move, the report stated.

The minority, however, vehemently disagreed with this argument. "There is simply no hard evidence on which to base a claim of impairment of national communications objectives," it contended. The status quo in state-local regulation is not static but dynamic. It is searching for ways in which the relevant interests at the state and local level can be accommodated without unnecessary duplication or delay—indeed, for ways in which over-all current regulatory uncertainties, including those occurring at the FCC, might be reduced."

Essential to the success of the minority concept is a belief that FCC pre-emption of cable is unwarranted and probably illegal. Rather than mandating that there must be only one cable regulator at the local level, the report states that the decision as to how local authority should be delegated should be made on a state-by-state basis. Under this concept, several alternatives could emerge. The state could defer all cable regulation to the local franchising authority, reserving for itself such functions as funding and research. Or, the states could pre-empt all local regulatory authority through the creation of state cable commissions, such as those already in operation in Massachusetts, New Jersey and Minnesota. The state commissions could subsequently farm out certain functions to local governments, or they could elect to reserve all regulation of cable for themselves. In any case, the most important increment of the scheme is that at the local level.

The minority report presented one hypothetical example of how this system could work. Under this prototype, the regulatory process would involve the assertion of franchising responsibility by local governments, in conformance with state standards. If the state authority did not have the authority to certify and give final approval to the franchise agreement. The sole criterion for this approval or disapproval would be state law. The states would not be permitted to rule on the merits of the agreement itself. The FCC could pre-empt the area of issuing certificates of compliance to cable systems in connection with their carriage of broadcast signals.

(While the majority report clearly displayed a preference for the "most local" authority as the FCC's "partner" in cable regulation, it did conclude that the possibility of individual states assuming this role, or the potential for dual state-local participation. The majority report, however, stressed that there should be only one local regulator, in whatever form, for that state or local government, which fail, or choose, not to conform to this principle should have their regulatory functions pre-empted by the FCC.)

While the two factions within the committee were at odds over how regulatory authority should be delegated, there was substantial agreement over what functions should be reserved for the FCC, which it has assumed responsibility for by the local body ("Closed Circuit," Aug. 20). The committee's recommendations in this area, which were included in a separate report, specified 29 issues.

Among those functions recommended to be delegated solely to the FCC are: jurisdiction for pole and duct arrangements; the swift promulgation of standards for system interconnection; promulgation, after a rulemaking proceeding, of rigid corrupt-practices standards, with enforcement based on the grant or non-grant of compliance certificates; continuance of the present commission rules pertaining to channel access; exclusive jurisdiction over signal carriage; jurisdiction over local origination; regulations related to antisiphoning problems; retention, at least for the time being, of authority over CATV service.

Functions that would be delegated to the local authority include: franchising authority; transfers of system ownership; determinations of duration, review and renewal of franchises; procedures to be employed following franchise expiration or cancellation of subscriber rates; establishment of system construction schedules; determination of the franchise area; any necessary governmental actions on extensions of CATV service; review of franchise applications.

Functions that should be shared by all levels of government include: due-process requirements (decided by the FCC, implemented by state or local law); technical performance and capacity standards (minimums should be set by the commission, with allowance for more rigid requirements at the local level); joint execution of jurisdiction on cross-ownership prohibitions, with minimum standards set by the commission; customer-service complaints should be handled by the franchising authority, with provision for appeal to the FCC; cooperation among local government in expediting the franchising and compliance-certificate process; joint cooper-
tion on issues involving minority ownership, employment and programing.

What effect the committee’s report will have on the commission’s future regulatory scheme for cable is not presently known. What is known is that Chairman Burch has expressed a strong desire to have the report in his hands as soon as possible, and appropriate pressure has been exerted on Cable Bureau staffs to make this possible. As one bureau source put it: “They put a lot of heat under our pants to get this up to him [Mr. Burch]. I do not know what they want to do with this thing. I do know that they were pushing hard to get it.”

But whatever the commission elects to do in response to the report (which was initiated at Chairman Burch’s request), it is apparent that the dispute between local and state interests as to where the cable-regulatory power lies will not be quelled as a result of it. “It’s going to be a dog fight between the cities and states,” one commission spokesman observed. “But then, it always has been.”

Cable-satellite group is off the launch pad
40 firms kick in a total of $140,000 to fund study

A consortium of cable systems established to study the feasibility of a cable satellite-access entity is off the ground and going. Membership was finalized at the consortium’s Aug. 28 meeting in Chicago, and $140,000 is now in the group’s treasury.

Articles of the association were drafted at the meeting, and officers and the executive committee were elected. Officers are: chairman, Rex Bradley, Telecable; vice chairman, Carter Page, Community Telecommunications Inc.; secretary, Ed Taylor, United Video; treasurer, Doug Dittrick, Viacom. Executive committee members are: John Gwin, Cox Cable; Bruce Lovett, American Television & Communications; Robert Button, Teleprompter; Carl Williams, Wyoming Televents; Don Levenson, Wheeling antenna Co.

The 40 cable companies that have made either $1,000 or $5,000 commitments to the study are: Wheeling Antenna Co., Wheeling, W. Va.; Telecable Corp., Northfield, Minn.; American Television & Communications, Denver; American Cable Television Co., Phoenix; Time Inc., New York; Teleprompter, New York; Cox Cable Communications, Atlanta; Viacom, New York; Telesis Corp., Evansville, Ind.; Western Communications, Walnut Creek, Calif.; Warner Cable, New York; South Florida Cable TV, Bonita Springs, Fla.; Buckeye Cablevision, Toledo, Ohio; Communications Properties Austin, Tex.; Twin County Trans Video, Allentown, Pa.; United Video, Tulsa, Okla.; Community Telecommunications, Denver; Comax Telecom Corp., Buffalo, N.Y.


Different cable rates for income groups under scrutiny in Ann Arbor

Despite opposition from local system, city CATV commission draws up plans for sliding rate-structure plan

A unique cable situation is evolving in Ann Arbor, Mich., with battle lines already drawn between the community’s cable system and the city’s cablecasting commission. A Sept. 12 meeting of the
two is expected to determine whether the cablecasting commission will go ahead with its scheduled plan for implementation of a differentiated rate structure for cable subscribers—to provide lower monthly fees for lower-income groups.

The plan, which has been in the works for the last eight months, calls for a $5 monthly cable fee for all homes assessed over $7,000 and $2 per month for all homes valued under the $7,000 figure. The Ann Arbor cable system, Michigan Cable TV, has been in operation since last fall and has charged a flat $5 monthly fee since its inception.

The city's cablecasting commission uses a public-utility-type rationale for its action. According to one member of the five-man committee, cable has the potential to "install a sense of community" in the city inhabitants and the best way to bring this about is to "make access to the cable as broad as possible." The way to ensure that all members of the community benefit from the technology is to make certain that all segments of the community can afford this vital service, he said.

Michigan Cable Television Manager, Robert Shaw, claims that implementation of the proposed rate structure would be grossly inequitable. He stated that the rate structure has evolved at the whim of the cablecasting commission and that the figures were highly arbitrary and without statistical support. Cable television should not be considered a social necessity, he said.

**Hardware pinch slows expansion of cable systems**

One big cause: Dollar devaluation removes Japan as fast, cheap source

Cable operators who are accustomed to little delay between ordering and receiving equipment may be in for a rude awakening. Gone are the days of the stockpiled warehouse; material shortages, increased demand and limited expansion of plant capacity have depleted industry reserves. According to one manufacturer, cable operators are going to have to sit down and forecast their needs, place long-term orders and accept price escalation.

Without the strand—the steel messenger wire that holds up the cable and is fastened to the telephone poles—there is no way to expand above-ground systems.

One strand, along with associated hardware, is in short supply, according to most suppliers. A shortage of carbon steel has developed. "Six months ago an order could have been delivered in two weeks," according to one manufacturer. Now it can take two months. Not only that, in the last six months the price of strand and associated hardware has risen 25%.

Suppliers are in agreement that a key cause of shortage in strand is a shift from Japanese to American manufacture. Many suppliers used to get their carbon-steel products in Japan, where it could be bought at lower prices. But with the devaluation of the dollar, these same suppliers have returned to the U.S. steel market which is already straining at near capacity. Other business applications of the same product are given priority by the American steel manufacturers.

A supplier reports that when asking for a hurried delivery from a steel manufacturer, the reply was: "Where were you two years ago?"

The manufacturers of coaxial cable are experiencing problems of their own. J. R. Woods of Systems Wire & Cable Inc., Phoenix, sees a number of factors contributing to his industry's woes. The price of copper, from which the cable's center conductor is made, has risen since last December from some 45 cents a pound to about 75 cents. Many cable operators have been ordering a center conductor of aluminum coated with copper as an alternative. The problem with that, however, is limited manufacturing capacity, which coupled with increased demand, has led to long delays and short orders.

To compound the difficulties, a shortage of drop cable is becoming evident, and some authorities think it could become worse. The supply of drop cable, which connects the subscribers' television
sets to the coaxial cable hung on the telephone poles, has been affected by a petroleum shortage. Polyvinyl chloride, a derivative of petroleum, is used to make the plastic sheathing that encircles and protects the coaxial cable. Mr. Woods says that his company is able to get only 80% of the raw material he could use for drop cable and he is aware of other concerns that are able to get only 50%. With the advent of the cable industry's fall push for subscribers, the demand could increase precipitously and the shortage could become a major concern.

Finally, the wooden reels on which the cable is shipped have increased 12% in price in recent months, and the delivery time to cable manufacturers is eight weeks. Reels used to be available off the shelf.

A third area of growing concern is that of cable-line electronics. One manufacturer of cable amplifiers said it is a sellers' market at his company because of the shortage in inventories. The shortage in strand is almost a blessing because while the construction is slowed he is able to increase company inventories. Orders for diodes used to take six weeks for delivery. Now they take about six months.

CRTC keeps after imported commercials

Two more Canadian systems ordered to purge U.S. signals of advertising

The Canadian Radio and Television Commission has ruled that the cable systems in two more franchise proceedings must delete commercials from any U.S. television stations that they carry.

In two decisions involving grants of cable franchises in Nova Scotia and New Brunswick (CRTC 73-395) and Montreal Island (CRTC 73-406) the commission has ruled that the cable systems must construct facilities at the head-end for substitution of material. Instead of allowing the Canadian substitution of revenue-producing advertisements as it has done in Calgary (BROADCASTING July 22), the CRTC has placed a limitation on the type of substitutions which should be aired.

The new restrictions have not eased tensions in the U.S. side of the border. One legal representative for a border station that prefers anonymity for the moment said he was considering taking his case to the U.S. State Department to protest the alleged piracy of program content stripped of supporting advertising. In addition, a Canadian legal firm is working on another plan of attack—to attach trademarks to television commercials and register them with the Canadian copyright office. Any deletion of such material might be construed as violation of copyright laws.

Performance comparisons, sprinkled with dash of humor, highlight AMC '74 ads

American Motors kicks off its 1974 national advertising campaign tomorrow (Sept. 4) in prime-time slots on NBC-TV and CBS-TV. The eight commercials created by Cunningham & Walsh, New York, show the completely redesigned Matador, Hornet Hetchback, Gremlin and Gremln X and discuss the AMC buyer Protection Plan. The five car spots use humor to highlight the sales points. In one, a couple spends their wedding night in the back of a Hornet Hetchback to illustrate its roominess. In another, a neighbor spots a car wrapped in sheets in the next-door driveway and gets excited at his friend's new car. When the owner unveils it, the neighbor shouts "It's a—it's a—it's magnificent... What is it?" He learns it's a Matador. The only 60-second car spot is a series of vignettes as people fail to recognize the Matador.

The three Buyer Protection Plan spots take direct aim at Ford, Chrysler and GM. In one, an electronic scoreboard lists all the parts and services covered in AMC's plan with the AMC column lit up with yesses. The camera goes down the columns and shows them in action. In another, a red Pinto, Gremlin, Vega and Duster are shown on hydraulic lifts. As the voice-over ticks off the various things the owner wants and any other car that's similarly covered start to descend on the lift. However, Gremlin is the only car to reach ground and drive off—the rest are left high and dry.

BAR reports television network sales as of Aug. 5

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total minutes week ended Aug. 5</th>
<th>Total dollars week ended Aug. 5</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>68</td>
<td>$426,200</td>
<td>2,227</td>
<td>$14,432,100</td>
<td>13,977,800</td>
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<td>Sign-on-10 a.m.</td>
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<td>Monday-Friday</td>
<td>776</td>
<td>5,466,900</td>
<td>28,334</td>
<td>229,423,900</td>
<td>214,240,000</td>
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<td>10 a.m.-6 p.m.</td>
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<tr>
<td>Saturday-Sunday</td>
<td>235</td>
<td>1,878,300</td>
<td>8,546</td>
<td>108,290,100</td>
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<tr>
<td>Monday-Saturday</td>
<td>92</td>
<td>1,317,400</td>
<td>2,934</td>
<td>57,300,900</td>
<td>53,787,700</td>
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<tr>
<td>Sunday</td>
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<td>104,000</td>
<td>424</td>
<td>9,565,100</td>
<td>8,849,800</td>
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<tr>
<td>Monday-Sunday</td>
<td>377</td>
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<td>12,165</td>
<td>624,083,400</td>
<td>555,768,200</td>
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<td>7:30 p.m.-11 p.m.</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>158</td>
<td>2,088,400</td>
<td>4,951</td>
<td>73,211,900</td>
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<td>Total</td>
<td>1,716</td>
<td>$25,168,500</td>
<td>59,581</td>
<td>$1,116,307,400</td>
<td>$1,013,857,800</td>
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</tr>
</tbody>
</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates."
Think about this

**MEREDITH NATIONAL SALES HAVE INCREASED 40% IN 6 MONTHS WITH THE HELP OF MMT'S CONCENTRATED SELLING APPROACH**

Join MMT, where the professionals are together, and we'll show you how to grow. Meredith stations know!

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- wow tv6 Omaha
- kcmo tv5 Kansas City
- wнем tv5 Flint/Saginaw
- kphо tv5 Phoenix

**WHEN MMT CONCENTRATES ON YOU...**
SALES UP 40% | BOGGLING

Ask yourself why

WQXI-TV ATLANTA
IN THE SOUTH'S
FASTEST GROWING MARKET
HAS JUST APPOINTED
MMT AS NATIONAL
SALES REPRESENTATIVES

Because WQXI-TV believes that MMT's concentrated selling approach is the proven way to grow.

If you want to beat the national average for increased sales, join us. Why settle for just a "good" year when MMT can make it superb.

WQXI TV 11
Atlanta

U REALLY GROW...ARE YOU READY?
and unattractive. Spots, prepared by Dancer-Fitzgerald-Sample, New York, will run on CBS and ABC in prime time and on all three networks in daytime.

Present by wire. In this age of dial-a-whatever you want, Western Union has added its own dial-a-gift service, called GiftAmerica. J. Walter Thompson has prepared TV and print campaign to introduce America to this newest convenience. Sixty and 30-second commercials will be seen beginning this month in 93 spot markets in early fringe, prime and late fringe time slots as well as sports programs. At this point, ad budget is equally divided between TV and print. By first of the year, national roll-out of service should be completed at which time GiftAmerica will shift from spot to network advertising.

Relocating. Brillig Productions has moved to 57 West 56th Street, New York 10019. Phone: (212) 541-6161.

WBFF-TV Baltimore: Evans Broadcasting Corp., Television Sales, St. Louis.
WYAH-FM, Norfolk/Portsmouth, Va.; WHAE-TV, Atlanta;
KXTX-TV, Dallas/Fort Worth: Adam Young, New York.
WIL (AM) and KFMS-FM, St. Louis: Katz Radio, New York.

Ralph Carmichael can be your new feature host!

FREE Ralph Carmichael is America's leading trend-setter in the field of contemporary religious music. His name is known to millions of religious music enthusiasts from coast to coast—people who listen regularly to your station. Now you can feature Mr. Carmichael in a series of 30-minute weekly interview specials—or a weekly 2-hour DJ program—at absolutely no cost to you. To learn more about these FREE PROGRAMMING SERVICES send the coupon today. We'll send you a free audition tape plus complete details without obligation.

YES MR. CARMICHAEL, I'd like to know more about your free 30-minute interview specials.

YES I also want to know more about your 2-hour DJ programming service.

Battle of the shades. The World Series, to be telecast on NBC-TV, will be the setting for another contest this October when Foster Grant will be taking on American Optical's Cool-Ray brand. Cool-Ray has had up to now an exclusive stake on its Polaroid lenses for its advertising campaign, with Foster Grant positioning itself as the fashion-conscious sunglasses. But Foster Grant, which has had its own polarized lens in use for the past three years, will begin its "first all-out advertising push on them," according to Harry G. Richards, marketing vice president, Grier, DuBois & Co., New York, has created a 60-second TV spot for Foster Grant that recreates the Cool-Ray commercial showing a motorist, who, blinded by the sun's glare, fails to see children run into the street—until he puts on his sunglasses. The commercial continues with a split-screen comparison of Cool-Ray with Foster Grant (shown in production stages above). The test produces identical results—the point being that Foster Grant gives polarized lenses and fashion styling.
Special: Fred Freed and the Television Documentary, David G. Yellin. Macmillan, 240 pp. $7.95. The story of Fred Freed is the story of the television news documentary. It is told here with skill and affection by a man who not only knows Mr. Freed well but has spent the greater part of a lifetime as a professional in television, news, and the broadcasting medium. Mr. Freed has produced and directed several of the more distinguished television network documentaries. He was a pioneer of investigative journalism who left radio to find better ways to use television in its earlier days and was so successful that many of the patterns followed today were the result of his pioneering.

But “Special” is more than a biography. It uses Mr. Freed as a mirror to give the TV student a clear reflection of how the news documentary form developed and how today it is still used to give viewers a picture of current events.

Mr. Freed has received many honors, including seven Emmy awards and two George Foster Peabody awards. Mr. Yellin is today director of broadcasting and film at Memphis State.

“Special” is liberally illustrated. Many of the pictures come from Broadcasting’s files.

A City on the River. Roderick MacLeish. E. P. Dutton & Co., New York. $10. Mr. MacLeish, chief commentator for Westinghouse Broadcasting Co., has authored an unusual book about the workings of the federal government. While each chapter dissects one aspect (foreign relations establishment, House, press, lobbyists, advisers to presidents, courts and the Senate), it also contains a fiction section as an illustration of the government in operation. But even the factual material is written with flair. For example, Mr. MacLeish’s description of debate in the House: “If the controversial matter is of sufficient national symbolism or importance, the press and radio-TV galleries above the Speaker’s dais are filled with reporters lured by the gusts of contention that awaken the House like gas pains bringing the invigoration of agony to a sluggish body.”

Documents of American Broadcasting. Edited by Frank J. Kahn. Appleton-Century-Crofts, Educational Division, Meredith Corp., New York. $11.95. The second edition of this compilation of major broadcast-related documents has been updated to include the text of papers on CATV and pay-TV public policy, creation of the Office of Telecommunications Policy, broadcast journalism and defamation, the FCC’s ascertainment primer, citizens’ rights in broadcasting and expanded application of the fairness doctrine. The documents fall under five major headings (development of broadcast regulation, regulation of programming, broadcast journalism, regulation of competition and the public’s interest). Headnotes to each document provide brief background information and suggested readings for each section are supplied.

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In other words, the most complete package of video tape services in the industry. All you have to do is call us!

Total tape technology in production, post production, distribution—syndication, and videocassettes.

TRANS-AMERICAN VIDEO, INC.
1541 N. Vine St., Hollywood, Calif. 90028 (213) 466-2141
ABC and CBS take opposite views on copyright bill

ABC wants legislative action now to implement unfinished compromise; CBS wants delay until high court rules on existing liabilities

ABC last week followed the National Association of Broadcasters and the Association of Maximum Service Telecasters in telling the Senate Copyright Subcommittee that cable is not living up to its end of the broadcast-cable copyright compromise. In its comments on the copyright bill (S. 1361), ABC told the subcommittee it agreed with an earlier joint filing by the NAB and AMST (BROADCASTING, Aug. 20) that "an essential part of the [consensus] agreement consists of the imposition of copyright liability on cable television operations... The failure to effect this aspect of the consensus agreement while the [FCC] continues to process and grant multiple certificates for cable operations is creating very substantial public-interest problems in terms of fairness and reasonableness. In effect, the consensus agreement is being implemented by broadcasters and ignored by the cable interests."

Absent an early resolution of copyright questions by the subcommittee, ABC said, "we believe that the [FCC] must reconsider the propriety of continuing to grant operational certificates which are not subject to this critical and integral aspect of the consensus agreement."

ABC said it supports the bill's provision that imposes copyright liability on cable re-transmission of professional sports events when they are imported into the local service area of one or more TV stations, none of which has been authorized to broadcast the sports events. ABC noted that the provision treats cable and free television alike and is consistent with an FCC ruling on the same subject.

On the schedule of copyright fees set out in the bill, ABC noted that "any specific fees which might be established in this legislation would contain a substantial element of the arbitrary." Arbitration by an independent agency would be the best course to follow, ABC suggested. "Only in this fashion can all relevant information be gathered in a systematic way and a rational and equitable decision reached," it said.

Imposition of a separate performance fee for the use of sound recordings is "unwise and unnecessary" and "will substantially increase operating expenses [of broadcasters] for no valid purpose," ABC asserted. Such fees should remain "a function of private negotiation and should not be embodied as a part of legislative policy," it said.

In another filing with the McClellan subcommittee, CBS urged that the subcommittee hold up action on the CATV section of the bill until the Supreme Court resolves CBS's suit against Teleprompter Corp. Depending on the outcome of that case, Congress may find action on the CATV section unnecessary, CBS said.

The high court is reviewing an appeals court decision that cable systems are liable for copyright payments on programs they import from distant stations. "After all," CBS said, "we are not without a copyright law: the only questions are what it means and whether that is unjust." CBS proposed that cable systems not be given compulsory licenses, but be required to "secure licenses from copyright proprietors just as do the broadcasters with whom they compete."

CBS also questioned the ability of the Copyright Royalty Tribunal proposed in the bill to set "reasonable" rates. "There is no adequate substitute for the operations of a normal marketplace in which prices are determined by supply and demand," it said.

CBS also suggested "that copyright proprietors of news and entertainment programs be treated no less favorably than the promoters of sporting events" in the bill.

FCC issues breather on program exclusivity

It stays effectiveness while studying problems posed in multicity markets

Let's do it again. General managers of 16 FM rock stations represented by ABC-FM Spot Sales met last week for the first time in New York and liked the idea so much they decided to form an ad hoc organization for the exchange of programing and marketing information. The group will meet again, in January, in San Diego. Pictured at last week's gathering are (I-r) Martin H. Percival, vice president, ABC-FM Spot Sales; Carl Brenner, general manager, WKTK (FM) Catonsville, Md., and co-chairman of the meeting; Larry Levite, general manager, WPHD-FM (FM) Buffalo, N.Y., and co-chairman; Harold L. Neal Jr., president, ABC Radio.

The FCC has stayed for two months the effective date of the rule it adopted on July 26 limiting to 25 miles the area in which television stations can be given exclusive rights to present nonnetwork or syndicated programing. The new effective date is Nov. 12.

The commission said the additional time would enable it to consider material broadcasters are expected to file on a question involving multicity markets. The question was raised by the Association of Maximum Service Telecasters which, with Rust Craft Broadcasting and Broadcast-Plaza Inc., petitioned the commission for the stay.

The rule was adopted as a means of enabling stations in "overshadowed" markets to obtain programing now denied them by the exclusivity contracts suppliers negotiate with major-market stations.

But AMST contended that the effect of the rule in at least 35 markets is to prevent stations from obtaining exclusivity protection against direct competitors. AMST said most of the markets contain more than one city and have consistently been treated as single markets by the networks, rating services, stations and the commission.

AMST said stations would suffer irreparable damage if the rule were not stayed until the commission acts on AMST's petition for reconsideration. It said contracts entered into between Aug. 7 (contracts completed before that date would not be disturbed) and the date on which petitions for reconsideration are disposed of will be subject to the new rule even if it is modified on reconsideration.

The commission said that the two-month stay should minimize disruption of contract negotiations. But if the rule is not modified, the commission added, all contracts completed on or after Aug. 7 will be subject to the rule as adopted on July 26.

Broadcasting Sep 3 1973
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BROADCASTERS PROMOTION ASSOCIATION, INC.
18 South Michigan Avenue
Chicago, Illinois 60603
Phone 312 641-2079
Prime-time waiver for one-shot news shows may become a fixture

Commission indicates as much in continuing to grant exemption

The FCC has ruled that the three television networks and their affiliates may continue to enjoy the waiver of the prime-time access rule that enables them to present "one time only" news and public-affairs programs in prime time without having the time thus consumed counted against the three-hour limit. In doing so, the commission indicated the waiver eventually might become a permanent part of the prime-time rule.

From examining the material filed in connection with its current inquiry on the desirability of the prime-time rule, the commission said last week that it has found no "reason to abandon speedily a policy designed to promote the presentation of such material by the networks, via waiver of the rule." It noted that the waiver has been in effect almost since the rule's inception, and maintained that even the status quo is desirable now, and probably will continue to be in the immediate future.

The present waiver extension will run until 30 days after a decision based on the over-all prime-time inquiry is issued.

In another action, the commission granted waivers of the same rule to NBC-TV and CBS-TV covering possible runovers into prime time of certain sports presentations. The current waivers cover NBC's presentation on Sept. 8 and 9 of the World Series of Golf, and CBS's coverage of three pre-season National Football League games on Aug. 31, Sept. 8 and Sept. 9.

Airing of 'Sticks' and 'Maude' applauded by five groups

In a formal policy statement issued last Thursday (Aug. 30), two anticensorship groups and three church-related organizations commended CBS-TV for sending out the two abortion episodes of Maude and the drama special Sticks and Bones.

The statement then went on to urge TV stations, TV advertisers and public-interest groups to "exert counterpressure against censorship of television dramatics." (Ninety-three CBS affiliates refused to carry Sticks and Bones when it was offered on Friday, Aug. 17, and 39 CBS stations said no to the two Maude segments on Aug. 14 and Aug. 21.)

"In granting stations a license to use the public airwaves," the statement said, "federal communications law entrusts them with the responsibility . . . to make their own program decisions, including establishing standards for judging what is shown to audiences."

"But the public interest is not served when a station's program decision is made on the basis of fear of controversy,
or when an advertiser's sponsorship is determined by fear of economic reprisal."

The statement—put out under the aegis of the American Civil Liberties Union, the Freedom to Read Committee of the Association of American Publishers, the National Council of Churches, the Union of American Hebrew Congregations, and the Young Women's Christian Association—was sent, with covering letter, to all of the commercial TV stations, the top-100 radio stations, 83 trade and professional broadcast groups, 50 state associations of broadcasters and about 150 civic, religious, women's rights and other public-interest groups.

Program Briefs

Muscular dystrophy marathon. Fourth annual national telethon for Muscular Dystrophy Associations of America, was to begin its 20-hour run yesterday (Sept. 2) at 7:30 p.m. from Sahara hotel, Las Vegas, with Jerry Lewis as host. Network consists of 10-15 stations, which also participates with local segments. Labor Day weekend extravagana, with roster of stars ranging from Don Adams to Ferron Young, will also pick up some talent from New York with Nashville contingent to be broadcast on video tape. Entire afternoon station time, is donated. Last year, with 150 stations in line-up, telethon raised over $9.2 million. Producer for this year's telethon is Joel Rogosin.

Production partnership. MGM last week announced co-production arrangement with David Levy and his Wilshire Productions to develop programs for network TV. Mr. Levy, formerly an executive with Paramount TV, was with Young & Rubicam, New York, before becoming NBC-TV vice president for programs and talent. Most recently he developed and produced Addams Family series.

Fox-Rosemont deal. Twentieth Century Fox announced exclusive arrangement with Norman Rosemont Productions in which Fox will handle entire entertainment output of Rosemont firm including TV specials and series. First TV special, that begins production Sept. 4 for CBS airing Dec. 14, is Miracle on 34th Street. Other: A Tree Grows in Brooklyn, and Count of Monte Cristo, both for NBC: still untitled script on Vietnam prisoners of war, for ABC.

New role for Johnny. Television personality Johnny Carson and Paramount Pictures Corp. have formed Carson-Paramount Productions in which the former will appear in productions. New company will produce TV series and motion pictures. It has not been determined if Mr. Carson will appear in productions.

Video forum. Prominent speakers from around world will discuss consumer video markets for cassettes, disk, cable and pay TV at Video Expo IV. Conference will be held Sept. 19-21 in New York.

"Basketball Jones"—Cheech and Chong (Ode). For such a star-studded list of back-up credits, "Basketball Jones" doesn't sound as musically competent as it should. But it is obviously purposeful. Backing what has been billed as "rock and roll's first comedy team" are George Harrison, Carole King and Billy Preston.

"Basketball Jones" (Jones is a slang term meaning, habitually referring to drugs) is a spoof on soul songs and the story of a black youth with an insatiable appetite for basketball. And its music is so awful it's funny—the desired reaction.

"I need someone to set a pick for me at the free-throw line of life," he sings. "I've seen the image and humor in the vehicle. As a comedy record, a rare occurrence to top-40 radio, its life on playlists will probably be short. But it looks as though that life will be a full one.


"All I Know"—Art Garfunkel (Columbia). Art Garfunkel's first solo effort since his split three years ago from Paul Simon is a love song by Jimmy Webb. "All I Know" fronts Art Garfunkel's solo album due out later this month.

In recent interviews, Paul Simon has said that it was Art Garfunkel and Roy Hale, Simon and Garfunkel's producer, who gave S&G its "sweet, big and lush" sounds. Nothing proves Mr. Simon more right than "All I Know." It's hard to listen to it and not think of "Bridge over Troubled Waters," one of S&G's biggest hits and about as lush a record as can be.

Stations report on the new Art Garfunkel were scarce after its first week of release. But those playing it last week included KOL(AM) Omaha, KOL(AM) Seattle, WIXY(AM) Cleveland WBBM-FM Chicago, KYNO(AM) Fresno, Calif., KGB-AM-FM San Diego, KYA(AM) San Francisco, WPOP(AM) Hartford, Conn., KWBQ(AM) Minneapolis and KILT(AM) Houston.


Slow and meandering, the song has a strident edge. One social scientist wrote recently on the human effects of the sexual revolution saying that sex has replaced intimacy, rather than serving as the certification of intimacy. "Angie" is about that phenomenon. Mick Jagger asks, "Is it great to be alive?" in this song. And the answer, couched in the circumstances this record provides, may well be "no."

Air play on this new Rolling Stones single, the first in a year, is expected to be automatic. Those stations playing it last week included: KFRC(AM) San Francisco, KHJ(AM) Los Angeles, WLS(AM) and WCFL(AM) both Chicago, WTX(AM) New Orleans, WHBQ(AM) Memphis, WPDC(AM) Morningside, Md., WFIL(AM) Philadelphia, WKL(FM) New York, WKBW(AM) Buffalo, WMAK(AM) Nashville, WSAI(AM) Cincinnati and WKRO(AM) Boston.

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

- As Time Goes By, Nillson (RCA).
- Basketball Jones, Cheech & Chong (Ode).
- The Bed, Peter Cofield (Metromedia).
- Billion Dollar Babies, Alice Cooper (Warner Brothers).
- Don't Bug Me, Cheech & Chong (Ode).
- Don't Let Me Wait Too Long, George Harrison (Apple).
- Everybody But Me, G. W. Kenny (Kama Sutra).
- Farewell Andromeda, John Denver (RCA).
- Get It Together, Jackson Five (Motown).
- Greatest Song I've Ever Heard, New Seekers (MG).M.
- Hey Girl, Temptations (Gordy).
- I'll Have to Go Away, Skylark (Captor).
- I'm Coming Home, Johnny Mathis (Columbia).

PUBLIC NOTICE

The Town of Carmel, New York is requesting proposals for cable communication franchise to be awarded. Public hearing for all interested parties will be held on September 12, 1973 at 7:30 in the evening at the Meeting Room, Mahopac Fire House, Rt. 6 & Croton Falls Road, Mahopac, New York.

Address all inquiries to:
Albert Foshay, Supervisor
Town of Carmel
Town Hall
Mahopac, New York
The Broadcasting/Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. *Bullet indicates upward movement of 10 or more chart positions over previous week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist—label</th>
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<td>Let's Get It On (3:56)</td>
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<td>Marvin Gaye-Tam</td>
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<td>The Morning After (2:14)</td>
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<td>Maureen Mc Govern-20th Century</td>
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<td>Delta Dawn (3:09)</td>
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<td>Helen Reddy-Capitol</td>
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<td>Paul McCartney and Wings-Apple</td>
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<td>I Feelin' Stronger Every Day (4:13)</td>
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<td>Chicago-Columbia</td>
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<td>You Made My Feelin's Swing (1:30)</td>
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<td>War—United Artists</td>
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<td>Are You Man Enough (3:24)</td>
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<td>Four Tops—ABC Dunhill</td>
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<td>Saturday Night's Alright for Fighting (4:55)</td>
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<td>Elton John-MCA</td>
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<td>Bad Bad Leroy Brown (3:02)</td>
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<td>Jim Croce—ABC-Dunhill</td>
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<td>Half Breed (2:42)</td>
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<td>Cher—MCA</td>
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<td>Al Green—Hi</td>
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<td>Loves Me Like a Rock (3:32)</td>
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<td>Paul Simon—Columbia</td>
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<td>Monster Mash (3:00)</td>
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<td>Carpenters—A &amp; M</td>
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<td>Dobie Brothers-Warner Brothers</td>
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Broadcasting Sep 3 1973
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<td>Young Love (2:16)</td>
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<td>Sweet Charlie Babe (2:38)</td>
<td>Jackie Moore—Atlantic</td>
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<td>How Can I Tell Her (3:59)</td>
<td>Lobo—Big Tree</td>
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<td>That Lady (3:09)</td>
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<td>Looking Glass—Epic</td>
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<td>Three Dog Night—ABC/Dunhill</td>
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<td>Everyone’s Agreed (3:12)</td>
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<td>Roll Over Beethoven (4:30)</td>
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<td>Freedom for the Stallion (3:45)</td>
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<td>So Very Hard To Go (3:37)</td>
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<td>Heartbeat, It’s A Love Beat (2:59)</td>
<td>DeFranco Family—20th Century</td>
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<td>Loving Arms (2:50)</td>
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<td>Yes We Can Can (3:55)</td>
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<td>Twirlin’ the Night Away (3:15)</td>
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<td>Future Shock (3:24)</td>
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<td>68</td>
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<td>Joe Simon—Spring</td>
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**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.
Mail from Hill seeks to queer AT&T rate rise

It takes occasional users' side, but rules exclude its consideration

Occasional users of AT&T's program-transmission services have generated a substantial letter-writing campaign aimed at persuading the FCC to reject AT&T's plans to increase their charges. Much of the mail has come from members of Congress. None of it, according to FCC rules, is supposed to influence the commission's decision.

The commission has received about 150 pieces of mail on the subject since AT&T in October disclosed its proposal to boost rates for occasional users by some $18 million annually while reducing them for monthly contract users—the networks—by some $10 million.

About 50 letters have been received from Capitol Hill. In some cases, the congressmen or senators simply referred letters from constituents who should be adversely affected by the proposed increase. In others they have advanced arguments in behalf of specific constituents. Officials of the Muscular Dystrophy Associations, which uses AT&T's occasional-use service in nationwide appeals for funds, were named in a number of letters, as were professional sports teams. A few congressional letters simply urged the commission to block the proposed increase.

One in the last category was written last month by eight senators—Charles H. Percy (R-Ill.), Marlow S. Cook (R-Ky.), Joseph R. Biden Jr. (D-Del.), Carl T. Curtis (R-Nebr.), Clifford P. Hansen (R-Wyo.), Alan Bible (D-Nebr.), Peter Domnick (R-Colo.) and Lee Metcalf (D-Mont.). Their letter focused on what they said would be the harmful effect on companies that are beginning to provide sports and news programing in competition with the major networks. UPITN, Television Sports Network (TVS), the Hughes Sports Network and Television News Inc. were specifically mentioned.

FCC Executive Director John Torbet said last week all letters on the issue, which involves a rate-making case, are being considered as ex-parte communications and will have no effect on the decision.

However, the responses sent to the members of Congress do not sound like a brush-off. Mr. Torbet, who handles ex-parte communications for the commission, told the eight senators that the agency is aware of the need to make available the services the senators mentioned at the lowest possible rate, and that "it is pursuing the courses available to it in insuring that no undue burden is placed on the independent programers."

The commission has permitted AT&T to put the lower rates for contract users into effect. AT&T cut the price to meet

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The undersigned acted as agent for Easy Industries, Inc. in negotiations leading to this transaction

R. C. Crisler & Co., Inc.
Cincinnati, Ohio

McCormick Communications, Inc.

has acquired the assets and license of Radio Station WEZE, Boston from Easy Industries, Inc.
competition. But the question of whether the commission will permit the company to file its proposed tariff for occasional users remains to be resolved.

The commission staff is attempting to persuade the parties involved to accept a compromise (Broadcasting, Aug. 27). The proposed charge of $1 per hour would be reduced to 65 cents for the first year of a two-year period, and to 75 cents for the second year. The present rate is 55 cents. 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. This option is not contemplated under AT&T's proposal.

The parties are to meet Tuesday (Sept. 5) to determine whether they can reach an agreement that would enable the commission to close out the proceeding without an order resolving the issues that have been raised.

Motorola paddles against the stream

It makes a deal to market color sets—in Japan

Motorola Inc., Franklin Park, Ill. has announced an agreement with Aiwa Ltd. to distribute large-screen color-television sets in Japan. Motorola will be the first U.S. television manufacturer to do so.

Edward P. Reavey Jr., vice president and general manager of Motorola's consumer-products division, said Japanese deliveries will begin this fall and include 21-inch and 25-inch color sets. Twelve models will be marketed by Aiwa, one a 21-inch model and the rest 25-inch. All are solid state.

Mr. Reavey said that a model selling for $700 in the U.S. would sell for a little over $1,000 in Japan. He added that such a price would be competitive with that of similar sets now being made and marketed in Japan. Motorola's goal is to achieve 1% of the Japanese market by the end of the third year. That would represent sales of 60,000 sets per year and bring to Motorola a sales volume of $40 million.

Japan is the second largest market for television sets in the world. More than 6 million sets were sold there in 1972 in comparison to 8.6 million units sold in the United States.

Visual hearing aid. For the next 15 months, the Public Broadcasting Service will be conducting an experiment that could pave the way for extensive use of a new system designed to enable viewers with hearing impediments to "hear" a television program by reading encoded subtitles. The system, developed by the National Bureau of Standards, will be tested at PBS-member stations under a $215,000 contract with the Department of Health, Education and Welfare. The process, demonstrated on the two monitors pictured above, involves the encoding of a special visual subtitle at the transmission point, which is included in the standard TV signal but can only be picked up by special receivers (I equipped with a decoder. During the PBS experiment, member stations will invite people with impaired hearing to visit their studios where they will view PBS programs in which the special signal is included. Their reactions will be recorded and evaluated, as will be the technical performance of the system itself. The experiment is made possible by a special FCC authorization.

NABET out at WCPO-TV, but station operates

Negotiations last week between engineering and prop-department employees at WCPO-TV Cincinnati and station management failed to produce a settlement of a two-week-old strike begun Aug. 15 by Local 44 of the National Association of Broadcast Employees and Technicians. The strike, which involves 40 NABET employees, centers primarily on economic issues. NABET claims its members are making $40 to $42 a week less than employees of three other local stations. But, according to WCPO-TV's general manager, Robert Gordon, the NABET wage demands "far exceed" those allowed under federal guidelines, and station management has offered increases that would be within those bounds.

Several jurisdictional issues are also in dispute, the primary one over back-pack portable VTR units. NABET is also claiming that the station wishes to phase out one section of the local's bargaining unit, WCPO-TV's prop department. Mr. Gordon said strikers' posts were being filled by nonunion staff members and management.

RCA gears up for domsat

RCA Global Communications Inc. and RCA Alaska Communications Inc. said last week they have awarded $4.6 million in contracts to two suppliers for the manufacture and installation of three earth stations for RCA companies' domestic communications-satellite systems. The RCA firms gave a $2.2-million contract to Comtech Laboratories Inc. for earth stations at or near New York, San Francisco and Los Angeles and a $2.4 million order to General Electric Co., Space Division, for single-channel-per-carrier equipment which will be incorporated into the earth stations. Launch of the first RCA satellite is planned for mid-1975.

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Period</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avco Corp.</td>
<td>6 mo. 5/31</td>
<td>573,731,000</td>
<td>+14.2%</td>
<td>17,773,000</td>
<td>*</td>
<td>(2.27)</td>
</tr>
<tr>
<td>Burnup &amp; Olins Inc.</td>
<td>3 mo. 7/31</td>
<td>28,275,000</td>
<td>+45.9%</td>
<td>1,687,900</td>
<td>-75.3%</td>
<td>.20</td>
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<tr>
<td>Harris Intertype Corp.</td>
<td>year 6/30</td>
<td>447,456,000</td>
<td>+20.6%</td>
<td>16,363,000</td>
<td>-18.7%</td>
<td>.26</td>
</tr>
<tr>
<td>Kalsey Industries Corp.</td>
<td>year 6/30</td>
<td>100,523,000</td>
<td>-7.3%</td>
<td>29,276,000</td>
<td>*</td>
<td>1.06</td>
</tr>
<tr>
<td>Meredith Corp.</td>
<td>year 6/30</td>
<td>140,573,000</td>
<td>+6.6%</td>
<td>5,298,000</td>
<td>+53.3%</td>
<td>1.87</td>
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<tr>
<td>Post Corp.</td>
<td>6 mo. 6/30</td>
<td>8,706,745</td>
<td>+5.6%</td>
<td>802,679</td>
<td>+14.4%</td>
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<tr>
<td>Rahall Communication Corp.</td>
<td>year 6/30</td>
<td>9,320,000</td>
<td>+47.0%</td>
<td>900,000</td>
<td>+13.8%</td>
<td>.73</td>
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<td>RSC Industries Inc.</td>
<td>6 mo. 6/30</td>
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<td>+23.7%</td>
<td>382,000</td>
<td>+27.6%</td>
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<tr>
<td>Sonderling Broadcasting Corp.</td>
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<td>12,199,000</td>
<td>+6.8%</td>
<td>794,000</td>
<td>-57.0%</td>
<td>.79</td>
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### Broadcasting's Index of 143 Stocks Allied with Electronic Media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. Aug. 29</th>
<th>Closing Wed. Aug. 22</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1973</th>
<th>Low 1973</th>
<th>Appro. Shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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<tr>
<td>ABC</td>
<td>N 28 3/4</td>
<td>25 1/8</td>
<td>+ 3 5/8</td>
<td>+ 14.22%</td>
<td>31 1/2</td>
<td>21</td>
<td>17,029</td>
<td>4,689,583</td>
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<td>CONCERT NETWORK</td>
<td>D 3/8</td>
<td>3 1/4</td>
<td>+ 1/8</td>
<td>+ 50.00</td>
<td>2 1/4</td>
<td>2 200</td>
<td>825</td>
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<tr>
<td>COX</td>
<td>N 24 5/8</td>
<td>23</td>
<td>+ 1 5/8</td>
<td>+ 7.06%</td>
<td>40 1/4</td>
<td>21 1/4</td>
<td>5,850</td>
<td>144,056</td>
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<td>DISCOS TELECASTING</td>
<td>GGG</td>
<td>13 3/8</td>
<td>+ 3/8</td>
<td>+ 2.56%</td>
<td>18 3/8</td>
<td>12 1/2</td>
<td>800</td>
<td>10,700</td>
</tr>
<tr>
<td>LIN</td>
<td>D 6 1/2</td>
<td>5 3/8</td>
<td>+ 1 1/2</td>
<td>+ 20.93%</td>
<td>14 3/4</td>
<td>5 3/8</td>
<td>2,296</td>
<td>14,924</td>
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<tr>
<td>MOONERY</td>
<td>D 5 3/8</td>
<td>5 1/2</td>
<td>+ 1/2</td>
<td>+ 2.43%</td>
<td>10 1/4</td>
<td>4 1/8</td>
<td>385</td>
<td>2,021</td>
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<tr>
<td>PACIFIC &amp; SOUTHERN</td>
<td>PSOU</td>
<td>8 3/4</td>
<td>7 1/4</td>
<td>+ 1 1/2</td>
<td>20 8/3</td>
<td>13 3/4</td>
<td>1,930</td>
<td>16,887</td>
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<tr>
<td>RAILL</td>
<td>D 5 4/5</td>
<td>4 3/4</td>
<td>+ 1/4</td>
<td>+ 17.64%</td>
<td>12 1/4</td>
<td>1 1/4</td>
<td>1,297</td>
<td>64,295</td>
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<tr>
<td>RECRUIT</td>
<td>SCRIP 1/2</td>
<td>1 1/2</td>
<td>+ 1/2</td>
<td>+ 2.00%</td>
<td>2 1/2</td>
<td>2 5/8</td>
<td>495</td>
<td>45,307</td>
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<tr>
<td>SRGB</td>
<td>M 12 3/4</td>
<td>12 1/2</td>
<td>+ 1/4</td>
<td>+ 2.00%</td>
<td>2 1/2</td>
<td>1 1/6</td>
<td>1,166</td>
<td>4,866</td>
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<tr>
<td>STORER</td>
<td>SBK 20</td>
<td>17 1/8</td>
<td>+ 2 7/8</td>
<td>+ 16.78%</td>
<td>44</td>
<td>15 7/8</td>
<td>4,391</td>
<td>87,820</td>
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<tr>
<td>TAFT</td>
<td>TFB 29</td>
<td>27 1/2</td>
<td>+ 1 1/2</td>
<td>+ 5.45%</td>
<td>5 8/3</td>
<td>22</td>
<td>4,096</td>
<td>118,784</td>
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<tr>
<td>WOODS CORP.*</td>
<td>D 21</td>
<td>21</td>
<td>+ 0.24</td>
<td>+ 1.18%</td>
<td>14</td>
<td>589</td>
<td>12,369</td>
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<tr>
<td>WOODS CORP.*</td>
<td>O 3/4</td>
<td>3/4</td>
<td>+ 0.13</td>
<td>+ 5.76%</td>
<td>3/4</td>
<td>292</td>
<td>2,193,900</td>
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Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Company</th>
<th>Period</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Year Earlier</th>
<th>Revenues</th>
<th>Net Income</th>
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<tr>
<td>Trans-Lux Corp.</td>
<td>6 mo. 6/30</td>
<td>5,349,531</td>
<td>- 8.5%</td>
<td>175,717</td>
<td>-44.2%</td>
<td>.09</td>
<td>6,269,624</td>
<td>397,073</td>
<td>.20</td>
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<tr>
<td>Weather Corp.</td>
<td>6 mo. 6/30</td>
<td>10,440,026</td>
<td>+ 21.7%</td>
<td>(23,964)</td>
<td>-</td>
<td>(0.1)</td>
<td>8,577,045</td>
<td>23,588</td>
<td>.01</td>
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</table>

Note: 1. Percentage change is too great to provide a meaningful figure.
2. Includes extraordinary charge of $61 million after tax, reflecting write-off of investments and costs applicable to Cartridge Television Inc. Avco's net income before extraordinary charge was $233,838.
3. Kaiser Broadcasting division contributed $9,299,000 in revenues in 1973 period, $8,468,000 in 1972. Division had operating loss of $392,000 for 1973 period and loss of $946,000 for 1972. Kaiser Industries' 1972 figures have been restated to reflect year-end adjustment by Kaiser Steel and its Kaiser Resources subsidiary.
4. Before special charge of $13,825,000.
5. Before extraordinary gain of $1,148,000.
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed, Aug 29</th>
<th>Closing Wed, Aug 22</th>
<th>Nas change in week</th>
<th>% change in week</th>
<th>1973</th>
<th>1974</th>
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<td>15 7/8</td>
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<td>32,450</td>
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<td>32,450</td>
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<tr>
<td>DCO</td>
<td>NYSE</td>
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<td>15 7/8</td>
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<td>0.00</td>
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<td>32,450</td>
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<tr>
<td>DCT</td>
<td>NYSE</td>
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<td>ECA</td>
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<td>EHC</td>
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**Stock Market Capitalization**

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<tr>
<th>Total merket capitalization (000)</th>
</tr>
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<tr>
<td>D450,514</td>
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**Standard & Poor's Industrial Average**

<table>
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<th>Average</th>
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<tbody>
<tr>
<td>111.07</td>
</tr>
<tr>
<td>112.07</td>
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<td>4.10</td>
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</tbody>
</table>

**A-Spanish prepared by...**

- American Stock Exchange
- Midwest Stock Exchange
- N-York Stock Exchange
- P-Coast Stock Exchange

Media

Roy L. Lemons, VP and general manager, KJET(AM)-KWE(C) Beaumont, Tex., named to same post, WBOK(AM) New Orleans.

Frank R. Lee, with sales staff, WIRE(AM) Indianapolis, named general manager, WTRX(AM) Flint, Mich. Both stations are owned by Mid-America Radio Inc.

Gary Voss, manager, WGMT(AM) Huntington, W. Va., and Larry LaVerne, manager, KSO(AM)-KFMG(AM) Des Moines, Iowa, named VP's, Stoner Broadcasting System Inc., Des Moines, licensee of stations.


Dale Cicirelli, with WHEN-TV Syracuse, N.Y., named operations director.

Ray Wettslain, assistant general manager, WJS(AM)-STONER(AM) Owingsboro, Ky., appointed station manager.

Robert N. Eastman, manager, programming and news, noncommercial KWMU(AM) St. Louis, named assistant general manager.

Thomas D. Edelen, controller, Reeves Telecom Corp., Charleston, S.C., group station owner, named VP-treasurer.


Charles E. Pride, graduate of Wayne State University, Detroit, appointed publicity manager, WWJ-AM-FM-TV there.

Charlotte OBrien, with WGN-AM-CHICAGO Chicago, named director of community services.

Jim Rouse, controller, WQXI-TV Atlanta, joins WSB-AM-FM-TV there in similar post.

Jim Zracke, with KTAL(TV) Los Angeles, named manager of advertising and promotion.

Leslie A. Litliefen, with Maryland Association for Retarded Citizens, joins WJZ(TV) Baltimore as publicity director.

Rejoining the ranks. Outgoing Secretary of State William P. Rogers has been appointed to the board of directors of the Gannett Co., Rochester, N.Y., a position he held prior to joining the Nixon Administration. The Gannett Co., owner of the largest chain of daily newspapers in the country is licensee of WHEC-TV Rochester, and is currently seeking to expand its broadcast properties.

Cristina Parham, formerly with news staff, KHIJ-TV Los Angeles, joins WSNL-TV Patchogue, N.Y., as promotion manager.


Ed Fleming, with WJAD(TV) Lorain, Ohio, named controller.

Broadcast Advertising

W. James Wade, VP, J. Walter Thompson, New York, elected senior VP; George Rosenkranc, associate media director, J. Walter Thompson, New York, elected VP.

Ramon Birimante and Kurt R. Willinger, senior VP's, Compton Advertising, New York, appointed associate creative directors.

Kent Fredericks, Eastern sales manager, ABC-TV Spot Sales, New York, named general sales manager there. He is succeeded by Stephen Mathis, Midwest sales manager, Spot Sales. Assuming Mr. Mathis's former position is Richard B. Taylor, Detroit sales manager, Spot Sales. He is succeeded by Michael Berman, account executive, Spot Sales, New York.

Paul Porvanzilk, account executive, KHJ(AM) Los Angeles, named national sales manager, WRFY(FM) Chicago. Both are RKO General stations.

Hal Bedsole, with sales staff, KNXT(TV) Los Angeles, joins KMFF-FM there as general sales manager.

William S. Wheeler, director of advertising and sales promotion, American Dairy Association, joins D'Arcy-MacManus & Masius as VP and manager, Atlanta office.

Richard Olsen, VP, Vitt Media International Inc., New York, named senior VP.

John Miley, with Kenyon & Eckhardt, Detroit, named account executive, Mercury account. Charles Valentine, assistant account executive, KEM, Mercury account, named account executive, Lincoln Continental-Continental Mark IV and Ford Motor Credit Co. accounts.

Lynn B. Upshaw, account executive, Benton & Bowles, and Jeffrey Manning, with Grey Advertising, both New York, join Botsford Ketchum, San Francisco, as account executives.

Robert R. Rimes, manager, creative services, KPFX(TV) San Francisco, named director of advertising and sales promotion, McGraw-Hill Broadcasting Co., with headquarters at that group's KGT(TV) San Diego.

Jim Ferris, sales development manager, WPPL(TV) New York, joins WNEW-TV there as director of creative services.

Gilda Brown, account executive, Softness Group, New York public relations firm, joins WNEW-TV as associate director of creative services.

Greg Sebold, formerly with WWDC-AM-FM Washington, joins WTOP(AM) Baltimore as sales manager.

Edward H. Forester, sales manager, RKO Representatives, Detroit, named sales manager, WRVR(FM) New York.

Thomas L. Harris, executive VP, Daniel J. Edelman, Chicago, joins Foote, Cone & Belding there as VP-director of public relations.

Dennis P. Collins, account executive, WHO-AM-DAYTON Dayton, Ohio, appointed national sales manager.

Robert C. Connelly, formerly with WCHS-TV Charleston, W. Va., and WPTZ(TV) Plattsburgh, N.Y., joins WVNY-TV BURLINGTON, Vt., as regional sales manager.

Charles B. McCaskill III, account executive, Benton & Bowles, New York, joins Nolan Marketing Group, Tampa, Fla., as director of client services.


George R. Fischer, VP and general manager, Media Partners Inc., Philadelphia, media buying service, joins Kalish &
Rice, Philadelphia-based agency, as media director.

Roy M. Starks, news director, WAST-TV (TV) Albany, N.Y., named corporate radio and TV consultant, public affairs department, du Pont Co., Wilmington, Del.

Patricia Turner, assistant broadcast business affairs manager, Grey Advertising, Detroit, named broadcast business manager there.

Marvin Weisberg, with Ascher/Gould Advertising, Los Angeles, elected VP.

W. Richard Bleicher, account executive, W. S. Hill Co., Pittsburgh-based agency, elected VP.

Fred C. Bartholomew, producer of As the World Turns for Benton & Bowles, New York, appointed manager of daytime programming in charge of that program as well as Edge of Night. Joseph X. Willmore, associate producer of As the World Turns, succeeds him as producer.

Programming

George Cooper, program director, WOAI-AM (San Antonio, Tex., named to same position with WAMO) Cincinnati. Both are Avco Broadcasting stations.

Malcolm Stuart, VP-development, Lorimar Productions, Hollywood, joins Metromedia Producers Corp. there as VP-program development. Willis Grant, creative affairs executive, Metromedia Producers, named VP-creative affairs. Murray Horowitz, director of advertising, publicity and promotion, East Coast, Metromedia Producers, named VP.

Howard Golden, formerly with own talent agency, Conway and Golden, Hollywood, joins ABC Entertainment there as director of talent.

Brian O'Daly, VP-syndicated sales, Tomorrow Syndication, joins Allied Artists Television, New York, as Eastern division sales manager.

Ray Anderson, Los Angeles field promotion representative, RCA, named West Coast regional promotion manager, RCA Records, with headquarters in Hollywood.

Marcianne Miller, freelance writer/producer, joins KTWV(TV) Los Angeles as staff producer.

Barry Korbin, director of development, Kirshner Entertainment Corp., named to same post, Norman Rosemont Productions, Hollywood.


John Goldsmith, special assignment correspondent, WTRG-TV (Washington, named anchorman, evening news. Joe Glover, with news staff, KPIX(TV) San Francisco, named anchorman, KVOR(TV) Stockton-Sacramento, Calif. Steve Somers, with KPIX, joins KVOR as sports editor. Fred Zender, formerly assignment editor, KPIX, named senior news producer, and Jean Harper, with KCBS-TV Los Angeles, named producer, evening news. J. R. Landers, with news staff, KXTV(TV) Sacramento, joins KVOR as assignment editor. Chet Hancock, on-air reporter, noncommercial KQED(TV) San Francisco, named reporter, KVOR.


Tom Brown, formerly with KGHL-AM San Fernando, Calif., joins KNX-AM Los Angeles as on-air reporter.

Michael C. Sinclair, with Associated Press, Hartford, Conn., joins news staff, WCAX-TV Burlington, Vt.

John R. Feely, a New York law firm, was named last week as chairman of the New York State Commission on Cable Television, created by the state legislature last year to regulate the granting and operation of cable TV franchises in New York (Broadcasting, Aug. 27). Mr. Kelly succeeds C. Lynn Wickwire, who has been acting chairman as well as executive director. Mr. Kelly will resign from the New York state assembly to take his new post, which pays $44,175 annually. Mr. Wickwire will continue as executive director.

Broadcasting Journalism

Jim Reiman, news director, KOA-TV Denver, joins KRON-TV San Francisco in same capacity.


John Goldsmith, special assignment correspondent, WTRG-TV (Washington, named anchorman, evening news.

Joe Glover, with news staff, KPIX(TV) San Francisco, named anchorman, KVOR(TV) Stockton-Sacramento, Calif. Steve Somers, with KPIX, joins KVOR as sports editor.

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Equipment & Engineering

Andrew R. McMaster, former manager of engineering, WSIX-AM-FM-TV Nashville, appointed director of engineering, non-commercial KETC(TV) St. Louis.


William Amos, with Sony Corp. of America, New York, named assistant VP-video products division.

Kenneth R. Schwenk, director of marketing, Spectral Data Corp., named to same position, Telemet, division of Geotel Co., Amityville, N.Y. William G. Robinson, Bar None Wire & Cable Co., Freehold, N.J.
formerly with Jerrold Electronics Corp. Philadelphia, named Southeastern regional sales manager, Telcemet.

Bob R. Boatman, area sales manager based in Dallas, Minicom division, 3M Co., St. Paul, appointed national sales manager of division.

Greg J. Ehalt, VP-director of precision head operations, Nortronics Co., Minneapolis-based manufacturer of magnetic tape heads for sound recording, videotape and data processing equipment, assumes responsibility for new products development. Matthias J. Grundtner, engineering manager, Nortronics, named director of engineering for line of magnetic heads.

Allied Fields

John M. Power, Eastern sales manager, Arbitron agency and advertiser television services, New York, named national sales manager, Arbitron local brand ratings.

Deaths

Clinton H. Churchill, 85, pioneer religious broadcaster, died Aug. 26 in Miami Beach, Fla., after lengthy illness. As evangelist in Methodist Episcopal Church, Dr. Churchill founded WKBW(AM) Buffalo, N.Y., and aired services of Churchill Tabernacle on station for over 30 years. In 1958 he founded WKBW-TV in Buffalo. Both stations were acquired by Capital Communications Corp. in 1971.

Cities Communications Corp. in 1961. Dr. Churchill also served as chairman of KZY-AM-FM San Francisco until those stations were sold in 1966. One of organizers of National Religious Broadcasters, Madison, N.J., Dr. Churchill subsequently became president of that group. He is survived by his wife, Frances, and a son.

Albert M. Wharfield, 65, who retired last May from A. C. Nielsen Co. as national sales manager, Nielsen Television Index, died Aug. 26 in Oneonta, N.Y. He was VP with C. E. Hooper Co. Inc. in 1950 when that firm's radio-television network rating services were acquired by Nielsen.

Mr. Wharfield began with Hooper in 1939 and left in 1942 for U.S. Army service and was later chief of radio branch of Army's Bureau of Public Relations. He was retired colonel in reserve. He had no immediate survivors.

Robert E. Philpot, 48, director of sales coordination, CBS-TV Network sales, New York, died Aug. 28 when he fell from Scarsdale, N.Y., station platform and was hit by oncoming train. Mr. Philpot had been with CBS since 1951. He is survived by his wife, Marian, a daughter and son.

Howard W. Tornberg, 71, former chairman of Albert Frank-Guenter Law Inc., New York-based agency, died Aug. 26, in his home in Crestwood, N.Y. Early in his career, Mr. Tornberg was on financial news staff of New York Times. In 1945, he was elected VP of Frank-Law and later served as president and then chairman until retiring in 1970. He is survived by his wife, Mary Ellen, and a daughter and son.

Frederick Treesh, 38, executive with New York public relations firm of Carl Byoir Associates, died Aug. 26, in automobile crash in Darien, Conn., that killed two others and injured six. Prior to joining Carl Byoir Associates, where he handled Eastman Kodak account, Mr. Treesh served as senior editor, United Press International, New York.

Ron Cohen, 26, of Boston Catholic Television Center, died May 22 in automobile accident. Mr. Cohen was former assistant to program director and later music director, WPOS(FM) Brookline, Mass. He is survived by his parents.

For the Record

As compiled by BROADCASTING Aug. 22 through Aug. 28, and based on filings, authorizations and other FCC actions.


New TV stations

Actions on motions

i Acting Chief, Broadcast Bureau, in Fowler, Ind., and Danville, Ill., in response to request by Vermillion Broadcasting Co., extended through Sept. 26 time in which to file replies to responses to Vermillion's petition for reconsideration (RM-203), to amend rules so as to substitute ch. 125A, for ch. 240A, at Fowler, Ind., and add ch. 244 to Danville, Ill. (RM-202). Action Aug. 23.

i Acting Chief, Broadcast Bureau, on request of WRCB(DT) Chattanooga, Tenn., granted extension of time to file with Bureau for filing of substitute ch. 252 to channel allocation for bein

i Decision on filing of applications and extensions of time to file with Bureau for validity of applications for station WEDH(TV) Dallas, Texas, granted. Action Aug. 16.

i Review board in Jackson, Miss., TV proceeding granted motion by Civic Communications Corp. for temporary stay of filing of applications to initial decisions and extend time in which to file exceptions to 30 days after board acts on request by Civic for postponement of filing of exceptions contained in Civic's petition for remand. Initial decision proposed grant of application of Dixie National Broadcasting Corp. for CP for new VHF at Jackson, and denial of competing applications by Lamar Life Broadcasting Co., Civic Communications, Jackson Television Inc. and Channel 3 Inc. for same facilities (Doc. 18465-9). In separate action, board granted request by Dixie National for extension of time through Sept. 25 in which to file responsive pleadings to petition to reopen hearing to receive additional evidence of decisional significance filed by Office of Communication of United Church of Christ. Action Aug. 23.

Existing TV stations

Final actions

i KWHY-TV Los Angeles—Broadcast Bureau granted CP to make changes in transmitting equipment (BFC-1643). Action Aug. 16.

i WBDH(TV) Hartford, Conn.—Broadcast Bureau granted authority to operate trans. by remote control from 24 Summit Street, Hartford (BRCETV- 31). Action Aug. 16.

i WFLA-Tampa, Fla.—Broadcast Bureau granted authority to operate trans. by remote con-
control from 905 Jackson Street, Tampa (BRCVT-162), Aug. Action 16.

- **KDUB-TV** Dubuque, Iowa—Broadcast Bureau granted license to operate CP at 905 Jackson Street, Tampa; authorized to operate CP from U.S. Highway 151, 3.5 miles south of Dubuque (BRCVT-163), Action Aug. 17.

- **KACT-TV** Lake Charles, La.—Broadcast Bureau granted license covering main trans. and ant., for change in geographic coverage (BL-13437), Action Aug. 20.

- **KWMV-TV** Helena, Mont.—Broadcast Bureau granted mod. of license covering change in studio location to 2301 Colonial Drive, Helena (BMLCT-760), Action Aug. 16.

- **WGRB-TV** Schenectady, N.Y.—Broadcast Bureau granted CP to make change in type trans. (BRCPT-4621), Action Aug. 16.

- **WCNY-TV** Syracuse, N.Y.—Broadcast Bureau granted mod. of license covering educational TV to change name to Public Television Corp. of Central New York Inc. (BMLCT-123), Action Aug. 16.

- **KDAZ-TV** Elko, Nev.—Broadcast Bureau granted authority to operate trans. by remote control from 4200 Dyer Avenue,304 G Street, N.D. (BRCPT-1606), Action Aug. 16.

- **KUMV-TV** Williston, N.D.—Broadcast Bureau granted CP to change ERP to 35 kw. 231.1 kw, and change type trans. (BPCPT-4622), Action Aug. 16.

- **WOU-TV** Cambridge, Ohio—Broadcast Bureau granted license covering new station (BLET-338), Action Aug. 16.

- **KRTV** Tulsa, Okla.—Broadcast Bureau granted CP to change type trans. (BPCPT-4630), Action Aug. 16.

- **WFRV-TV** Green Bay, Wis.—Broadcast Bureau granted CP to install new alt. main trans. (BPCPT-4623), Action Aug. 16.

- **Chief**: Complaints and Complaint Division, in Boston, Mass., reports that there was no indication that WRBRZ-TV Baton Rouge, had violated fairness doctrine or acted unreasonably to exercise its judgment in favor of its local file, in equal time to respond to broadcast of "Helen Reddy Show" related to feminist movement. Action Aug. 24.

- **Acting Chief**: Complaints and Complaint Division, informed Henry M. Buchanan that no further action by commission would be warranted on complaint based on fairness doctrine in news item related to Watergate scandal broadcast on CBS. Action Aug. 24, in proceeding involving mutually exclusive applications of KQTV for renewal of license to operate WATV and WABY-TV, in violation of Section 13, 1974 Act. Action Aug. 27.

- **KWHC** Little Rock, Ark.—Broadcast Bureau granted permit to install new trans. (BPCPT-4620), Action Aug. 22.

- **KAYT** Bakersfield, Cal.—Broadcast Bureau granted permit to install new trans. (BPCPT-4619), Action Aug. 22.

- **WAIT** Chicago—Broadcast Bureau granted CP to install new trans. (BPCPT-4618), Action Aug. 22.

- **KWGC** Little Rock, Ark.—Broadcast Bureau granted CP to change ERP to 7 kw. 1410 kw, and change type trans. (BPCPT-4617), Action Aug. 22.

- **Advocate**: broadcast, New York, N.Y.—Application of WMCA, Inc., for AM license, was an improper labeling Springfield, Mass. The 1971 total broadcast income figure for Charleston, S.C., should be 184,000, not 1,483,000, and the 1971 total broadcast income figure for St. Petersburg, Fla., should be 356,000, not an increase as indicated. Also, the following 1971 total broadcast revenues figures should be substituted for the following cities:

  - Lubbock, Texas: $3,701
  - Madison, Wis.: 3,500
  - Memphis: 10,383
  - Miami: 23,223
  - Louisville: 16,081
  - Minneapolis-St. Paul: 24,442
  - Mobile, Ala.-Panama City, Fla.: 5,120
  - Monroe, La.-Baton Rouge, La.: 15,373
  - Montgomery, Ala.: 3,171
  - Northfolk: 9,639
  - New Orleans: 63,175
  - New York: 140,159
  - Norfolk, Portland-Newport News: 8,225
  - Odessa-Midland-Monahans, Texas: 1,466
  - Oklahoma City-Enid: 9,534
  - Omaha: 7,298
  - Orlando-Daytona Beach, Fla.: 7,443
  - Paducah, Ky.-Cape Girardeau, Mo.- Columbus, Ind.: 3,106
  - Pascagoula, Miss.: 3,241
  - Peoria, Ill.: 7,443
  - Philadelphia: 57,350
  - Phoenix-Mesa: 1,007
  - Pittsburgh: 25,751

- **Error**: In the rush to produce the FCC's voluminous data on 1972 TV revenues for the Aug. 27 issue, several errors crept into the market-by-market figures: Springfield, Mo., was improperly labeled Springfield, Mass. The 1971 total broadcast income figure for Charleston, S.C., should be 184,000, not 1,483,000, and the 1971 total broadcast income figure for St. Petersburg, Fla., should be 356,000, not an increase as indicated. Also, the following 1971 total broadcast revenues figures should be substituted for the following cities:

- **New AM stations**

  **Initial decisions**

- **Wagoner**—Administrative Law Judge John H. Conlin, in initial decision, proposed grant of application of NED Broadcasting Co. for 1350 kHz, 250 watts, P.O. address Route 3, Box 277, Pottsville, Pa., 66767. Estimated construction cost $15,000; first-year operating cost $500; revenue $500. Principal: Charles Ingram (51%) and Robert R. Toon (49%). This is general encompassing area of KSEX(AM) Pittsburg, Kan. and Mr. Toon is sales representative for Kansas City, Kan., chemical firm. Commission approved application of WAGON, but appealed was disapproved by agreement of parties (Doc. 1973). Action Aug. 21.

- **Plainview, Tex.—Administrative Law Judge Lenore G. Ehrg, in initial decision, proposed grant of application of Panhandle Broadcasting Co. for 1090 kHz, 1 kw, P.O. address 2304 West Fifth Street, Plainview, 79072. Estimated construction cost $10,240; first-year operating cost $500; revenue $500. Owners: Robert W. Rives (35%) and Billy W. Clayton (35%) Messrs. Wayne and Clayton are representa-
Summary of broadcasting
Compiled by FCC, July 31, 1973

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<th>Licensed</th>
<th>On air STA</th>
<th>CP's</th>
<th>Total on air</th>
<th>Not on air CP's</th>
<th>Total authorized</th>
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<td>Commercial FM</td>
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<tr>
<td>Educational TV-UHF</td>
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<tr>
<td>Total educational TV</td>
<td>210</td>
<td>1</td>
<td>18</td>
<td>228</td>
<td>77</td>
</tr>
</tbody>
</table>

*Special temporary authorization.*

**Call letter applications**
- WJJE(FM) Lafayette, Ind.—Seeks WJEF(FM).
- WPLM-FM Monticello, Ky.—Seeks WKYM(FM).
- KWIG(HM) Lincoln, Neb.—Seeks KHKJ(S)(FM).
- KFMD(FM) Omaha—Seeks KEZO(FM).
- WWQM(FM) Huntington, W.Va.—Seeks WHEZ(FM).

**Call letter actions**
- WKOP-FM Binghamton, N.Y.—Granted WAAL(FM).
- WPGC-FM Sharon, Pa.—Granted WYPM(FM).

**Renewal of licenses, all stations**
- WREAC-FM Memphis—Broadcast Bureau granted renewal of license, conditioned on final action involving renewal of WESH-TV Daytona Beach, Fla., (Doc. 191B), to which Cowles Florida Broadcasting Inc. and Cowles Communications Inc. are parties. Action Aug. 16.

**Modification of CP's, all stations**
- Juncau, Alaska, Capital Community Broadcasting Inc.—Seeks change of CP to change call sign, and transfer of license to Juncau, to change call sign, and change ant. of educational FM station (BMPED-1,013). Action Aug. 16.
- KUPD-FM Tempe, Ariz.—Broadcast Bureau granted CP to change call sign, and transfer of license from KUPE(FM) to KKPD(FM). Action Aug. 16.

**Broadcasting Sep 3 1973**
## Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation, Shirley Hwy., at Edzell Rd., Alexandria, Va. 22314</td>
</tr>
<tr>
<td></td>
<td>(703) 354-2400, Member AFCEE</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>CONSULTING ENGINEERS, Box 798, Upper Montclair, N.J. 07043</td>
</tr>
<tr>
<td></td>
<td>Phone: (201) 776-2000, Member AFCEE</td>
</tr>
<tr>
<td>EDWARD F. LORENTZ</td>
<td>CONSULTING ENGINEERS, (formerly Commercial Radio)</td>
</tr>
<tr>
<td>&amp; ASSOCIATES</td>
<td>1334 G St., N.W., Suite 500, Washington, D.C. 20035, Member AFCEE</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>CONSULTING ENGINEERS, 527 Munsey Bldg., (202) 783-0111, Washington, D.C. 20004, Member AFCEE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS, 2771 N St., N.W., 298-2315, WASHINGTON, D.C. 20036, Member AFCEE</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS, 1922 Telestar Ct., (703) 560-6800, Falls Church, Va. 22042, Member AFCEE</td>
</tr>
<tr>
<td>LONHES &amp; CULVER</td>
<td>Consulting Engineers, 1150 15th St., N.W., Suite 606, Washington, D.C. 20005, Member AFCEE</td>
</tr>
<tr>
<td>ROBERT E. L. KENNEDY</td>
<td>1302 18th St., N.W., 765-2200, WASHINGTON, D.C. 20036, Member AFCEE</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS, INWOOD POST OFFICE, BOX 7004, DALLAS, TEXAS 75209</td>
</tr>
<tr>
<td></td>
<td>(214) 631-8360, Member AFCEE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W., Washington, D.C. 20005, Member AFCEE</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS, 2029 K Street N.W., Washington, D.C. 20006, Member AFCEE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING ENGINEERS, Radio &amp; Television, Box 69, International Airport, San Francisco, Calif. 94128</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl., Herndon, Va., 7011, Member AFCEE</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, 3300 18th St., N.W., 809-3707, Washington, D.C. 20006, Member AFCEE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS, 8200 Snowville Road, Cleveland, Ohio 44141, Member AFCEE</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>CONSULTING ENGINEERS, Applications and Field Engineering, 343 Colorado Blvd., #07806, (202) 333-5562</td>
</tr>
<tr>
<td>ROSNER LAMB, INC.</td>
<td>Communications Consulting and Engineering, 250 West 57th Street, New York, New York 10019, (212) 246-3767</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEERS, 9618 Pinkeye Court, Potomac, Maryland 20854, Member AFCEE</td>
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<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER, 622 Hawkins Street, Lufkin, Texas 75931, 634-9559, 632-2821</td>
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<tr>
<td>CHU ASSOCIATES, INC.</td>
<td>Telecommunications Division, AM—FM—TV—CATV, Applications—Facilities Planning</td>
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<td>Field Surveys and Protocols, Appraisals, 800 Fesler St., El Cajon, Ca. 92020, (714) 442-9459,</td>
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<td>TWX 910 331-1178</td>
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<tr>
<td>DAWKINS ESPY</td>
<td>Consulting Radio Engineers, Applications/Field Engineering, Box 3127—Olympic Station 9012</td>
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<td>BEVERLY HILLS, CALIF., (213) 272-3344</td>
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<tr>
<td>RALPH E. EVANS</td>
<td>CONSULTING ENGINEERS, AM, FM, TV—CATV, 3500 North Sherman Blvd., MIlwaukee, WISCONSIN 53216</td>
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<td>Phone: 414-463-4310</td>
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<tr>
<td>SPOT YOUR FIRM'S NAME</td>
<td>Here To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM—FM—TV and facsimile facilities.</td>
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<td>*1970 Readership Survey showed 2.3 readers per copy.</td>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV, Monitors Repaired &amp; Certified</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
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<td>445 Concord Ave., Cambridge, Mass. 02138, Phone: (617) 876-2810</td>
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<tr>
<td>APPLIED VIDEO</td>
<td>ELECTRONICS, INC., Box 25, Brunswick, Ohio 44212, (216) 225-4443, SYSTEMS DESIGN—INSTALLATION</td>
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<td>SERVICING—EQUIPMENT BROKERAGE</td>
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22. of Idaho Aug. CP-13,827). Bureau granted mod. to operate on VHF remote location; Bureau grants perm. for VHF-1,012).

23. cats, proposed for Mitchell. Gannett also owns newspaper chain. Gannett also owns cable TV. KFOG(FM) and KCVX(TV). They also have 50% of KDRA-TV, Canadian Standard Broadcast Sales Inc. Mr. Golding owns advertising agency and Mr. Madden owns broadcast consulting service. Aug. 16.


25. Bureau granted mod. of CP for change in loc. and channel change from WPXI(TV)-AM to WPXI(TV)-FM, non-commercial. Aug. 26.

26.辫31 for 50-2912). Bureau granted mod. of CP for extension of completion date to Sept. 6 for changes (BMP-3366). Aug. 22.

27. (CAC-2936), CAC-1372); WNVT(TV), WPTF(TV), WPVI(TV), WICB(TV), and KTUU(TV) for Mitchell.

28. BYU(TV), KNOX(TV), and WTTW(TV), all Chicago.

29. and TV. Aug. 19.

30. MSN(TV) for Henderson. Aug. 20.

31. by CBS, and to delete WFTV(TV)-FM. Aug. 20.

32. Elyria, Ohio. Aug. 16.


34. of 206, and to change studio location from main studio at 4000 Mason Hall, Hofstra University, 1000 Fulton Avenue, Hempstead (BMP-1014). Aug. 20.

35. for changes (BMP-1366). Aug. 22.

36. KCAC(TV) proposes for Mitchell.


38. for KFOG(FM) and KCVX(TV). They also have 50% of KDRA-TV, Canadian Standard Broadcast Sales Inc. Mr. Golding owns advertising agency and Mr. Madden owns broadcast consulting service. Aug. 16.

39. Michigan -Seeking for Mitchell. Gannett also owns newspaper chain. Gannett also owns cable TV. KFOG(FM) and KCVX(TV). They also have 50% of KDRA-TV, Canadian Standard Broadcast Sales Inc. Mr. Golding owns advertising agency and Mr. Madden owns broadcast consulting service. Aug. 16.

40. to 103.5. Bureau granted mod. of CP for change in loc. and channel change from WPXI(TV)-AM to WPXI(TV)-FM, non-commercial. Aug. 26.

41.辫31 for 50-2912). Bureau granted mod. of CP for extension of completion date to Sept. 6 for changes (BMP-3366). Aug. 22.

42. (CAC-2936), CAC-1372); WNVT(TV), WPTF(TV), WPVI(TV), WICB(TV), and KTUU(TV) for Mitchell.

43. by CBS, and to delete WFTV(TV)-FM. Aug. 20.

44. Elyria, Ohio. Aug. 16.

45. and TV. Aug. 19.

46. Elyria, Ohio. Aug. 16.

47. Elyria, Ohio. Aug. 16.
Help Wanted Sales Continued

Looking for the right place at the right time? Think you have what it takes to be a salesperson and turn broadcast sales into a management future? Tell us—then sell us. Major mid-west market looking for the right salesperson. Apply in writing to George Steiner, 337 S. Madison Street, Suite 1310, Chicago, Ill. 60602, A GCC Communications Station. An Equal Opportunity Employer.

Madison Wisconsin. Excellent career opportunity for bright problem solving salesman on the way up. Strong organization and ability to build campaign on own. Six station group seeks man with management potential to handle key accounts. Our people earn far more. City offers super living. You'll have opportunity for management and equity. WSM, Madison, Wisc.; Mid-West facilities.

Top-40/oldies/progressive Stereo-FM in college community has experienced, talented staff needs dedicated, experienced salesman to handle sales manager position. $150/week plus. Resume to Rick Sellers, WOXR, Oxford, O., 45056.

Immediate opening for radio salesman in South MOR AM and FM stations in South Carolina. Please include resume. Send resumes, air check and recent sales to Box 219, WRRB-FM, 219-234-1111. or write Box 179 J, BROADCASTING.

Salesman. We have 10,000 watts covering one million plus people and thousands of prospects (as well as some of the finest beaches in the world). We're pros who isn't afraid of retailers. Guarantee to start, then promotion. Contact C. M., WSPF, Patchogue, New York.

Wanted Immediately: Experienced Radio Sales Manager for one of the fastest growing radio organizations in North America. Send resume and air check with news and production to Box H-256, BROADCASTING.

Announcer, good morning man for adult oriented contemporary, growing FM station. Please include photo, detailed resume, sales experience. Tape, resume, current salary. Equal Opportunity Employer. Box H-233, BROADCASTING.

Professional broadcaster with at least 2 years experience in sales or management wanted to work on creative/production team. Must be creative, handle accounts, and develop and execute advanced sales meetings. Send tape and complete resume to Box H-267, BROADCASTING.

Deejay/salesman with experience needed by number one Midwest AM. Good accounts and strong experience. Full benefits, promotion opportunity. Send resume to Box H-252, BROADCASTING.

Salesman for New England Station. Good incentives, great living conditions, have sound experience and excellent character references. Management opportunities with multiple owner. Equal Opportunity Employer. Box J-4, BROADCASTING.

AM-FM beautiful music stations in major market wants to add to sales department. No active contacts but a good potential. If you're in a small or medium market and want to grow, this is for you. An Equal Opportunity Employer. Send resume and references to Box J-1, BROADCASTING.

Radio sales opportunity in medium market. Must be aggressive, dynamic individual. Must have excellent sales background and salary and commission depending on qualifications. Local sales management a possibility. Box J-6, BROADCASTING.

Experienced salesman needed immediately to step right in. Big account list. Excellent draw. High growth market. Must be personable. WBNR, Beaut., New Britain, Conn. 191-931-1260. E.O.E.

I'll pay you 20% commission, you can become sales manager, you must believe in FM radio, my FM was survey rated first in town. You will be the only salesman selling the FM, I do have every account list. Please send resumes and references to: Herksh Rivers, Radio Station WDOL-FM, Box 1607 Athens, GA. 30601.

Help Wanted Announcers Continued

Small Market $5 kw Contemporary/Top 40 needs first year announcer to work on morning show. Experience necessary. Send tape, resume, photo and all salary requirements in first letter. Box J-44, BROADCASTING.

Southeastern medium market, NBC affiliate with MOR uppers week seeks great young announcer to handle late afternoon MOR format. Excellent salary for right man. All resumes and tapes returned. Box J-46, BROADCASTING.

If you are a radio pro, would like to work with a top flight growing Midwest chain, contemporary, MOR or sports team. Excellent opportunity for right man. Equal Opportunity Employer. Rush tape, resume and salary to Box J-57, BROADCASTING.

Wanted: An interesting human being with a pleasant voice who is highly desirous of communicating via radio. Salary open. Opportunity equal. Applicants should send audio tape of their best work, plus resume and statement of objectives and goals. Phone calls and interviews are not initially required. Mail to R. J. Jackson, 704-541-9001, 704-541-9001.

Immediate opening for announcer with 1 year's news and dj experience minimum. 5-day, 40 hr. week. Includes one week off. Send resume, photo to: Ted S. Johnson, 5500 Phillips Hwy, Jacksonville, Fl. 32262.

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Help Wanted Announcers Continued

We have an opening for an announcer immediately for KUUM-FM in Madison, Wisconsin. 4:00 to 5:00 p.m. weekdays, 4:00 to 6:00 p.m. Saturdays. Starting salary $18,000. Contact John Smith, Box 234, Madison, Wisconsin.

Help Wanted Technical

Radio Chief Engineer AM-FM, Experienced in AM Directives, maintenance, AM-FM prestation construction, station engineering. Must be able to work nights and weekends. Equal Opportunity Employer M/F. Reply to Box H-291, BROADCASTING.

Group owner wants technical director for AM-FM station in city with excellent listening audience. Must be familiar with all aspects of maintenance and operation of AM-FM station. Reference to Box H-166, BROADCASTING.

Tired of being the "chief" engineer at a small, under-equipped station? A rare opportunity exists for the enterprising engineer who wants to grow with a top-notch station. Working conditions and facilities are excellent. Excellent salary and benefits. Phone 213-789-1234.

Wanted: technician for Hollywood mobile unit, latest equipment, limited travel. Send resumes to Box H-269, BROADCASTING.

Chief Engineer for Skw directional in border Mid-Atlantic State. Good equipment. Salary and benefits depend on experience. Excellent opportunity. Box J-69, BROADCASTING.

Wanted in one month chief engineer well qualified for 5000 watt AM and automated FM separate station. Excellent experience and qualifications. Six day week, three week vacation, hospitalization. Interested? Contact Box J-56, 2334 G St., N.W., Washington, D.C.


Consulting firm is looking for Junior engineer with some experience in exchange area, good knowledge of electronics, good character, and willingness to learn is necessary. Send resume, salary requirements to Box J-10, BROADCASTING.

Help Wanted News

NYC suburban news leader seeks experienced, dedicated broadcast journalist. Top pay in market forigger/writer/anouncer. Box H-251, BROADCASTING.

Newsmen with good head and strong delivery. Adult content with heavy emphasis on weather. Must be ready to relocate, immediately. Box J-21, Washington, D.C.

New FM, 100,000 watts on tall tower with CW and FM40. Full facilities, city station. Will consider qualified station operator. Send resume and tape to Box H-259, BROADCASTING.

210 Rated market KCUB, Tucson, AZ, needs news man for day shift. Send resume to Mike Mitchell, Box 2306, Tucson, AZ, 85702.

Help Wanted Production

5th Major Market, Group-owned, older-station, needs a #1 production voice. Detroit, E.O.E. Send tape and resume: Tom Miles, WHFL, 1120 Rankin, Troy, MI 48084.

Producer-Director, experience necessary. Contact: Jack Costello, WIVS, 7441 Second, Detroit. Phone: 313-875-7200.

Help Wanted Production Continued

My production director may be leaving for another job. He may even have the chance to leave on his own. In the meantime, I need a guy who can knock 'em dead. Only award winners need apply. Resume, tapes, funny saying and sincere letter of application. Box H-123, 1432 Main Street, Buffalo, New York 14209.

Situations Wanted Management

Very successful manager looking for bigger challenge in Top 25 Market. Must have good corporate structure. Only fulltime position considered. Box G-275, BROADCASTING.

Looking for management with group ownership, experienced in all phases. Owner of Broadcast properties, has strong management experience. Box J-50, BROADCASTING.

Experienced major market—General Manager available. Excellent track record, finest references. Also interested in executive position for cash. Will consider forming group association for acquisition of radio facilities. Box H-170, BROADCASTING.

Unusual opportunity, Man-wife combination, 29 years experience in all phases of broadcasting. Desire Top 25 market station. Box H-197, BROADCASTING.

Wanted, general manager position, over 20 years experience, all facets, good working knowledge of FCC. Live radio experience past in Top 100 market. Box H-239, BROADCASTING.

15 years experience, 6 years sales and management experience looking for larger challenge and option to $20,000. Box J-25, BROADCASTING.

New serving as GM of small network affiliated VHF; desire same position in radio or cable. Station located in Boston area. Box J-775, 2435 anytime or Box J-66, BROADCASTING.

Major Market Sales Oriented General Manager can make automation work for you. AM & FM stations increase profit 30%. Marketing, Promotions, F.C.C. all phases management experience. Box J-15, BROADCASTING.

Twenty years all phases of broadcasting. Interested now in part ownership-management of small market station. Will consider all areas. Let's talk. Box J-50, BROADCASTING.

Looking for GM position in small-medium market. Twenty years all phases radio-TV including announcing, sales, management, research, and national sales development. Will consider all areas. Box J-51, BROADCASTING.

Dear Broadcasters, Can you use me? 1964-54 WABB (Mobile, AL). 1964-71 WSQN (Bham, AL), 1971-72 WAPE (Jax, FL) 1972-Aug., '73 WVLV (Nville, TN). Post graduated, 3 years experience. General Sales Manager, Sales Promotion Manager, Senior Account Representative. Has all the qualifications you have included; "Training" General Manager, National Sales, Local Sales, Sales Promotion, Personnel, Licenses and F.C.C. All phases experience. Box J-15, BROADCASTING.

MAJOR MARKET. Twenty years experience in radio, all phases, call signs, formats, and the entire board, good news, commercials, dependable, college degree, excellent performance record. Box J-60, BROADCASTING.

G.M./M.F. Presently #1 Market, solid record, B. S. and M.B.A.; Management, 3288 Legation St., N.W., Washington, D.C.

Situations Wanted Sales

Sales Professional. 13 years experience, radio, newspapers, yellow pages, radio-TV degree, 42 Prefer call Leo. Midwest, lockes. Box J-49, BROADCASTING.


Situations Wanted Announcers Continued

Modern country jack wants AFTRA market. In last 10 years was #1 afternoon drive, can handle rock, MOR. Box H-237, BROADCASTING.

DJ, announcer, 6 years experience, college graduate, excellent voice, needs position in Top 40 or MOR operation. 22, married. Box H-244, BROADCASTING.

Experienced Reporter and writer. Hard working, em- ployed in news, working your afternoon spot and news looking for small to medium market position. Box H-245, BROADCASTING.

Competent, black dj, with dynamic personality... has more years experience than you.izer, clean appearance, indeed a market, pro- fessional, family. Contact Box J-1, BROADCASTING.

Morning Pro seeks new challenge. Upright personality, great voice, Eight years experience, Top-notch pro- duction and dependable. Prefer Northwest Medium & Major markets, but will consider all. Box J-11, BROADCASTING.

Would you like to have a talented professionally trained black female broadcaster with a sensuous delivery working for you? Try me! Box J-13, BROADCASTING.

Six years experience, currently #1 in three station market. College, married, stable, talented. Looking for position in a Medium & Major market. Anywhere for right opening. Box J-16, BROADCASTING.

First Phone, MOR personality, 6 years radio-TV, creative commercials, college grad, $2,000. Box J-33, BROADCASTING.

First phone, 4 years experience. Warm radio voice. 30 years old, willing to relocate in news, any market. Box J-54, BROADCASTING.

Professional personality Top-40 cooker. Four years, voice, talent, creative production. Can follow direct- or show pre-Prepared. Box J-56, BROADCASTING.

Telephone Talk Show Host/DJ seeks responsible position. Experience and $5. Let's talk! Box J-62, BROADCASTING.

DJ, tight board, good news, commercials, dependable, versatile, 3rd phone can follow directions. Willing to relocate, immediately. Box J-57, 1142 E Ave., Queens, N.Y. 11434. Phone 212-978-8280.

Crazy jack looking for station unafraid of outra- geousness weirdness, and fun. Call Jack Daniels, 717- 249-7177.

tone: experiences: warm, personal, tight board — happy sound. Phone Sunny Stevens, 513-825-2430.

Experienced Free-form announcer, into Rock, Blues, and Jazz. Male. Will relocate. For tapes and resume, Box J-279 or write to 4788 Woodland, Jack- son, MI 49203.

Public Notice: Air personality desires return to radio after a years absence. Touch that dial 312-2R- 2. It's a pleasure.


Young, mature, country DJ, 8 yrs.—last 5 years— meter and highschool. Seeks permanent position with future. Will relocate. Tapes, pics, resume, references—B-617-781-376.

Beginner, 3rd endorsement, Spec Howards Broadcast. Looking for sales position. Has news, sports, play-by-play, interested area NY, NJ. Con- sider all others. Call, write Rod Spearman, 2117 Annadelvey, Detroit, MI, 313-386-9204.

DJ, Third Phone Endorsed, Broadcasting School Training, College Radio experience, Looking for first breaks, Call Gary: 605-724-7687.


Ready now! 1st phone with 3 years experience. Searching for Top 40 Contemporary jock in big market. Likes good rock music background. Mike West—312-976-6202. Urgent need.
Situations Wanted

**Announcers Continued**


Presently employed top-rated PD, talk sensation, seeks increased income. George Taylor, WATE, 617-624-3355.

I'm an American look. 317-529-4145. Jamestown Village Avenue 139 West Colonial Drive, New Castle, Indiana 47362.

First class announcer with experience seeks job within historic cities of twin cities. 612-822-2530. (2736 13th Minneapolis).

**News Continued**

D.C. metro area. Evenings and weekends. Young and hip. Several years in radio. Recent area research. We need a new DJ. Call Mark Walton, Ox 5-6180 days, 524-5644 evenings.

News, weather, heavy pro sports. 2 years experience. Best location. Great salary. CV available. Box 164, Portland, Me. 21120.

**Situation Wanted**

Programing, Production, Others

Experienced first phone PD seeks Top-60 position with challenge and room to grow. Strong music, administration, sales, promotion. Send resume, salary, references to Box 145, BROADCASTING.

Are you seeking for a soul program manager? Community oriented position. Local media. Send resume, salary, and license renewal. News: 13 years musical! DJ and program experience in soul, jazz, spirituals, some rock. Box H-260, BROADCASTING.

Experience, responsible, down to earth broadcaster seeks PD, production or announcer position with sales manager. Worked hard to get to present position in metro NYC but wish to return to Midwest. One of the best, B.A. Box J-95, BROADCASTING.

Experienced first phone, college grad, Assistant PD, and Music Director, wants to run show. Has ability and track record, needs chance to run a show. Box H-255, BROADCASTING.

Programmer with country background, strong production, talent, ability. More money. 3rd. If you need help call 508-489-0273.

**Help Wanted继续**

System Engineer and Technicians for operating CATV systems in Western, NY. You'll have opportunity to work in CATV field experience or equivalent training and experience. Knowledge of microwave CATV lines and color studio. Administrative experience to direct technical personnel. Engineering degree required. System Technicians (three)—minimum 2 years CATV experience or equivalent experience. Working knowledge of test equipment including spectrum analyzers, sweep generators and storage scope. Technical school graduates will be considered. Send resume. No phone please. Send complete resume including employment history and salary to Huntington Cable, TV Cable Corporation, P.O. Box 454, Huntington, NY. 11743.

TV maintenance technician—minimum of 3 years of TV or similar experience required. Call Kentucky Edward Television, 606-233-0666.

The University of Michigan has an opening for an experienced broadcast television engineer responsible for the development of studio, video color and video VTR operations, installation and maintenance required. New building studio to be completed Fall 1973. Good fringe benefits, working conditions. Salary commensurate with experience. Refer resumes to Mrs. Phyllis Kehoe, Employment Services, 2031 Administrative Services Building, The University of Michigan, Ann Arbor, Michigan 48104. A Non-Discrimination, Affirmative-Aaction Employer.

Opening for a studio engineer with first—must be experienced with studio camera, film, and VTR's. Equal Opportunity Employer. Submit resume and reference to P.O. Box 631, Decatur, IL.

**Situations Wanted Technical**

Radio Station Chief. All phases, keeps station on the economy conscious. Mid-Atlantic state. Box J-41, BROADCASTING.

Chief maintenance only engineer—handyman—lawn care—seek experienced professional, graduate degree or college grad, third endorsed. Ready now. Wm. P. Borst, 302 Manor Road, Douglassville, NY 12297.

Man with part-time experience and a 3rd phone looking for full-time announcer's job on Top 40, MOR, or Top 10 station in Wisconsin or the surrounding area, or a newsmen's job in the Missouri area. Desire at least a $700 a week salary. Dale Schatz, 419 Lincoln Drive, South Prairie, Wisconsin 53930. 608-837-5256.

D.J., tight board, good news, commercials, looking for first board. Box H-215, BROADCASTING.

Mature experienced announcer, desires move to a larger market. Heavy on news, music, copy, and personality. MOR or Contemporary, 21, single, can relocate. Write: Weyer Colony 203, 112 North Street, Monroeville, Ohio 44627 or call 419-465-2951.

**Situations Wanted News**

Experienced Sportscaster. College baseball and football—play by play. Reporting sports and news. First Class license. Will relocate. Box H-165, BROADCASTING.

Knowledgeable sportscaster—newsmen available now. Three years pip baseball, basketball, football. Broadcast degree. Resume and tape available. Box H-231, BROADCASTING.

Available January 1. News director—producer. PBP-TV, Midwest medium market, 85 Degree. Want news and/or sports plus five figure salary. Locate secondary to station professionalism. Box H-273, BROADCASTING.

Newswoman. Brains, personality, looks and education (studied journalism and broadcast Communication Arts, BA in English). Seeks position writing/reporting. Box J-25, BROADCASTING.

80% Pro, outstanding news. Gather, write, deliver. Exceptional sports, programs and PBP. Experienced and competent in all facets of radio. Medium or Major market. Box J-26, BROADCASTING.

I dig, write interest copy and ten relate to contemporary sports, personalities and up and coming. Box J-58, BROADCASTING.

15 year broadcasting pro seeks News Director Opera- tions Manager with independent station. Must be available to work during market. 1st phone, McLendon trained. Considered Canada-Mexico. Charles Beach, #2020 Holland Ave., Apt. 212, Dallas, TX 75212.

**Help Wanted Technical Continued**

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Situations Wanted
Management Continued

TV Program Manager & Film Buyer available soon. Domestic and foreign experience in commercial television, programming and production. Box J-31, BROADCASTING.

Situations Wanted Sales
June grad—broadcast major, Seeking career oppor- tunities in sales programming, in network, CATV-STV, etc. Many years experience in all phases of network, local, state, and TV. Box 72, BROADCASTING.

Martin Silverman, 625 Candiele Ct. Fort Wayne, Ind. 46807, 219-456-5704.

Situations Wanted, Announcers
1st Phone, 6 years radio-TV, booth, news, inter- viewing, creative commercials, college grad., 26, $700. Box J-34, BROADCASTING.

I'm a young/mature, all-purpose announcer in a 'cushy spot' in a drive-lawn market , but I want to work harder. I had one of the earliest talk shows, and had a sold-out weather show when we were still teaching ourselves everything. Am a great anchorman. Knowledgeable PD's can hire me right out, knowing I wouldn't be where I am if I hadn't the skills. Write, I'll visit. Box J-60, BROADCASTING.


Situations Wanted Technical
TV studio engineer, first phone, ten years broadcast- ing experience with professional workmanship and know how seeks permanence. Box J-10, BROADCASTING.

Ten years in Broadcasting, first ticket. Board engi- neer, (switches) audio man or production engineer. Don Heumann, 213-627-5238, Vive 939 South Fi- gueroa Street, Los Angeles, CA. 90015. No mainte-

Situations Wanted News
Seek news director's position. Excellent credentials. Valuable experience with recognized NBC-TV affiliate. H-21, BROADCASTING.

Young Woman Reporter. Television news reporting, producing, writing experience. Missouri Broadcast Journalism Degree. VPR/Filmm will available. Will relocate. Box H-230, BROADCASTING.

Tired of pap in newscasts? So am I. Experienced producer seeks news operation with modern produc- tion ideas, directed ideas of reality, no nonsense journalism. Box H-230, BROADCASTING.

Broadcast journalist, 24, BA, 6 years experience mostly radio. AFRTS Europe correspondent, married. Seeking position in television news. Box H-234, BROADCASTING.

Seek challenge of major market. Ten years expe- rience in broadcast journalism, six as Special Proj- ects Director. Foxtime for Time, Inc. station. Box H-372, BROADCASTING.


Sportscaster-sportsman. . . . Experienced and hard- hitting especially with sports commentary, desires to join an effective news team. Write Box J-53, BROADCASTING.

Former college radio news director desires career in broadcast news. Experience producing news for small public TV station, Phil Porter, 425 Mt. Vernon, Newark, Ohio, 43055, 614-345-7252.


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Director/Producer Top 50 markets. Two years experi- ence directing news, sports, and commercials, both video and film. Experience also in film docu- mentaries and live network pickups. Send inquiries to Box G-233, BROADCASTING.

Television Film Director seeks major market affilia- tion. Exceptional experience in programming opera- tions, feature film editing & scheduling, and news- film editing. Box J-32, BROADCASTING.

Experience produced manager currently in medium market, desires opportunities to increase its potential for increased responsibility. Strong background in directing, producing, planning, and sales. Married, degree. Box J-36, BROADCASTING.

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June grad—broadcast major. Seeking career oppor- tunity in sales, programing, production, news, CATV- STV, etc. Many years experience in all phases of network, local, state, and TV. Box 23, willing to relocate. Martin Silverman, 625 Candiele Ct. Fort Wayne, Ind. 46807, 219-456-5704.

19 years experience: 11 years network station Los Angeles. Producer/Dirctor complete experience in all areas of TV production , three in top ten. Top references. 301-660-1108.

CABLE
Help Wanted Sales
Could you sell the Brooklyn Bridge? Do you be- lieve in local TV programming? Want to be head of a 1 man sales department that's part of a major network of station ownership? Sales, a job you can easily work with? Rush your resume. Base plus commision. Mike Fisher, PD, Kingston Cablevision, P.O. Box 123, Akron.

Wanted
Remote unit complete. Color equipped four (4) cameras. Send information and best price to Box J-99, BROADCASTING.


Wanted for new AM station Dallas-Ft. Worth are a complete set of rectifiers, good condition, excellent working condition. Box 3-521, BROADCASTING.

Contact Marshall W. Rowland, 813-251-8601.

For Sale Equipment
Most all equipment for SK-FM station $2,750.00. KFLY, Coralville, Oregon.

Cell/lines 21E/M 10,000 watt AM transmitter, solid state rectifiers, good condition, excellent working condition. $250.00. WNOX, Knoxville 513-621-5257.

John Magn, C.


Cartridge tape equipment—New and rebuilt guaran- teed. Audison, Box 1004, Rockford, Mayo 20550, 312-706-2526.

Broadcasting Sep 3 1973 54

No tuition, rent, Memorize, study—Command's "’73 Tests/Answers" for FCC first class license—plus—"Self-Study Ability Test." Proven $9.95. Money-back guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations. Three months actual experience that counts when you apply for your first job. Third class radio telephone license with broadcast endorsement training. Placement assistance. Small classes. Monitored by State Board of Education. August 1st, 1st, 2nd and 3rd year around;

July 1st, Sep 1st, Nov 1st.

June 1st, Jan 1st, April 1st.

Enter and win Dave Button, Mgr., School of Broadcast Training, 317 West Quincy, Artesia, CA 90701. 505-746-2751.

BEI teaches electronics for the FCC First Class Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 11, November 12, REI, 52 South Palm Ave., Sarasota, FL 33577. phone: 813-555-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis, 1st class FCC license, approved for Veterans. 314-772-4371. (Formerly Ellkins Inst.)


MISCELLANEOUS

Grewing LA Market FM station seeks to change National Rep. Box H-241, BROADCASTING.

Prizel! Prizel! Prizel! National brands for promotions, contests, programming. No barrier, or trade... better! For fantastic deals, write or phone: Television & Radio Features, Inc., 156 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Calrook airchecks California's best station. Send for July's issue: Charlie Tuna on KQRO, Rich Robbin back on KCRO, KKI, KERR, KYA. Gary Owens even an Indian riding a Pinto named "Ford". Much more innovative. Tomorrow radio packed into a 60-minute cassette $6.50 from Calrook, 1415 Sixth Ave., Second Floor, San Diego, CA. 92101.


Be exceptional. Develop better speaking voice. Winning personality! Exceptional memory! Also Practical Guide to Public Speaking and Increasing Your Learning Power, Only $2.50 each; All 5 books NOW $9.95. Houston, 789-B, Windermere, FL 32786.

"Free" Catalog... everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, etc. Mail Written: Command, Box 26348, San Francisco 94126.

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Help Wanted Management

General Manager

Southwestern city.

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

HELP WANTED ANNOUNCER

PROMOTION/PUBLICITY
DIRECTOR

Avco 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 benefits package, including bonus plan, paid vacations, paid holidays, 401K, medical insurance, life insurance, and profit sharing plan.

Send resume, including present and past earnings, to:

Ben McKeel, General Manager, WLWC 3165 Delancy Street Columbus, Ohio 43216

An Equal Opportunity Employer M/F

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, etc.) for occasional openings in small to medium markets, especially from nearby states. Don’t call, send typed resume, tapes and requirements. New Mexico Broadcasters Association, 700 Fruit Ave, NW, Albuquerque, N.Mex. 87106

Help Wanted News

Experienced newscaster of minority group for large market Texas radio station. Send Picture, resume and tape to: Equal Opportunity Employer. Box J-65, BROADCASTING.

Midwest metro news operation looking. If you can write and talk to people on the air, send tape, resume and written newscasts to:

Box J-9, BROADCASTING.

HELP WANTED

Air Personality

Immediate opening in Major Market for Mid-day Personality. Warm, sincere housewife approach! Box J-24, BROADCASTING.

FLORIDA

Fulltime contemporary music Disc Jockey. Voice and Delivery important. Must have Radiophone First Class License. Write, include your resume listing references, experience and qualifications. Include tape and letter. Send to:

Box J-26, BROADCASTING.

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is expanding its Programming and Operations Department and needs highly qualified Program Managers in Washington, D.C. Must have extensive background in all facets of program administration with a minimum of five years major market radio experience as highly successful Program Director. Send photo & resume to Personnel Manager, Mutual Broadcasting System, 918 16th St., N.W., Washington, D.C. 20006.

Group-owned Radio Station in top ten market needs an experienced public affairs Director. Please send complete resume, samples of your editorials and special programming scripts. Include salary requirements. Applications from all races and both sexes are encouraged. An Equal Opportunity Employer. Box J-18, BROADCASTING.

HELP WANTED ANNOUNCER

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.

Help Wanted Management Continued

Help Wanted Announcer Continued

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AIR PERSONALITY

Immediate opening in Major Market for Mid-day Personality. Warm, sincere housewife approach! Box J-24, BROADCASTING.

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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.

Help Wanted News

Experienced newscaster of minority group for large market Texas radio station. Send Picture, resume and tape to: Equal Opportunity Employer. Box J-65, BROADCASTING.

Midwest metro news operation looking. If you can write and talk to people on the air, send tape, resume and written newscasts to:

Box J-9, BROADCASTING.

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Programming, Production
Situations Wanted Management

INDEPENDENT FM PROS!
Young, experienced (24 yrs. combined) team with mgm, skills seasoned in SW mist. of 1890M. Ready to make larger mist. indep- endent FM fully competitive. Our sales, programming, & engineering talents can't be matched at TWICE the budget. Complete presentation, resumes ready. Box J-49, BROADCASTING.

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in top-50 SW market is expanding. Seeking top-quality applicants:
• Anchorman with solid news background, substantial on- camera experience.
• Meteorologist with strong TV record.
Positions in $14,000-$18,000 range. Send resume and tape now to:
   Box J-23, BROADCASTING.

WHEN HIRING, DON'T CONFUSE EXPERIENCE WITH ABILITY.
SPECS HOWARD SCHOOL GRADUATES HAVE ABILITY.
They are air personalities with voice training, and a 3rd endorsed . . . who run a tight board. They write and deliver news . . . Edit actuali- ties . . . In addition, they have ability in sales traffic, and production.
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DICK KERNEN
Specs Howard School of Broadcast Arts
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I'm damn good and need a chance to prove it. If you're looking for a solid MOR humorous communicator with 6 years exp., look no further. For tape and resume con- tact:
John Simmons
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Full time 5kw AM in mid- \nmarket—south studio—\ntrans. combination new \nequipment. History of con-
sistent earnings. $400,000.
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Major Market Jock
SEEKING P.D. JOB
Top 40 Jock at Big station for sev- eral years, would like to return to programming. U.S. or Canada—Sal-
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Large or good Medium only—Prefer new FM just going rock in Top 10.—
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HELP WANTED NEWS
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in top-50 SW market is expanding. Seeking top-quality applicants:
• Anchorman with solid news background, substantial on-camera experience.
• Meteorologist with strong TV record.
Positions in $14,000-$18,000 range. Send resume and tape now to:
   Box J-23, BROADCASTING.

ASSIGNMENT EDITOR
WHAS-TV Louisville, a station with an excel-
ent news reputation, is looking for a person with TV experience who really cares about journalism. A good job in an exciting news operation.
Write, do not call, Tom Dorney,
Box 1080, Louisville. Ky. 40201
AN EQUAL OPPORTUNITY EMPLOYER

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Now in its 20th year on television. Longest running local TV quiz pro-
gram in the U.S. Now available for broadcast on local radio stations. Easy to produce and sell locally. We supply everything including in-
teresting and authentic questions and answers. For free audition, mail us 30 minute reel of audio tape for an actual off-the-air pres-
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Burns Nugent: the proper amount of seasoning for working for the NAB

A seventeen-century English clergyman, William Jenkin, put it this way: "The more you practice what you know, the more shall you know what to practice."

Perhaps that's what the National Association of Broadcasters had in mind when in May 1972 it tapped seasoned broadcaster Burns Nugent, as executive vice president for station relations, succeeding Grover C. Cobb, who became head of the government-relations department.

Mr. Nugent has a broad background of broadcasting and management experience, having served with the WMT-TV Inc., stations from 1953 until 1967, when they were sold to the Orion Broadcasting Group, and with the Blackhawk stations for the next five years.

He started out with a law degree from the University of Iowa, but as he tells it, the legal profession was not among the most lucrative fields in the early 50's and he accepted an offer from his uncle, Bill Quarten, to join the WMT chain. "I never regretted that decision," he says.

Bill Quarten, who managed the WMT operation and subsequently became part owner of it (and, incidentally, served as NAB's joint board chairman from 1963 to 1964, following Clair McCollough's tenure), "was an outstanding broadcaster," says Mr. Nugent. "He taught me everything I know about the broadcasting business and about management."

From listening to Mr. Nugent, it can be speculated that his employers at the WMT and Blackhawk stations enjoyed their associations with him. The 48-year-old decedent of sturdy Irish stock has a philosophy he calls "Nugent's four rules of management" which he says apply to the operation of any business—from a shoe store to a TV station. First, he says, "assemble the best damn team you can put together; then outline the goals you expect them to reach. This is a must."

Rule 3: "If you've got anyone who is a dissident, who will be counterproductive you must remove him whether you want to or not."

The final rule is the hardest of all, says Mr. Nugent. "After you've done all that, then leave them the hell alone." If this prescription is followed, he promises, the work team will assume responsibility, be innovative and take an active interest in their jobs.

Burns Nugent leaves his team at NAB the hell alone. And he has nothing but praise for the five department heads who report to him. There are George Bartlett (engineering) John Dimling (research), Ron Irion (broadcast management), Alvin King (station relations) and Charles Stone (office of station services coordination).

In addition to setting priorities for and generally supervising the activities of those five departments, Mr. Nugent is responsible for seeing to it that the association pursues an aggressive campaign in seeking more NAB members and more subscribers to the television and radio codes. Membership recruiting is handled out of the station-relations department, with six regional managers providing the leg work.

Code-subscription recruitment is the responsibility of Richard Wartell, a former regional manager based in Shawnee Mission, Kan. Since the beginning of May when Mr. Wartell made the switch from membership to code subscription, Mr. Nugent notes, there has been a 125-station increase in code subscribers.

Revenues generated from NAB members provide most of the financial base for NAB's station services, Mr. Nugent says, but he points out that TV and radio code memberships provide the real strength of the association, and hence its clout in Congress.

This leads him to a topic he obviously relishes: self-regulation. "If we don't regulate ourselves," he says, "Congress will do it for us. This is why the anticigarette advertising law was so damaging. For the first time Congress told us we couldn't advertise something that is legally sold." Unfortunately, he says, the industry's attempts to voluntarily ban cigarette ads came "too little and too late." He sees the almost imminent passage of legislation to prohibit broadcast advertising of little cigars as a further blow to free broadcasting.

"We're 10 times better off if we regulate ourselves," he says. And he ticked off two recent examples of the TV-radio code mechanism working to the benefit of broadcasters in staving off government regulations.

In response to concern in Congress over the advertising of proprietary drugs, NAB was "able to come up with guidelines and demonstrate that self-regulation can be effective," he says, and the association took similar action when the so-called topless-radio controversy arose.

Mr. Nugent is optimistic that licenserewind legislation will emerge from Congress. "Congress has to act," he says. "[FCC Chairman] Dean Burch himself has said that the commission needs legislative guidance in dealing with competing applications." However, he foresees "a major battle" on antiphonshaping up between broadcasters and cable forces.

"Even though the FCC's rules are favorable [for broadcasters], they can be changed. And we are not about to let the public pay for what they now get free," he declares.

Mr. Nugent counts among his friends and social contacts a former broadcaster and publisher with whom he roomed back in his Navy days. Although that comrade happens to be Representative Clarence (Bud) Brown (R-Ohio), ranking minority member of the House Communications Subcommittee, Mr. Nugent says he studiously avoids any appearance of lobbying for NAB. That doesn't stop him from voicing his beliefs about broadcasting—at other opportunities, however.

Burns Nugent points to the far wall of his office (within shouting distance of NAB President Vincent Wasilewski's) on the sixth floor of 1771 N Street in Washington, "See that poster?" he says. It's an original drawing his wife picked up in Paris depicting the French copy of the Statue of Liberty. But Miss Liberty's mouth is covered by a red, white and blue bandage. "That serves as a constant reminder to me that no one has greater broadcast freedom than we do and we should deplore any attempt to gag us."
Which public's interest?
The Nicholas Johnson clique of foundation-supported activists is being rallied to oppose the expected nomination of James H. Quello to the FCC. Tracy Westen, Al Kramer, Robert Choate, Ralph Nader—the familiar names are at the bottoms of the letters of protest, and the familiar voices are on the telephone, recruiting those little bands of citizens to action.

It is all being done in the name of consumer representation, as though FCC seats were to be parcelled out according to constituencies. Mr. Johnson, whose tenure would have ended with his term two months ago if the President had appointed a successor on schedule, is calling for a nominee of “independence and consumer orientation.” Mr. Nader wants a “consumer spokesman.” Mr. Westen has almost come right out to say he wants a perpetuation of his automatic vote from the seat now occupied by his tutor and former boss.

It is also being done for transparent purpose: to prolong Mr. Johnson’s service. If the President is dissuaded from submitting the nomination that the White House has promised, or if the Senate is frightened into rejecting it if it goes up, a precedent of shattering consequence will be established. This matter is now larger than the rescue of an unwanted incumbent or the seating of a carefully chosen replacement. The nature of the FCC itself is at stake.

If the argument of the pro-Johnson gaggle is accepted, the FCC’s dual role as both a legislature and a court will be compromised. In an agency that merely made the rules, with another body adjudicating disputes arising under them, there might be a point in selecting members to represent specific interests (though the membership would have to be enormously enlarged and probably elected in some form of plebiscite). But that sort of composition is unlikely to produce the detachment that is demanded of an agency that is also the “criminal” court before which alleged violators of its rules are tried and the “civil” court where rival applicants compete for rights to enter or remain in business.

It would be wrong for Mr. Quello to be nominated to the FCC with instructions to side always with the broadcasters who are his former colleagues, just as it would be wrong for Charlotte Reid to consider all questions from the viewpoint of girl singers or Dean Burch to vote only the way Arizona lawyers of conservative conviction would want him to vote. All are there to represent the public in general, and those who take narrower positions are underestimating their jobs.

Back in 1947 a commission nominee almost missed Senate confirmation because he indicated a special concern for one part of the FCC’s domain. Edward M. Webster, who had formerly been chief communications officer of the Coast Guard, said, in response to a question about broadcast regulation, that his primary concern was for maritime radio. Senators held up his confirmation until he promised to extend his vistas.

The agency’s basic functions haven’t changed since that day. Neither should there be a change in the principles of membership selection.

Contending forces
Just for the hell of it we undertook a spot survey of associations, organizations and societies dedicated to the preservation or the harassment of the broadcast media. This in-depth survey was made without budging from our chair; we had only to dissect the listings in the 1973 Broadcasting Yearbook, under the heading of “Associations.”

The result, without taking into account government agencies (for better or for worse), the 50 state associations of broadcasters or the technical societies, showed at least 50 organizations of all shades and descriptions whose missions seem to be the undoing of or getting something-for-nothing from licensees. Nearly as many organizations—about 45 by our count—are the white hats who profess dedication to the perpetuation of broadcasting by the American plan. At the top, of course, is the National Association of Broadcasters. Others have their own specialized roles in programing, news, music, talent, religion, records, education or welfare.

There isn’t much broadcasters can do about the pressure groups except to resist where they seek to tear asunder, or condone when there is a semblance of logic on their side. As businessmen, broadcasters must make equitable judgments.

We do not know how much money is being spent for all these projects and movements underwritten by broadcasters. We would hazard an estimate of at least $10 million a year. We do perceive that, once underwritten, they seem to take on permanent life. New ventures are simply added on.

It may be that broadcasters in all walks like to hold office, sit on boards, and meet from time to time at exotic places. Yet no one wants to curtail the activities of the revitalized NAB or of the code boards or the Association of Maximum Service Telecasters, which has been a stonewall of resistance to degraders of TV allocations and service.

We venture that considerable money is being wasted in these multifarious activities. But broadcasters will never know how much or where until an audit is made.

Time, gentlemen
The first appointment to the $44,000-a-year job of director of the New York State Commission on Cable Television, which is to regulate franchising, was made last week. The attractions of creative bureaucracy can now be calculated with some precision and will undoubtedly be emulated in other states.

This suggests a need for clear national policy on cable regulation. So far it has all been up to the FCC. It ought to be a job for Congress. For starters, that cable-policy proposal that the White House has been hatching for two years or more ought to be brought out of the egg.

Drawn for Broadcasting by Sid Hix

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THE BUCK$ STOP HERE

12,000,000 visitors bring their wallets to Central Florida every year. They break them out to buy beverages, groceries, clothes, make-up, deodorants, escutcheons, fedoras, girdles, etcetera, right on down to zippers. Add their bucks to the millions spent by Central Florida's 1,577,200 full-time Floridians and you'll soon see what keeps Florida green. More retail sales bucks were spent in the Orlando-Daytona Beach market in 1972 than in San Antonio, Syracuse, Toledo, Rochester or Norfolk.

About your bucks. WESH-TV is the one to buy for full market impact. Our antenna is located midway between our Orlando studio and our Daytona Beach studio, covering Central Florida from coast to coast.

So if you're interested in a hot retail sales market with a big bundle to spend, buy WESH-TV, Daytona Beach-Orlando.

*SRDS, July '73
You asked for women 18-49, Marcus Welby. Their computer said: "I'm sick." Ours said:

MARCUS WELBY
CPM AT RATE 2

W1849
121,000
5.79

FEEL BETTER?

And if you like, you can ask it for teens. Or men 18-49. Or any of thirteen rating and demographic categories. From up to eight rating books. With cpm and cost/rating point.

We handle traffic. And billing. And accounts receivable.

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For more information, call Allan Sanders or Dan Roberson collect at (404) 892-3456.