Off and running with the new TV network season
McIntire turning radio pirate to defy license lifting

The best of
Bogey, Bette, Jimmy, Edward & Oscar

200 SUPER STARS

United Artists Television
Entertainment from Transamerica Corporation
The Associated Press Broadcast News Wire recently added a big 11,000-mile step to its 190,000-mile domestic circuit in providing the Japan Broadcasting Corporation, NHK, the full 24-hour, year-round news report.

NHK, a national, public subscription company, operates three networks of some 700 stations and two TV networks made up of 1,697 general and 1,676 education TV stations. It also provides overseas "Radio Japan" broadcasting in 21 languages beamed in 14 directions. Its listeners and viewers are receiving via radio, TV and CATV a full English language broadcast as well as in other languages through the AP Broadcast News Wire Report.

Military communication centers in the Far East have long received AP Broadcast, but this is an important first commercial station use overseas.

We'll let NHK's news editor Sugibayashi's words from across the Pacific sum it up—"We have been impressed by the great speed of the AP news...it is also great help in training our men to write broadcast news style English."
All it took was the right mix: Don Kirshner Productions and Viacom. Then it moved like nothing before.

A 100-station lineup for this great new rock series in just 4 weeks. 44 stations in the Top 50 markets; 89 affiliates and 11 independents; 77% coverage of all television homes. And more stations signing on fast!

“Don Kirshner’s Rock Concert” kicks off in September with the coup of the decade: Mick Jagger and the Rolling Stones on television for the first time in 7 years! Plus the Doobie Brothers as special attractions and Cross Country, a new act hitting the charts, in their television debut.

The second scene is just as high: The Allman Brothers Band (presented in’association with Don Kirshner and Phil Walden)! And the Brothers’ friends Martin Mull, The Marshall Tucker Band and Wet Willie.

You know about television’s latenight rock boom with the 18-34 crowd. Now you know who’s at the top of rock.

Call us for a trip to the summit.

Viacom

NEW YORK (212) 371-5300 CHICAGO (312) 945-8630 SAN FRANCISCO (415) 267-8223 ATLANTA (404) 256-4986 DALLAS (214) 321-8001
This pair is worth a million to you in the Dallas-Fort Worth TSA.

Country Gold music has given WBAP the Number One rating for adult listenership in the Dallas-Fort Worth TSA. And Silver Country Stereo is now sending KSCS (formerly WBAP-FM) along the same path to popularity.

According to the April-May 1973 ARB, in fact, we've got 1,049,700* people listening to our two stations. Now, when you want to reach the lion's share of the market, you can do it with two great buys: WBAP and KSCS.

*CUME listening estimates April-May 1973 ARB total persons — Mon. — Sat.: 6 a.m. — Midnight

WBAP 820 Radio
50,000 WATTS / CLEAR CHANNEL / NBC / DALLAS-FORT WORTH
P. O. Box 1780 / Fort Worth, Texas 76101

Represented nationally by Robert E. Eastman & Co., Inc.
Boston FM sale bites dust, victim of citizen protest delay.


The more things change (in TV network programming) the more they stay the same, say agency handicappers, betting on old favorites to take the new season. 'Kojak' and 'Hawkins' look promising among rookies.

The persistent Dr. McIntire takes things into his own hands, stations a pirate radio ship off the New Jersey coast in calculated defiance of FCC's regulatory authority; he's looking for help from Congress, too.

NAB gets organized for keeping-pay-cable-down-on-the-farm campaign.

Senate passes its version of antiblackout bill; House holds hearings on what may be companion.

Nixon's getting back into the news conference swing of things.

How spot television boomed in second quarter.

Wanted: a compromise in that AT&T tariff case.

NBC-TV may try on country music for Saturday size.

Pacesetter: Black-owned cable system goes into operation in Gary.

Teleprompter's tightening its cable construction belt.

A mini-boom in local origination on nation's cable systems.

Carl Ally: He'd have you believe he's a hard-hearted realist.
WTEV delivers the land of industry and sales opportunity

Precision Park, upper, Brown & Sharpe Manufacturing Co.'s new $10 million plant in North Kingstown, R. I. Probably the largest piece of machine tool footage ever built at one time, anywhere. Kaiser Aluminum, lower, giant new complex in Bristol, R. I., features handsome appearance and strict controls over pollution.

Industry is thriving in the rapidly expanding WTEV market, a great factor in the economic stability and prosperity of the area. With an Effective Buying Income of almost six billion dollars, advertisers find this market responsive and rewarding. To enjoy its maximum television potential, buy the full-market reach of WTEV.

WTEV Providence—New Bedford—Fall River Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

STEINMAN TELEVISION STATIONS · Clair McCollough, Pres.
Closed Circuit.

Pay warfare

Massive campaign that National Association of Broadcasters will mount against siphoning of broadcast programs to pay television (page 36) may cost $600,000 or more. Exact budget can't be set until public-relations firm is hired and media plans devised and accepted, but figures well above half-million mark were freely discussed last week by NAB Special Committee on Pay Television. Committee also decided to accept challenge by David Foster, president of National Cable Television Association, to debate issue of pay cable. Committee Chairman Willard Walbridge is expected to announce forum and spokesman this week.

For its part, NCTA is considering counterattacks that include fairness complaints to FCC if broadcasters put antipathy messages on air, antitrust complaint to Justice Department on ground NAB is attempting to stifle competition, civil antitrust suit, complaint to Federal Trade Commission over false and misleading advertising. Advisory on situation and association's strategy is expected to go to NCTA members this week.

The drill

FCC Chairman Dean Burch will hold commissioners to three-meetings-per-week schedule "for foreseeable future" in effort to make dent in backlog of important items. Special meetings will generally be held Tuesdays and Thursdays, regular meetings on Wednesdays. Among key dates—Sept. 20 and 27, for prime-time-access rule; Oct. 2 and continuing over period of three weeks, various cable-television items (pay-cable rules, sports carriage and relay of radio signals, action on requests for waivers of cable-system and television-station crossownership rule, definition of cable system and completion of multipoint-distribution system inquiry, consideration of advisory committee reports on federal/state-local jurisdiction and technical standards); Oct. 23 and 25, number of items including children's television programing and report on fairness doctrine inquiry.

Disposal of at least most of those items in line with that schedule would presumably make it easier for Chairman Burch to leave commission on or about Nov. 1, which is date on which most speculation about his plans has fixed.

Tape pinch

Warning flag is up for TV and radio on impending shortage of magnetic tape, both video and audio. Audio Magnetics Corp., Gardena, Calif., major tape manufacturer, has put its customers on allocation—latest level is 75% of 1972 orders. Limitations stem from shortages of petrochemical and other raw materials used in making tapes, as well as tremendous demand from overseas markets, due to dollar devaluations. Audio Magnetics is subsidiary of Mattel Inc., Hawthorne, Calif.

Near miss

Proposal by noncommercial WETA-TV Washington for drop-in of channel 12, which had been thought to have little chance of acceptance, was very close to passage at FCC meeting last week. Only three commissioners, Robert E. Lee, Richard E. Wiley and Charlotte Reid, appeared to agree with staff's recommendation of rejection of request for on-year "experimental" operation. Their view was that if WETA-TV, which is on channel 26, can't reach big enough audience, it should seek increase in its UHF power.

Chairman Dean Burch, however, appeared anxious to find way to accommodate WETA-TV. Also sympathetic to drop-in were Nicholas Johnson, H. Rex Lee and Benjamin Hooks. Principal problem they face is loss of service number of eastern VHF stations would suffer. Mr. Burch shelved issue for further study, but said it would be raised again before Robert E. Lee, most vehement opponent, returns from International Telecommunications Union meeting in Torremolinos, Spain, on Oct. 26.

The inevitable

Cox Broadcasting Co., which bought Henry I. Christal Co. two months ago (BROADCASTING, July 9), has notified CBS Radio Spot Sales that Jan. 1 is date that representation of four Cox AM's moves to Christal. Stations are WSB Atlanta: WHO Dayton, Ohio; WIOO Miami and WSOQ Charlotte, N.C. Cox's recently acquired KFI (AM) Los Angeles has been represented by Christal for years. CBS Radio Spot Sales is expected to announce at least one Cox replacement in next few weeks.

Waiter

Nomination of James H. Quello, retired manager of WJR-AM-FM Detroit, to FCC was deferred last week, but, according to White House insiders, isn't sidetracked. Press of other business—including preparation of President's message to Congress this week on legislative program—was said to be cause of Quello delay. Meanwhile, White House was reported to have been sent endorsements of Mr. Quello by prominent Detroit blacks, including president of Detroit Common Council and executive director of Detroit Urban League. Letters were sent after publication of news reports that Andrew E. Jackson, black executive of Capital Cities Communications Corp., owner of WJR stations, had been critical of Mr. Quello (BROADCASTING, Aug. 27).

With formality of Quello nomination delayed, Clay T. Whitehead, director of Office of Telecommunications Policy, was reported to have revived campaign for appointment of his candidate, Glen O. Robinson of University of Minnesota, also favorite of FCC Chairman Dean Burch.

Field trip

Some 25 FCC staff members, perhaps accompanied by commissioner or two, will spend Thursday, Sept. 13, learning firsthand how small-market radio operates. They'll take chartered bus to visit WFLS-AM-FM and WJMA-AM-FM Frederickburg, Va., and WJMA-AM-FM in nearby Orange, Va. Inspection tour was arranged by Charles Jones, director of National Association of Broadcasters' Radio Information Office, who has escorted several FCC members and high-ranking staffers on earlier tours of small stations in effort to point out that broadcasting has more to it than Hollywood studios and New York headquarters.

Next act

There has been series of unpublicized meetings involving FCC Commissioner Nicholas Johnson and representatives of citizen-group movement who, like him, are on verge of changing scenes or jobs. Participants have included Albert H. Kramer, who is to cut ties with Citizens Communications Center of Washington; Tracy Westen, who is moving his Stern Community Law Firm from Washington to Los Angeles, and William Wright, who is leaving Black Efforts for Soul in Television to move to San Francisco. Another at same meetings has been Phil Watson, former general manager of Howard University's WHUR(FM) in Washington. Talk is of "communications coalition," though nothing has materialized.

Mixed bag

Interesting voting line-up among FCC commissioners developed last week on question of whether WLS-TV Chicago should be fined for violating political-editorial rule. Chief of complaints and compliance division, William Ray, said yes: General Counsel John Pettit said no. General counsel's position prevailed; but supporting Mr. Ray was unlikely combination of Chairman Dean Burch and Commissioner Nicholas Johnson, along with H. Rex Lee.

New entry

Britain's Thames Television, seeking to expand its representation in U.S. market, is reported ready to offer hour action series, Special Branch, for syndication early next year. Series has been distributed in foreign markets for past three years, will be syndicated through Thames' U.S. sales agent, Gottlieb-Taffner Programs, New York.
In Brief

Football on their minds. Professional-quarterback-turned-congressman told House Communications Subcommittee Friday (Sept. 7) that antiblackout bills (see story page 46) are "misguided" and that National Football League's TV policies have in large measure helped sport's growth. Representative Jack Kemp (R-N.Y.), 13-year veteran of American Football League, said stadium attendance is vital, questioned "whether Congress has the right to tell someone how to merchandise his product." *11th hour out. Meanwhile, Kaiser Broadcasting's Richard Block offered suggestion to NFL Commissioner Pete Rozelle: that league make tapes of Sunday games available to TV stations for airing day later, suggesting move might avoid congressional steamroller that threatens to lift blackouts. **Moderate: month. FCC received 2,313 complaints from public during July, down 596 from June total. *Searns for Weber. Vacancy on National Association of Broadcasters' Special Committee on Pay TV, created by death week earlier of Fred Weber, Rust Craft Stations (*At Deadline*, Sept. 3) will be filled by Wilson Searns, president of Multimedia Inc. *Challenge in Baltimore. Citizens Planning and Housing Association, nonprofit Baltimore-area public-interest group, has asked FCC to deny certificate of compliance to Calvert Telecommunications Corp., firm which has been awarded franchise to serve suburban Baltimore county, Md. *Getting closer. Senate Friday approved conference on bill containing FCC's fiscal 1974 budget, but measure has for time being run into roadblock over provision to prohibit federal officials from using large automobiles at taxpayer expense. At stake for commission: $39,860,000. It is now up to House to decide whether to appoint conference to help Senate representatives resolve issue. *Extemporaneous. FCC has ordered virtually impromptu oral argument on issues involving applications of GTE Satellite Corp. and AT&T for domestic communications satellite authorizations—for Tuesday (Sept. 11). It said that discussion would enable it to resolve issues in various pleadings and that final decision would be issued "immediately following." *Repleve. National Association of Broadcast Employees and Technicians postponed threatened strike against NBC set for last Wednesday (Sept. 5) and resumed negotiations with network in Washington.

RKO, Heftel abandon plans to transfer WROR(FM) Boston; citizen-protest delay cited as culprit

Citizen-group opposition to RKO General's sale of WROR(FM) Boston to Cecil and Joyce Heftel has resulted in death of that transaction. RKO and Heftel Broadcasting Co. last week jointly notified FCC of their agreement to terminate WROR venture, which would have been worth $2 million.

Although commission approved sale last month (BROADCASTING, Aug. 13), that action had been subject to challenge. Two Boston citizen groups had pending request for stay of FCC decision. One, Boston Community Media Committee Minority Caucus, objected to commission's disapproval of programing-employment agreement it had reached with Heftel. Another, Committee for Community Access took issue with sale of grant itself; it had earlier filed petition to deny transaction, which commission had dismissed.

In letter to commission, RKO and Heftel stated that "the underlying reason for this action has been the desire of both parties to avoid the uncertainty which would surround this transaction during the pendency of the litigation and its adverse impact upon the station's staff and operations." WROR sale contract expired two weeks ago.

Letter also stated that RKO will "continue to pursue its policy of disposing of co-located facilities in those markets where it is now operating." There was no word last week, however, as to whether RKO would try to find new buyer for WROR.

Dustup over Puyallup

It still goes on; oral argument hears contention that counsel Cottone should be barred from case; preacher-radio pirate McIntyre leads a cheering section

FCC heard hour and 45 minutes of oral argument Friday (Sept. 7) on fate of KAYE(AM) Puyallup, Wash.—that is, whether administrative law judge's order dismissing station's license-renewal application should be affirmed. But most of time was spent discussing hearing-room conduct of station's counsel, which had led Judge Ernest Nash to dismiss application on ground station had failed to prosecute it, and on whether counsel should be permitted to continue if case is remanded for further hearing.

Station counsel, Benedict Cottone, said it would be unfair to "stigmatize" him by remanding station's application while another, Committee for Community Access, acquires another lawyer. He said he should not be required to step aside unless he is given opportunity to rebut charges leveled at him by Judge Nash.

Hearing ended dramatically in Puyallup in September, when Judge Nash, in unprecedented move, ejected Mr. Cottone. Action came as climax to increasingly rancorous proceeding in which Mr. Cottone and Judge Nash exchanged epithets and charges. And when station president John Nichols failed, in weekend given him, to find new counsel, Judge Nash ordered record and said he would dismiss application. Formal order was issued in December (BROADCASTING, Dec. 11, 1972).

Commission's Broadcast Bureau supports Judge Nash's order excluding Mr. Cottone. Bureau Counsel Joseph Chachkin said it is essential for commission to support unprecedented ruling if proper conduct on part of attorneys in hearing is to be assured. But he also said that Judge Nash erred when he failed to give KAYE more than weekend to obtain new counsel.

Questions from bench indicated that commissioners were not disposed to permit Mr. Cottone to continue in case if they decide to remand it (which seemed likely), either to Judge Nash or, as some officials indicated was possible, another judge. At one point, Chairman Dean Burch asked Mr. Cottone, "Is there any question that if you had carried on in a court of general jurisdiction the way you did in Puyallup you would have gone directly to jail?" He noted at one point Mr. Cottone had said Judge Nash's mind was "a cesspool of filth."

Repeatedly, Mr. Cottone said that although he might have made mistakes of temper, they were triggered by Judge Nash's own conduct. He said Judge Nash had called him "antisemitic" and "a hysterical person." Commissioner Richard E. Wiley sought to focus discussion on merits of KAYE's case apart from question of Mr. Cottone's representation. But counsel turned question back to one of his fitness, saying as-

They stay. FCC rejected proposal by Consumer Electronics Group of Electronics Industry Association to eliminate channels 70-83 on UHF tuners. Association contended that future land mobile expansion in 806-890 mhz band will replace all existing translators presently operating on channels 70-83; and technical improvements and cost savings would result from change. FCC, however, considered benefits "insignificant" and noted that since most translators are nonprofit and community-supported endeavors, switch-over present unnecessary financial burden for licensees.

At Deadline

Broadcasting Sep 10 1973 8
1

VISION ON
WHAT A GREAT IDEA...
JUST ASK,

<table>
<thead>
<tr>
<th>ALBANY</th>
<th>WTEN</th>
<th>FLINT</th>
<th>WJRT-TV</th>
<th>NORFOLK</th>
<th>WTAR-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANCHORAGE</td>
<td>KIMO</td>
<td>FRESNO</td>
<td>KFSN-TV</td>
<td>OMAHA</td>
<td>KETV</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>WAGA-TV</td>
<td>GREEN BAY</td>
<td>WFRV-TV</td>
<td>PHILADELPHIA</td>
<td>WPVI-TV</td>
</tr>
<tr>
<td>BALTIMORE</td>
<td>WMAR-TV</td>
<td>HARRISONBURG</td>
<td>WSVV-TV</td>
<td>PHOENIX</td>
<td>KPHO-TV</td>
</tr>
<tr>
<td>BINGHAMTON</td>
<td>WBNG-TV</td>
<td>HONOLULU</td>
<td>KGMB-TV</td>
<td>PITTSBURGH</td>
<td>WIC-TV</td>
</tr>
<tr>
<td>BOSTON</td>
<td>WCVB-TV</td>
<td>HOUSTON</td>
<td>KPRC-TV</td>
<td>PORTLAND</td>
<td>KGW-TV</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>WBN-EN</td>
<td>JACKSONVILLE</td>
<td>WJXT</td>
<td>PROVIDENCE</td>
<td>WPRI-TV</td>
</tr>
<tr>
<td>CEDAR RAPIDS</td>
<td>WMT-TV</td>
<td>JOPLIN</td>
<td>KODE-TV</td>
<td>RAILEIGH</td>
<td>WRAL-TV</td>
</tr>
<tr>
<td>CHARLESTON</td>
<td>WCSC-TV</td>
<td>KANSAS CITY</td>
<td>KCMO-TV</td>
<td>ROANOKE</td>
<td>WSLS-TV</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>WBT-V</td>
<td>KEARNEY</td>
<td>KHOL-TV</td>
<td>ROCHESTER</td>
<td>WHEC-TV</td>
</tr>
<tr>
<td>CHATTANOOGA</td>
<td>WDEF-TV</td>
<td>LAS VEGAS</td>
<td>KLAS-TV</td>
<td>ROCKFORD</td>
<td>WREX-TV</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>WLS-TV</td>
<td>LOS ANGELES</td>
<td>KABC-TV</td>
<td>SAN DIEGO</td>
<td>KGT-V</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>WCPO-TV</td>
<td>LOUISVILLE</td>
<td>WAVE-TV</td>
<td>SIOUX FALLS</td>
<td>KELO-T</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>WJW-TV</td>
<td>MIAMI</td>
<td>WPLG-TV</td>
<td>SAN FRANCISCO</td>
<td>KGO-TV</td>
</tr>
<tr>
<td>COLUMBUS</td>
<td>WTWN-TV</td>
<td>MILWAUKEE</td>
<td>WITI-TV</td>
<td>SEATTLE</td>
<td>KOMO-TV</td>
</tr>
<tr>
<td>DALLAS</td>
<td>WFAA-TV</td>
<td>MINNEAPOLIS</td>
<td>KMSP-TV</td>
<td>SPOKANE</td>
<td>KREM-TV</td>
</tr>
<tr>
<td>DENVER</td>
<td>KMGH-TV</td>
<td>NASHVILLE</td>
<td>WSM-TV</td>
<td>TAMPA</td>
<td>WTMT</td>
</tr>
<tr>
<td>DETROIT</td>
<td>WXYZ-TV</td>
<td>NEW HAVEN</td>
<td>WTNH-TV</td>
<td>TOLEDO</td>
<td>WSPD-TV</td>
</tr>
<tr>
<td>EVANSVILLE</td>
<td>WFIE-TV</td>
<td>NEW ORLEANS</td>
<td>WDSU-TV</td>
<td>WASHINGTON</td>
<td>WTOP-TV</td>
</tr>
</tbody>
</table>

OR ASK,


THEY HAVE ALL PRAISED THE EXCELLENCE OF "VISION ON." LITTLE WONDER 16 BRAND NEW EPISODES HAVE JUST BEEN RELEASED.

NOW THERE ARE 42 COLOR HALF HOURS OF
VISION ON
THE AWARD-WINNING, SPONSOR-WINNING CHILDREN'S SERIES. AVAILABLE FOR IMMEDIATE START, WITH MANY MARKETS FIRST RUN
PRODUCED BY BBC-TV.

TIME LIFE BUILDING - NEW YORK, N.Y. 10020 - (212) 556-7783
TV — ARB estimates, January/February, February/March and May 1973 average.
Total survey areas.
All data subject to qualifications which WCCO Radio will supply on request.
... has the best figures around. Better than TV in the Minneapolis/St. Paul market.

Figures speak for themselves. And, when ARB bared its latest figures for 1973, TV was once again left standing on the sidelines. Watching the crowds go by, WCCO Radio beats all four Twin Cities television stations in 15 out of 16 points of AQH (average quarter-hour) audience comparisons. That makes six years in a row for this amazing Bigger-than-TV story brought to you by WCCO Radio.

But here, see for yourself. These are just a few examples of what our figures have to offer.

<table>
<thead>
<tr>
<th></th>
<th>WCCO Radio</th>
<th>Best TV Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 12+ AQH 6 am-Midnight, M-S</td>
<td>124,500</td>
<td>106,350</td>
</tr>
<tr>
<td>Adults 18+ AQH 6 am-6 pm M-F</td>
<td>161,300</td>
<td>60,500</td>
</tr>
<tr>
<td>Men 18+ AQH Prime Time, M-F</td>
<td>107,100</td>
<td>91,800</td>
</tr>
</tbody>
</table>

Actually, though, we'd rather have you check our figures yourself. All 16 points of comparison are available through your WCCO Radio or CBS Spot Sales representative. And the figures add up to one thing. Results for your clients in the Minneapolis/St. Paul market.
from produce.

**WJIM-TV comes to terms on programing, hiring**

Gross Telecasting Inc. has reached agreements with two citizen groups—one of them concerned specifically with children's programing—which commits licen-
see to number of actions in employment and programing at its WJIM-TV Lansing, Mich. Agreements—with Citizens United for Better Broadcasting and Lansing Com-
mitee for Children's Television—were to be made part of station's file at FCC. Michigan stations are due for renewal Oct. 1.

Under CUBB agreement, WJIM-TV will produce 30-minute prime-time local pub-
lic interest, education and service programing and number of other programs dealing with community problems specified in renewal application, hire full-time racial minority on-camera news reporter, add to staff either experienced TV commentator/analyst or "com-
mmentator" of 1/2 time commentator/analysts. In addition, station will boost by 50 minutes per week amount of time devoted to local news and devote 50% of all public service announcements to pro-
motion of area nonprofit organizations. Total time devoted to public service an-
ouncements will average at least 100 minutes weekly.

Under agreement with LCCT, WJIM-
TV agrees to consult with members of organization on selection of syndicated programs for afternoon hours and on local production of children's programing. Station will present monthly children's special featuring children from area. Agreement also provides for experiment of "commercial cluster" concept on daily local children's program station will pro-
duce.

WJIM-TV, in addition, agrees to aban-
don program that has come under fire from some groups as too violent for children—Wild, Wild West.

**KTBC-TV sale approved—conditioned on unsnarling a passel of legal strings**

FCC has approved Times Mirror Co.'s purchase of KTBC-TV Austin from Texas Broadcasting Co., owned by family of late President Lyndon B. Johnson. Purchase price was $9 million.

Commission conditioned grant on out-
come of number of legal actions in which Times Mirror is involved. These include petition to deny renewal of Times Mirror's KDFW-TV Dallas-Fort Worth, filed by Civic Telecasting Corp., whose principals have also brought antitrust suits against Times Mirror and other licenses in Dal-
las-Fort Worth. Civic contends that licen-
ses conspired to monopolize broadcasting

in that market.

Commission also conditioned grant on outcome of public interest petition on request by Aetna Life and Casualty Co., minority stockholders in Times Mirror, for modification of multiple-ownership rules that would enable it to continue its Times Mirror ownership.

Commission, in addition, noted that Otis Chandler, vice chairman of Times Mirror board, has agreed not to particip-
ate in operation of KTBC-TV unless Se-
curities and Exchange Commission suit in which he is involved is resolved in his favor, or unless commission approves his participation.

Commission vote was 4-to-1, with Chairman Dean Burch abstaining and comedian Nicholas Johnson not par-
ticipating. Commissioners Robert E. Lee

and Benjamin L. Hooks voted for the com-
mission order, and Commissioners Charlotte Reid and Richard E. Wiley con-
curred in result.

Commissioner H. Rex Lee dissented because of what he saw as serious legal questions facing Times Mirror. He said consideration of assignment application should be deferred until commission dis-
poses of petition to deny against KDFW-
TV. He also expressed concern about anti-
trust suit in which federal district court jury in California voted against Times Mirror subsidiary in field of aviation educ-
ation material, and awarded plainti$2 million damages. SEC suit and prob-
lem involving Aetna were further reasons for not granting assignment, Commiss-
ioner Lee said.

Sale deadline initially was Sept. 1, but was extended to Oct. 1 when FCC failed to act in August.

**FCC repeats its 'no' to KDOV**

FCC has reaffirmed its decision of May 1969 denying license renewal of KDOV-
(AM) Medford, Ore. and dismissing appli-
cation of Medford Broadcasters Inc. for sale of station to W. H. Hansen. Commission originally dismissed KDOV renewal and transfer applications, as well as renewal application of KCNO(AM) Alturas, Calif. (licensed to Mr. Hansen), on issues that included character quali-
fications of both Medford and Mr. Han-
sen, hidden ownership, unauthorized transfer of control and various other mis-
representations. Review board later added issue of stations' lack of meritorious pub-
lic-service programing.

**J., Thomas Rosch, 33, attorney with San Francisco law firm of McCutchen, Doyle Brown and Enersen, named director of Federal Trade Commission's Bureau of Consumer Protection. He succeeds Robert Pitofsky, who resigned in March. Post had been held in interim by Joan Z. Bernstein, who now becomes deputy di-
rector. Mr. Rosch characterizes himself as "vigorous enforcer" and says he hopes to "follow in the wake" of Mr. Pitofsky, who garnered reputation as active en-
forcement official.**

Mr. Rosch

Mr. Bernstein

Mr. Leahy

Mr. Hooksing

Mr. French

Mr. Jankowski

Thomas F. Leahy, vice president for sales, CBS Television Stations Division, named VP-general manager of WCBS-TV New York. He succeeds Robert L. Hos-
king, who takes over as VP-GM of WCBS-TV Philadelphia, in turn succeed-
ing Gordon L. French, named to new post of VP-production, CBS Television Stations, Los Angeles. Gene Jankowski, director of sales, WCBS-TV, succeeds Mr. Leahy.
American cities are suffering from hardening of the arteries.

Storer stations are concerned and are doing something about it.

In 1945 there were 31 million cars on American roads, and public transportation carried 19 billion passengers. Today there are over 112 million cars and only 5½ billion passengers a year use mass transit systems.

Result? Wall-to-wall traffic jams in and around cities. Eye-searing pollution. Frazzled nerves. And, on top of it, we’re facing gasoline shortages of serious proportions.

Urgently needed are improved traffic arteries and more attractive mass transit to entice drivers from the highways. To that end, Storer stations are lending editorial and programming support to upgrading transportation systems for their communities.

For instance, WJW-TV has pushed to regionalize the Cleveland Transit System which has lost riders through higher fares and reduced service. WJW-TV points out that regionalization and a tax subsidy would qualify the system for federal aid—and revitalization. WJW-TV programs on transportation also include “The Perfect People Mover.” It deals with transit in the inner city, and from the suburbs by exclusive bus lines. Filmed in places like Washington, Pittsburgh and Atlanta, it has been chosen for seminars on mass transportation in a number of states.

WITI-TV’s documentary on mass transit showed what cities are doing and where Milwaukee stands. Another program brought Milwaukee supervisors together to discuss timing and feasibility of public ownership of the transit system. WITI-TV editorials also pointed up foot-dragging on completion of the city’s freeway system, and suggested allowing legal right turns on red lights to keep traffic moving.

Storer stations in Atlanta, Detroit, Miami, Toledo and other cities have aired similar messages. Subjects range from the use of highway funds for mass transit to building an elevated expressway over existing roads.

It’s one more way Storer stations get deeply involved in the vital affairs of the communities they serve.

For we strongly believe that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

The Storer Stations

Storer Broadcasting Company

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJFK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
Meal ticket

Editor: Howard Eaton Jr. of Ogilvy & Mather is obviously someone whom I've missed during my recent rounds of New York agencies. His bearishness about UHF ("Monday Memo," Aug. 27) isn't borne out by the facts.

Such items as the number of profitable independent U's increasing 83% while their network counterparts displayed a comparable 49% increase are only part of the story (1972 FCC figures). Kaiser Broadcasting just racked up its 14th consecutive quarterly increase (profitable, at that), and we are growing at a faster rate than the industry as a whole.

One of the key reasons for ABC's parity is that it now has clearance in markets where, before the All Channel Bill (enacted in 1962 but not effective until 1964), it was either cherry-picked or ignored. That long-awaited fourth commercial network is now possible with a mixture of U's and V's. I'm going to take Howard to lunch to bring him up to date.—Richard C. Block, vice president and general manager, Kaiser Broadcasting, Oakland, Calif.

Within and without NAB

Editor: Let us hope that Donald Allen of KYD-AM-FM Bakersfield, Calif., soon joins other critics of the actions of the National Association of Broadcasters by working "within" the organization.

Mr. Allen criticized a plan of action which finds the NAB advertising in the papers most read by politically conscious Washington ["Open Mike," Aug. 27]. Members of Congress read the Post and the Star-News make no mistake about it. Two congressmen I know well have told me that every ad published thus far has given them "valuable information."

Broadcaster Allen should realize that newspaper ads are just one part of the process of spreading the word about radio and TV problems. Best of all, of course, is the individual contact of a broadcaster with his senator and congressman. However, there are plenty of congressmen (and their aides) who get very few phone calls, almost no mail and practically no personal contact from their broadcaster-constituents. There is no question but what money invested in "think ads" aimed specifically at busy public officials in Washington is money well spent.

Pot-shotting the NAB is easy. It makes a good target, trying to be all things to all broadcasters. The pity of it all is that too many broadcasters find picky reasons for not putting in their dough to finance the NAB's efforts. More than half of the broadcasters of America are getting a free ride on the efforts of the stations that pay the bills—and fight the good fight.—George L. Brooks, owner, KCUE-AM-FM Redwing, Minn.

WIC on phony newswoman

Editor: Women in Communications Inc. deplores the action of self-styled journalist Lucianne Cummings Goldberg in accepting an assignment last fall to "ride along" on the McGovern campaign plane and report on "daily activities which were not always available through normal news channels." This acceptance reflects on the integrity and professionalism of all people in the fields of communications and on women practitioners in particular.—Fran Harris (WJF-AM, Detroit), president, Women in Communications Inc.

Dilemma of 'Maude'

Editor: In your Aug. 27 story on the Maude controversy, you report that one CBS affiliate, WJMK-TV Detroit, offered free time to opponents of abortion. For the record, WDAU-TV Scranton, Pa., while declining the demand of Bishop J. Carroll McCormick that the programs be deleted, invited the bishop to air his view of the segment. He did not accept.—Tom Powell, news director, WDAU-TV.

* Indicates new or revised listing.

This week

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


Sept. 11-14—Western electronic show and convention, sponsored by WESCON. Brooks hall, Civic Auditorium, San Francisco.


Sept. 13-14—Annual meeting, Ohio Association of Broadcasters. Spokesmen include Representative James Devine (R-Ohio), ranking minority member of House Commerce Committee, and Herb Jacobs, board chairman, Telcom Associates. Nell House, Saro Downs.


Sept. 14-16—American Women in Radio and Television Convention. Los Angeles, Calif. (dates and newsmaker luncheon only—see listing).
Also in September
Sept. 17—New deadline for entry in Broadcasters Promotion Association Television Information Office promo contest.


Sept. 20—Radio Advertising Bureau sales clinic. Doubletree Motor Inn, Kansas City, Mo.


Sept. 20—Broadcasting Year IV, conference in conjunction with Video Expo IV, Commodore hotel, New York.


Sept. 21—Cable television seminar, sponsored by Ohio Broadcasters and National Council of Churches. Sheraton Inn-Downtown, Cleveland.

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

Sept. 22—Annual joint meeting, Association of Federal Communications Consulting Engineers and Institute of Electrical and Electronics Engineers. Luncheon sponsored by Adobe Communications Policy, speaking on "Future Directions of Communications Policy." Hotel Washington, Washington.


Sept. 22—Broadcasting Year IV symposium, Institute of Electrical and Electronics Engineers. Washington hotel, Washington.


Sept. 23—Annual meeting, Maine Association of Broadcasters. Sebasco Estates, Sebasco.

Sept. 25—Annual meeting, Louisiana Association of Broadcasters. Louisiana Hotel, New Orleans.

Sept. 25—Annual stockholders meeting, Rollins, Inc., Atlanta.

Sept. 26—Radio Advertising Bureau sales clinic. Sheraton-Jet Center, Atlanta, Fla.


Major meeting dates in 1973-74


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


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


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


NAB fall conferences schedule

Sept. 27—Radio Advertising Bureau sales clinic. Sheraton Motor Inn, Greensboro, N.C.


Sept. 27-30—Annual convention, Sigma Delta Chi. Statler Hilton, Buffalo, N.Y.


October

Oct. 1—Extended deadline for filing reply comments with FCC in matter of ascertainment of community problems (Doc. 19715).


Oct. 1—Deadline for entries in Morgan O'Leary Awards. Sponsored by University of Michigan department of journalism. Contest is open to Michigan members of print or broadcast media. Contact: Department of Journalism, University of Michigan, Ann Arbor 48104.


Oct. 3—Broadcasting Fall convention. Sponsored by Telemedia Inc., Dayton, Ohio.


Oct. 6-7—Advanced television programming seminar, sponsored by Telemedia Inc., Detroit, Ohio.

Oct. 6-7—Annual meeting, Women in Communications Inc., Bethesda, Portland, Ore.


Oct. 5-7—American Women in Radio and Television East Central area conference, Inn of the Four Winds, Lake Monroe, Ind.

Oct. 8-11—Electronic Industries Association 45th annual convention. Fairmont hotel, San Francisco.

Oct. 8-13—Annual international conference, Radio Television News Directors Association. Keynote address...
9 delivers more than 5 or 4...

Unduplicated county coverage: almost 3 million people!

Every TV station in the Twin Cities is now reaching a larger Grade "B" coverage area (and delivering better pictures in the areas now covered), from the new tower farm in Shoreview.

With this extended Grade "B" coverage, each station will have a chance to reach almost a quarter of a million new viewers; a potential coverage of about 3 million in its total viewing area.

But in some of the outlying areas, stronger signals from stations carrying the same network programs precludes reaching all of the households.

As shown in the accompanying maps and charts, KMSP-9 is less affected by competition from other stations than will either of the other network stations in the Twin Cities. Additionally, KMSP-9 transmissions to outlying CATV stations also is greater in number than either of the other Minneapolis-St. Paul network stations.

Because of these factors, KMSP-9's unduplicated area of coverage is over 2.7 million people. Greater than either of the other network stations!

Compare.
You'll see 9 delivers more than 5 or 4.

KMSP 9

Represented by Blair Television
Oct. 14—Western region convention, American Association of Broadcasters. Santa Barbara Biltmore, Santa Barbara, Calif.
Oct. 18—Northeast regional expo, National Cable Television Association. Grant 2 hotel, Kenhakson, N.Y.
Oct. 18—Advanced television production seminar, sponsored by Telecasting Inc. Minneapolis.
Oct. 19—Regional convention, Society of Broadcast Engineers. Owego-Treadway Inn, Owego, N.Y.
Oct. 21—Annual meeting, Massachusetts Broadcasters Association. Sheraton Islander hotel, Gothen Island, Newport, R.I.
Oct. 22—26th MIED, International film, TV and documentary market for film buyers and sellers. Milan, Italy. Contact: MIED, Largo Domodossola 1, 20145 Milano, Italy.

**IT'S NEWS!!!**

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

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

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

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

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

---

**BROADCASTING PUBLICATIONS INC.**


**EXECUTIVE AND PUBLICATION HEADQUARTERS**


**EDITORIAL**


**SPECIAL PUBLICATIONS**

Art King, director; Joseph A. Easor, associate director; Gerald Lichtman, Howard Moss.

**ADVANCED TELEVISION**


**CIRCULATION**


**PRODUCTION**

Harry Stevens, production manager. Bob Sandor, production assistant. Laurie Endler.

**ADMINISTRATION**


**BUREAUS**


Tokyo: John A. Porteous, contributing editor. 3077 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

**BROADCASTING** magazine was founded in 1911 by Broadcasting Publications Inc., using the title BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1912. Broadcast Journal in 1913, Telecast * in 1915 and Television in 1961. Broadcasting-Telecasting * was introduced in 1946.

---


© 1973 by Broadcasting Publications Inc.
The automated VHF transmitter.
The real thing...not just a remote possibility.

The entire "F" line of RCA transmitters is now automated.
So they need far less operator attention.
Every tube not absolutely essential was designed out. That means fewer tubes model-for-model than any other VHF transmitter.
We took out as many tuned circuits as possible.
For instance, our totally solid-state IPA has no controls to drift or adjust.
We deleted all the blowers except one. And that cools the whole transmitter.
Then we added automatic control of output power and sync level so you don't have to readjust power.
We topped it off by building in the functions you need for complete remote control.
Result: transmitters that require less attention.
Wherever they're stationed.
For further details, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.
Or see your RCA representative.
Second time around:
Words about radio still ring true

How can you use radio more effectively? What are the things you can do to get greater results from radio? I would tell you five simple things—the five points into which all our study and all our research can be boiled down.

No. 1. Before you can use radio for maximum effectiveness, you have got to understand your objectives.

Before an advertiser, before a retailer, sets up his radio advertising budget or buys any time, he should know what he expects to advertise and to whom he expects to address his advertising message. What do you want from radio and whom do you want to talk to? It's just that simple. None of this, "I want to advertise everything." We just don't think that works. We think a retailer who has intelligent objectives will want to advertise his strong departments and his best lines, play the winners in his store, and identify himself on the air with the best-liked, in-demand, fastest-moving merchandise—the kind of goods that create traffic and a good reputation for the store.

You know, it's been said of retailing that 70% of the business the average retailer does is done on about 30% of his stock. Yet, many times, I have seen the retailer consistently pound away on that aspect of his business that was least likely to attract anyone to his store. Any advertising man, any retail medium will tell you of the many times he's dealt with a retailer who hides his advertised merchandise under the counter, doesn't even tell the clerks, dares the customer to find it—and then says advertising doesn't work.

The retailer who consistently uses his advertising to associate himself in public with his dogs and white elephants and turkeys is doing nothing more than paying for an announcement of the fact that he has been a bad buyer or a poor businessman. We don't think that a retail advertiser should buy a lot of advertising to say a lot of things about nothing at the expense of saying some very important things about some very important and specific merchandise.

No. 2. The retailer should take advantage of a technique we have found to be overwhelmingly successful—the beamed program technique. If you know what you want to say and you know whom you want to say it to, you can buy a vehicle that will, without waste, talk directly to the people you want to address, at a reasonable cost. It is easy to visualize that in a buck-shot at a barn door. We use the beam program technique to get away from a lot of radio timebuying vices.

Maurice B. Mitchell presently is chancellor of the University of Denver. He was named to that post in 1967. He began in broadcasting after WW II with WTOP(AM) Washington, eventually becoming general manager of the station. He joined the NAB in 1946 as director of broad- casting, in which capacity he delivered the talk from which this "Monday Memo" is adapted. In 1951, Mr. Mitchell joined Muzak Corp., then an affiliate of Encyclo- paedia Britannica. He later moved over to Encyclopaedia Britannica Films as president and in 1962 was named president of Encyclopaedia Britannica.

Using it will keep you from buying time "you just happen to like." Make a regular date with the people who are listening to your program, deliver a service to them in return for their attention to your advertising, and deliver it to these same people on a regular basis.

No. 3. We think the retailer who wants maximum success from advertising should advertise his strong departments and his strong lines, advertise his in-demand merchandise and advertise it on the radio regularly. We're no overnight, hot-shot advertising medium for a retailer, even though we have done dramatic, overnight, hot-shot jobs. Many times I have seen a single radio announcement tie up an entire department-store switchboard— or seen an announcement about a cooking school and ration coupons tie up a government bureau switchboard. Sure, you can do that with radio. But it's foolish to expect or look for that kind of result from advertising, unless you regularly get it in the course of your everyday retail operation. When you buy radio to advertise your strong departments, your in-demand merchandise, your brand lines, you're following the precepts of some pretty good retailers.

The Allied Purchasing Corp., which runs what is considered to be a pretty fine group of retail stores around the country, insists that it uses advertise strong merchandise. It insists in many cases that the important brands in one department be featured for a full year on one program, and the only change it will allow in that commercial policy is the inclusion of a new item in that brand line from week to week. No item is ever featured for less than a solid week. And Allied people report genuine success from the use of this technique in radio. They still get their results, not just in sales of merchandise from day to day, but on two bases: one, how the department does on a year-round basis, and second, how the advertised items within the department do week to week.

No. 4. You've got to have the kind of copy that will do the selling job right. Not just "copy"—not just the stuff you poke out with one finger on the typewriter for your newspaper and your radio advertising . . . sometimes. One of the things we've never been able to understand is why an advertiser will put phrases in his advertising copy that people would never say. Did you see the woman who called her husband on the phone and said to him, "Would you mind stopping in at Jones's Department Store today and buying me a pair of slippers because there, quality and variety go hand in hand?" A lot of advertisers are saying that sort of thing every single day of the week. Don't you think perhaps she might actually say, "I wish you'd buy me a pair of slippers at Jones's because their sale ends today and I can't get downtown?" She is telling her husband specifically what she wants, specifically why she wants it, and she makes a decision to buy for a specific reason.

One of the best examples I've seen is the copy of an advertiser who used the medium recently to advertise purses. In his early advertising, he was using this kind of copy: "Stop in here for a purse because we have purses that will help complete a smart costume ensemble at budget prices." Now, nobody buys "a smart costume ensemble at budget prices." But when he later began to say, "Here's where the working girl will always find a purse at $8.98," or "Here's where you'll find plastic bags that wash as easily as your face," or "Here's where you'll find plastic bags and purses in bright colors that will go with your dark suit," he was talking to people in the terms in which they thought of his merchandise. He was talking specifically to the listeners about the specific things his merchandise could do for them, and he wasn't being vague and saying, "This merchandise which we have to sell has this attribute." He was saying "You ought to buy this because this will do this for you."

We also think the kind of copy that produces the maximum results for a retailer is truthful. If you tell the truth, you will sell. If you sit down and take the trouble to find out those things that you can say about your goods that are truthful and that are...
believable, then you have taken a step towards greater success in radio. That kind of copy sticks in a person's mind for a long time. It doesn't always produce results today, but continual repetition will cause people to remember the store that uses that kind of advertising. Joske's (of San Antonio) continual repetition of "the largest store in the largest state," and similar slogans used by other great stores, stay in the minds of many people who aren't planning a purchase the first time they hear it. The fact that when they do get around to buying they'll remember that here's where they've wanted to shop—that's the real effect of that kind of copy. True, truthful clerks, is a lot more convincing. Very few tailors would instruct their clerks to deliberately lie to a potential buyer. Yet many retailers don't deliberately lie but—let me say—deviate somewhat from the bare facts in their advertising.

Most important of all, invite your customer to take direct action. Don't say: "You should buy a pair of slippers because they're wonderful," but say: "Come on down to our store tomorrow morning at 10 o'clock and go into the entrance of our store. You don't even have to go upstairs—the slippers are right near the door. You can buy them and be out in five minutes." You've given a direct invitation to take direct action.

I've heard some taxi-cab advertising recently that impressed me. Typical was a line of taxi cabs that said, "Here's where you can have dependable, clean, efficient taxi service." Now I don't particularly care if the taxi cab company is run efficiently. If it isn't, I assume they'll go bankrupt and somebody else will come around when I call. Dependability is certainly not the key customer advantage for a taxi-cab company to promote as a basic reason for calling a cab. On the other hand, I have heard another taxi company say, "It's raining out today! Don't get wet! Call a taxi. Call this number. Be sure you call this number if you need a taxi. And if you need a taxi, call this number." They're talking to me about a service I'll be able to use right then in terms of why I might need it, and they make sure I can find it if I do.

One of the things I get a big kick out of, and I'm sure many other advertising men do, is the Christmas approach—"Be sure you bring something home to the wife that will put the lovelight in her eyes." I can put the lovelight in my wife's eyes without the help of any advertising. But there are some other reasons why I might buy her a Christmas present. Some pretty good, sound selling reasons. "Put the old lovelight in your wife's eyes" looks wonderful on a typewriter, but it sounds silly in advertising and doesn't persuade anybody. The direct-action copy approach, talking to people in terms that they understand, in the terms in which they think, is the best of the merchandisers themselves, will sell.

No. 5. Coordinate your advertising. It gives you that extra mile from every advertising dollar you spend.

How do you coordinate your advertising? It's very simple. You display radio-advertised merchandise at the place where you said it could be bought. You put it up where the customer who's been reminded and invited to buy it can take advantage of the invitation. You use point-of-sale signs that say, "This is the radio-advertised merchandise." Brag about the fact that these are the goods you advertised on the radio. If you think it's worth buying, it's certainly worth bragging about. Tell your clerks about it. Don't come in at midnight and poke it under the counter. That kind of trick isn't very good for your clerks' morale, for your advertising department's morale, or for the advertising medium's morale. Make sure your clerks know about the goods, why you advertise them, and why you want people to come in and buy. Maybe there's a tie-in sales possibility. Or maybe a clerk who's a little smarter than you has a tie-in idea of his own.

Make sure you promote your radio programs in all of your other advertising media—in your newspapers, in your direct mail, in your billboards, in whatever else you do. Make all of these other media work to make your radio more successful. Or if you can't make your other media work better. Make sure you say on your radio programs, "Today we are mailing a very wonderful catalogue . . . " "When you get your bill this month, don't throw away the order for such and such a reason" . . . "Be sure to buy this Sunday's copy of the paper because there we are making the very first announcement of such and such a sales event." Let radio give emphasis and increased publicity to all of your other advertising purchases. Use it to call attention to your windows. You'd be surprised at the results we have heard reported by retailers who picked a window or two and decided how much more they could do with that store window by not promoting the merchandise in any other medium but by using just the radio medium to call attention to that one display window.

You can increase the readership of your newspaper advertising, you can get a great deal of very fast word-of-mouth publicity about any special event in your store, if you coordinate that event with radio and promote it on your radio.

You can personalize your store with the interests of your community in the right kind of radio-why don't you are using radio to coordinate your store's public-service activity.

You can certainly strengthen your employee relations and morale with radio. Some stores advertise early in the morning, not only to talk to customers, but to talk to their own help—to make the people who stand behind the counter come to work with a little bit more of a lift because the store has sounded important to them and they've been caught up in the enthusiasm of the store's own advertising and selling message.

You won't do yourself any harm with your resources—with the manufacturers of your goods—because most of them prefer radio. Many of them have based their success on radio. They appreciate the kind of strong support they get from your radio advertising. One objective for Joske's use of radio was its desire to get some of the big brand lines it didn't have, and when it had finished giving radio advertising support to the ones it had, it couldn't buy enough advertising in some cases to satisfy all their resources.

Radio, of course, adds believability to all of your other advertising. There's something about having heard it said that makes a thing seem true. You can read about a sale, but if somebody stops and tells you about it, that rings the bell.

There are the five points. Know your objective. Beam your program. Promote your strong departments, your in-demand merchandise, regularly. Make sure you use the right kind of copy. Coordinate your advertising. It's a pretty simple platform.

First time around. Maurice Mitchell was NAB's director of broadcast advertising when he made "Mitch's pitch" about radio to the Jamestown Advertising and Sales Club, Jamestown, N.Y. Listening on that occasion: John Henzel of WHDL-AM-FM Olean, N.Y., and Simon Goldman of WJTN-AM-FM Jamestown. This picture appeared with Broadcasting's account of that speech in its Jan. 31, 1949, issue. Mr. Mitchell ran across the speech several months ago, and sent it to the editors with the comment: "Glancing at it, I'm afraid that if I could take a blue pencil to it today as I should have then, I'd dump some of the adjectives and clean up the text. Otherwise, most of the advice is about as good today as it was then." The editors agreed, and took their own blue pencils to his text, condensing it into the version that is republished here.
It's a great fall for you on TV 2, Baltimore!

"THE FLINTSTONES"
4 PM, Monday through Friday

"BONANZA"
4:30 PM, Monday through Friday

"I DREAM OF JEANNIE"
5:30 PM, Monday through Friday

"To Tell The Truth"
7:30 PM, Monday through Friday

In Maryland Most People Watch

WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
Agency row sees few challengers in new season  

Only 'Kojak' and 'Hawkins' strike responsive chord with top executives who expect closer spreads between networks in ratings race

The fall TV season is here once more (official starting date: tonight, Sept. 10) and, if the programming experts in a few of the top ad agencies are to be believed, the new wrinkles include: lousier scripts (courtesy of the writers' strike, which delayed production of most series and caused a headlong rush to get episodes in the can when a settlement was reached), a shying away from controversy (due, in part, to the flap over *Sticks and Bones*), and more realism in the new situation comedies (thanks to the runaway success of Archie Bunker).

But the focus of the ad men's educated guessing centered on the following conclusions:

* All in the Family, Sanford and Son, Hawaii Five-O and Maude are odds-on favorites to repeat as the four top-rated (according to Nielsen) shows on the networks' schedules again this year.

* Kojak, a police series produced by Universal for CBS (Wednesdays, 10-11 p.m., NYT), is the only new show that figures to get the kind of mass audience that means a mid-30s share and domination of its time period (and possibly even a berth in the top 10).

* This year's three-network race for over-all ratings supremacy may be even tighter than the figures for 1972-73, which showed CBS first with a 19.8 rating (Nielsen NTI numbers, covering the period from Sept. 11, 1972, to April 22, 1973), NBC second with a 19.1, and ABC last with a 17.5.

* *All in the Family* (CBS, Saturday, 8-8:30 p.m.) has the inside track on the number-one spot for the third year in a row, according to the agency executives who feel ABC is taking a dive in the time period by moving *The Partridge Family* situation comedy from Friday night to do battle with Archie Bunker. "Putting *Partridge* opposite *All in the Family* is a big mistake because it'll probably only get a miserable 20 share, and it won't provide any audience flow to the new *Suspense Movie* at 8:30," says Don Mohr, a vice president at Needham, Harper & Steers. "ABC could end up a poor third for the entire night." NBC's competition, the hour-long action-adventure series *Emergency*, poses no serious threat to *All in the Family* or to *M*A*S*H* (CBS, 8:30-9 p.m.), the agency men contend.

* Last year's most sadly neglected show was *M*A*S*H*, says Werner Michel, vice president and director of broadcast operations for SSC&B. Mr. Michel calls it "an excellent comedy series" and adds that *M*A*S*H* didn't make any ratings noise last season because CBS put it in the Sunday-at-8 time slot, where it ran smack up against the second half of *Walt Disney* on NBC and the first half of ABC's long-running series, *The FBI*. "With the lead-in of *All in the Family*," says Robert Liddell, senior vice president and media director, Compton Advertising, "*M*A*S*H* will now get the audience it deserves."

* Sanford and Son's* hold on the number-two position is not quite as certain as *All in the Family's* grip on number-one, only because CBS's new situation comedy *Calucci's Dept.* (opposite Sanford on Friday, 8-8:30 p.m.) is an unknown quantity. ABC's competition in that time period, *The Brady Bunch*, a veteran situation comedy, is a marginal show, which some agency people think may not last out the season.

* Lewis Wechsler, vice president and director of TV-network operations at Wells, Rich, Greene, thinks *Calucci's Dept.* is a funny show, but most of the other agency men would probably line up on the side of Mr. Michel, who says: "With a steady entertainment office as a setting, *Calucci's Dept.* is too sweaty and depressing for my taste."

As the agencies see it, NBC's confidence in Sanford and Son is such that the network hopes to elbow aside ABC (the traditional Friday winner) and pick up the Nielsen marbles for the entire night. NBC is taking the risk of slotting two new situation comedies—*The Girl With Something Extra* at 8:30 and *Needles and Pins* at 9—back-to-back after Sanford, moving *The Brian Keith Show* (formerly *Little People*) from 8:30 to 9:30, and rounding out the evening with *The Dean Martin Show* at 10 (a shift from Thursday last season).

* Richard Pinkham, senior vice president for media and programing at Ted*
He thinks audiences may tune out on the show, which "would be a shame because Needles and Pins is a fine comedy, with Norman Fell, a beautiful actor, in the lead. But sandwiched between Girl With Something Extra and Little People—and why NBC is bringing back Brian Keith is completely beyond me—it probably won't stand a chance." (Almost unanimous, too, was the agencies' belief that The Dean Martin Show is on its last legs, however shapely.)

CBS's Maude (Tuesday at 8 p.m.) and Hawaii Five-O (also Tuesday, 8:30-9:30 p.m.) appear strong again this year because the agency people are not at all high on NBC's new competition, a police show called Chase (8-9) and an action-adventure series, The Magician (9-10). The only change ABC is making in its Tuesday line-up is a character transplant: Paul Lynde (whose own situation comedy was canceled last spring due to sluggish ratings) will take over as the star of Temperature's Rising (8-9:30).

Kojak is near the top of every agency man's list of promising new shows mainly because of its provenance last winter as a critically acclaimed three-hour made-for-TV movie called "The Marcus-Nelson Murders." Telly Savalas, in particular, made such a forceful impact on audiences as the detective that the production company (Universal) wasted no time in putting him under series contract. "Telly Savalas is a very strong actor, and he's got a strong character to work with," says Henry Siegel, vice president and associate media director, Grey Advertising. "And the time period is a good one, considering that Owen Marshall has been dropping off and NBC's George Schaefer-produced Love Story doesn't figure to give it much competition." Mr. Mohr adds: "The lead-in from Cannon gives Kojak a good audience flow. And with the excellent production values, the show gives off a definite smell of success."

Another new show most of the agency experts like for its production values and star quality is James Stewart's Hawkins (CBS, Tuesday, 9:30-11 p.m.), about a homespun defense attorney specializing in murder cases. Its problem in building an audience, as the agencies see it, may be aggravated by the fact that it will only turn up on the schedule once a month or so—it rotates in its time period with the black-private-eye series, Shaft, and a new batch of made-for-TV movies. "And frankly, I wouldn't like to have a new show up against Marcus Welby," says Mr. Liddell. Marcus Welby,

---

**The new crop on ABC**

<table>
<thead>
<tr>
<th>Bob &amp; Carol &amp; Ted &amp; Alice</th>
<th>Toma</th>
<th>Adam's Rib</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Suspense Movie</strong></td>
<td>Cyborg</td>
<td>Griff</td>
</tr>
</tbody>
</table>

**The new crop on CBS**

<table>
<thead>
<tr>
<th>Shaft</th>
<th>Kojak</th>
<th>Calucci's Dept.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Roll Out</strong></td>
<td>New Perry Mason</td>
<td>Hawkins</td>
</tr>
</tbody>
</table>

**The new crop on NBC**

<table>
<thead>
<tr>
<th>Lotsa Luck</th>
<th>Diana</th>
<th>Chase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Magician</strong></td>
<td><strong>Love Story (Schaefer)</strong></td>
<td><strong>NBC Follies</strong></td>
</tr>
<tr>
<td><strong>Girl With Something Extra</strong></td>
<td>Needles and Pins</td>
<td><strong>The Snoop Sisters</strong></td>
</tr>
</tbody>
</table>

Bates, thinks that Girl With Something Extra might very well succeed by "feeding off" Sanford's audience, but the agency experts were just about unanimous in their dislike of the show. As Mr. Michel puts it, Girl With Something Extra is "a throwback to those dreadful old-fashioned situation comedies where the girl ends up being the constant winner and the guy always looks like a first-class idiot. And the acting by Sally Field and John Davidson is deplorable."

Broadcasting Sep 10 1973 26
ONE NAME
THAT GIVES YOU
TWO ADVANTAGES
IN CATV FINANCING

TAKE  Walter E. Heller International Corporation.

One of the world's largest business finance companies experienced in all sizes and types of lending and leasing with annual advances exceeding $5 billion.

ADD  Oak Industries Inc.

A leading producer of CATV equipment with design, manufacturing, and research expertise serving the television industry for a quarter of a century.

YOU GET  Heller-Oak Cable Finance Corp.

A very special finance company that has confidence in cable with funds and expertise to develop an individual financing program for any size cable need including systems, equipment, and expansion of services.

Ask for our "Confidence In Cable" brochure or for one of our representatives to call on you.

Call or write:

CABLE FINANCE CORP.

Samuel L. Eichenfield, Vice President
105 West Adams Street
Chicago, Illinois 60690
(312) 346-2300

OR

Loren N. Young, Vice President
Crystal Lake, Illinois 60014
(815) 459-5000
M.D. (Tuesday, 10-11 p.m.) was ABC's most popular show last year and the seventh most popular show in the country, according to Nielsen. "Don't expect Welby's rating to diminish," cautions Mr. Pinkham. "By now, that show is a dyed-in-the-wool piece of Americana."

The continuing success of Welby is one of the factors that may pull ABC closer to NBC in the over-all ratings of the entire prime-time schedule. Louis Dorkin, senior vice president and director of network planning for Dancer-Fitzgerald-Sample, says he thinks ABC will actually knock off NBC and finish second behind CBS. Peter Bardach, vice president and director of broadcasting at Foote, Cone & Belding, adds: "There may be no more than a single rating point separating all three networks."

"ABC's strength this year," Mr. Bardach points out, "is not only due to its better programs but also to the improved clearances for its shows. ABC's affiliate line-up is just about fully competitive with CBS's and NBC's. For example, our client [Western Electric] has moved the National Geographic specials from CBS to ABC this year, and it looks as though we're going clear 206 stations, compared to only 196 in our last year at CBS."

Misgivings about the quality of individual episodes on series (covering all three networks), whose production dates were delayed by the Writers' Guild of America strike, are widespread, according to Mr. Pinkham. "When the struck shows finally got off the ground," he says, "they had to speed up production and force-feed scripts through the hopper. Quality is bound to suffer under these circumstances."

The pressures of haste, coupled with the furor created by CBS's airing of the antibourgeois drama, Sticks and Bones, and of the two Maude episodes on abortion, could persuade the networks to follow the safe course and steer clear of shows dealing with controversial subjects. "I know a few advertisers that are upset over a forthcoming Medical Center hour on lesbianism," says Mr. Siegel. He adds that the Supreme Court's anti-obscenity decision may cause the networks to bear down even harder in their scissoring of GP- and R-rated movies. Mr. Bardach also sees "a slight softening of hot issues and controversial topics," mainly because CBS dropped a bundle when every sponsor bailed out of Maude and Sticks and Bones. "CBS found out the hard way that it doesn't pay to be a hero," he says. And Mr. Pinkham adds: "I'm afraid we're going to have to leave drama to public television."

Longer-form series do seem a little less prevalent this year than last, particularly at NBC, with its four new half-hour situation comedies, and Mr. Pinkham likes this trend—"because it gives the sponsor better recognition for his spots, and hence better product identification." The agency men say that one of the problems of being a participating sponsor in a 90-minute or two-hour show is that it's very hard for an individual 30-second spot to stand out from the "wallpaper" of four and sometimes six 30-second messages in each break.

Many of the new half-hour situation comedies are "overusing the trend toward natural, realistic comedy that started with Archie Bunker," according to Mr. Liddell. "I'm down on this trend because the networks are trying to stretch it too far. Lotsa Luck [NBC, Monday, 8-8:30] is in this vein and so is Calucci's Dept. and both of these program concepts are weak. Needles and Pins will be ethnic, garment-center humor, which will use our hang-ups as sources of comedy. And Roll Out [CBS, Friday, 8:30-9] is not Word War II comedy in the tradition of McHale's Navy or Hogan's Heroes but is more concerned with racial prejudice. And all I can say is: Who needs it?"

As far as long-range trends go, Mr. Bardach and the people at McCann-Erickson are touting the western to bounce back stronger than ever in two or three years. (The only weekly western series now on the air is Gunsmoke, CBS, Monday, 8-9.) "We're getting a surfeit of police shows, crime shows, action-adventure shows," says Mr. Bardach. "The format is simply becoming exhausted. People are beginning to crave the past again, and what satisfies that need better than the western?"

The New Perry Mason (CBS, Sunday, 7:30-8:30 p.m.) has not stirred much enthusiasm among the agency men. "The public is used to Raymond Burr, a powerful, forceful star, and a man of commanding physical presence," says Mr. Michel. "Monte Markham is a quiet actor and has a slender physique—I'm not sure viewers will buy him as Perry Mason." One actor that most of the agency men are bullish on is Tony Musante, the star of a new police show called Toma (ABC, Thursday, 8-9 p.m.), but the competition of The Waltons on CBS and Flip Wilson on NBC may pose problems for the new series.

Still another police show, an anthology series called Police Story (NBC, Tuesday, 10-11 p.m.), is deprecated by the agency men because it has no continuing characters the audience can identify with and because it's competing with Welby.

Three new comedy series that aren't likely to last beyond this season, according to the agencies, are: Diana (NBC, Monday, 8:30-9 p.m.), starring Diana Riggs as an unmarried career woman, which, says Mr. Michel, is "a blatant copy of Mary Tyler Moore"; Bob & Carol & Ted & Alice (ABC, Wednesday, 8-8:30 p.m.), which, again according to Mr. Michel, "will never make it because it's throwing out the wit and sophistication and fine satirical edge of the movie"; and Adam's Rib (ABC, Friday, 9:30-10 p.m.), based on the Spencer Tracy-Katharine Hepburn movie, which some agency men said had a weak pilot.

This year's one new variety show is NBC Follies (Thursday, 10-11 p.m.), whose main problem is expected to be competition from The CBS Thursday Night Movies.
The time to think about maintenance is before you buy.

We keep some 85,000 installation and maintenance trucks on the road, operating out of 1,800 service centers that cover the country. So whenever you need repair service, there's someone close at hand.

Even if it's a complex PBX, our repair people know what to bring. And while our trucks are literally depots on wheels, we don't take anything for granted. Just in case, we have well-stocked service centers behind every truck.

But most important, our people know what they're doing. To make sure, each receives an extensive training course before setting foot in your office.

There are many more reasons to choose a Bell System PBX than the maintenance that backs it up, but none that lets you sleep better.

If our maintenance organization says anything about AT&T and your local Bell Company, it says we care about our customers.

We hear you.
High hopes on the high seas: McIntire sets up his pirate radio station

Technical problems hamper start-up, but fundamentalist preacher and deposed broadcaster intends to force the issue with the FCC; he also has private bill introduced in Congress that would give him back his former stations in Media, Pa.

The Rev. Carl McIntire, the fundamentalist radio preacher, lost his first major engagement with the FCC, and it cost him WXUR-AM-FM Media, Pa., which had been licensed to the seminary he heads. But he is determined to have another go at the commission, even if it means, he says, going to jail for being the captain of a pirate radio ship. What he would hope to gain from a second encounter is nothing less than the destruction of the present system of broadcast licensing.

Being the captain of a pirate radio ship is an unlikely role for a man—a fundamentalist in politics as well as religion—who has never shown much sympathy for those who practiced civil disobedience. And jail may be the inevitable consequence of the course on which he is embarked.

But there he was last week, the master of a 140-foot, converted World War II minesweeper, which he has had fitted out as a floating broadcast station and which was standing just outside the three-mile limit off Cape May, N.J., where the Christian Beacon Press, which he heads, owns a hotel. Although he declined to divulge many of the details, he said he acquired the ship under a lease-purchase agreement in Cape Canaveral, Fla., after a two-month worldwide search for a suitable ship. He was, it seemed, about to make good on what seemed like sheer braggadocio, when, with his court appeals exhausted and WXUR-AM-FM about to go off the air on July 5, he said he would get a ship and broadcast from it (Broadcasting, July 2).

On Labor Day, the ship—its name changed from the Oceanic to the Columbus—was dedicated. During the ceremony, Dr. McIntire said, “a manifesto of freedom” was read.

“We have the ship,” he said, with gusto, to reporters who were visiting and telephoning him in increasing numbers. “We’ve been working frantically to get the station on the air.” Technical difficulties, however, were proving too difficult for his technicians to solve quickly. Last week there was no firm date as to when broadcasting would begin.

But there was no doubting the zeal and desire necessary to begin a pirate station that, with 10 kw power, would cover much of the Eastern section of the U.S., were present in abundance. “I’m ready to go to jail and serve my time,” he said. “My wife and my church are ready to have me go. I’m not burning draft cards. I’m just preaching the message God wants me to preach.”

Part of that message—which Radio Free America will broadcast 24 hours daily—is that the commission’s fairness...
VIDIFONT. The broadcasters' choice.

Vidifont has quality characters, in true upper and lower case, a selection of fonts, with proportional spacing. Big reasons why Vidifont has received wide acclaim and has become the broadcasters' choice, and the most widely used character generator. And now Vidifont has a new optional feature, Changeable Fonts, for even greater graphic programming capabilities. Vidifont also has a new bulk storage system, in convenient, removable cartridge format, with 100 times more storage capacity.

Wouldn't you like to see Vidifont used in actual on-air formats? For a free demonstration of our Vidifont videotape, call (203) 327-2000. Vidifont. From CBS Laboratories, of course.

CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Conn. 06905
After 17 years of primetime leadership, are we just bragging when we say: "THIS YEAR THE BEST IS RIGHT HERE ON CBS"?
If you've been anywhere near a television set this summer, the chances are you've heard our claim. Now it's turning up in radio, magazines and newspapers as well.

The immodest mouthful. All summer long.

From coast to coast. Is this just show biz?

Not exactly. The fact is, we've been pleasing American families more of the time than anyone else in television. And this season we have every reason to believe we'll do it again. Starting this week, our new schedule offers:

...MORE BLOCK-BUSTER MOVIES THAN EVER BEFORE
("Bonnie and Clyde," "Planet of the Apes," "Tora! Tora! Tora!," "The Graduate," "Bullitt," "Ryan's Daughter," "Hello, Dolly!" And more and more.)

...SIX PROMISING NEW NIGHTTIME SERIES
(Featuring James Stewart, Telly Savalas, Richard Roundtree, James Coco, new Perry Mason adventures and a World War II comedy from the creators of M*A*S*H.)

...SIXTEEN RETURNING FAVORITES
(Including "All in the Family," regularly seen last season by 9 million more people than any other series.)

...65 SPECIALS FOR EVERY AGE AND TASTE
(From Gleason & Carney to Gilbert & Sullivan. Significant dramas, animated fantasies, and stars galore.)

...A NEW CBS SPORTS FEATURE, NBA BASKETBALL
(Joining NFL football, golf, tennis, hockey, racing and all the rest. This year, too, the Super Bowl.)

...CBS NEWS IN ITS 7TH TOP-RATED YEAR
(With Walter Cronkite, "the most trusted man in America," and his distinguished colleagues in more than 20 broadcasts a week.)

You may think this is bragging. But the truth is we've still failed to mention most of the stars in the CBS schedule. Beginning this week you will find them displayed in the television section of your daily paper.

Household names, every one, these stars helped us win 36 Emmy Awards last spring. And extended our lead in primetime audiences to 17 years in a row.

CBS

Sources for audience estimates: "More of the time" home hours based on Nielsen Television Index AA Households, October 1972-April 1973 at commercial network programs. "All in the Family", Nielsen Audience Composition, October 1972-February 1973 to Nielsen Television Index AA Households for each June-May year starting June 1967. Comparison is with competing network news series. Seventeen straight years. Nielsen Television Index AA Households for every calendar year since 1956. 7:30 p.m.-11:00 p.m. Comparison is with competing networks. Additional survey information on request.
doctrine violates the First Amendment and that broadcasters should be free of it. Violations of the doctrine and its personal-attack rules were the principal allegations involved in the hearing which led to the commission's decision to strip WXUR-AM-FM—stations he wanted as outlets for his 20th Century Reformation Hour—of their licenses.

Dr. McIntire says his advisers have informed him that his planned operation is legal. But he believes the government will attempt to stop him. He tells of the Coast Guard's close scrutiny of his ship on the evening of Aug. 31, two days after it arrived off Cape May. He said two gunsmen boarded the ship to investigate the possible source of an oil slick that had been spotted from a helicopter. "The men wanted to see the registry," Dr. McIntire said. "They copied everything. They examined the whole ship, and studied the radio."

It appears likely, however, that the first move to stop Dr. McIntire will be initiated by his old nemesis, the FCC. A commission lawyer last week pointed to Section 301 of the Communications Act, which bans the use of radio by anyone "upon any vessel or aircraft of the United States" who does not have a license issued under the act. (The ship, Dr. McIntire reports, is a U.S. vessel.) And, one commission lawyer said, the commission would probably ask the Department of Justice to seek a court injunction to close down the offshore station as soon as it begins operating. But the Communications Act does provide for penalties for violations of its provisions—up to one year in prison and a $10,000 fine.

Dr. McIntire said he would welcome a confrontation as the basis for a new legal battle with the commission. It would, he said, give him an opportunity to "challenge the entire licensing system as a violation of the First Amendment. We'll say we don't need a license. It will give us the chance for a frontal attack that we didn't have before [in the WXUR case]."

Dr. McIntire said his technical advisers say they have taken pains to avoid interference to mainland radio stations. Radio Free America will begin operating on 1160 kHz, which is a clear channel on which WJJD (AM) Chicago and KSJ (AM) Salt Lake City broadcast. But he said the station can shift back and forth among several other frequencies if interference does result—to 692 kHz, 1613 kHz and 535 kHz. No stations are licensed on those frequencies; the commission assigns stations to frequencies 10 kHz apart, beginning with 540 kHz. The pirate radio ship is not Dr. McIntire's only answer to the commission's denial of renewal of the media stations. Last week, Representative John Rarick (D-La.) introduced a private bill (HR-10076) that would direct the reinstatement of the WXUR-AM-FM licenses through Aug. 1, 1975, when the current license period for stations in Pennsylvania ends. The bill was referred to the House Judiciary Committee. The measure was drafted shortly before the August recess by the staff of the House Commerce Committee at the direction of Committee Chairman Harley O. Staggers (D-W.Va.). The congressmen acted after Dr. McIntire visited him and "laid out my story." Representative Staggers said that he had the bill drafted as a courtesy to Dr. McIntire but that he has taken no position on the issues involved since he is not familiar with the facts. "But," he said, "I intend to get the facts." He will direct the staff of the Investigations Subcommittee to check with the commission on the matter.

The bill's chances of passage appear slim. Representative Lawrence G. Williams (R-Pa.), whose district includes Scranton, Pa., when Dr. McIntire asked him to introduce the private bill. The congressman said he felt its introduction would be "a futile gesture." He also has doubts about the bill's constitutionality—doubts which are shared by the Commerce Committee staffer principally responsible for the draft bill, Robert F. Guthrie, Dr. McIntire is anxious for a hearing on the matter. "I've got to get some forum to air these things," he said. And Representative Rarick indicated that was a major consideration in his introducing the bill. It will "give the station an opportunity for hearings before elected members of Congress rather than merely be forced to abide by the rulings of the unelected bureaucrats of the FCC," he said.

However, Dr. McIntire is not waiting for either the start-up of the shipboard radio station or a congressional hearing to attempt to drum up support for his position. He said "a half million signatures are circulating"—placed in circulation by the Christian Beacon, which he publishes—urging four actions: reinstatement of WXUR-AM-FM by act of Congress, investigation of the FCC in connection with the "restriction of free speech," and abandonment of the fairness doctrine, and the assignment of permanent licenses to all broadcast stations.

"When we get 1½ million signatures, we'll present them to Speaker Carl Albert," he said. He added, "I don't think that would take very long."
Mich. and Ohio stations come through deadline for challenges mostly unscathed

Two TV's in Detroit are hit by petitions to deny on racial charges; other contentions are over business and technical-violation allegations

The Sept. 4 deadline for challenges to renewal applications for stations in Michigan and Ohio passed in relative quiet—for stations outside Detroit.

Storer Broadcasting's WJBK-TV Detroit was the target of two petitions to deny its renewal application, both filed by citizen groups; the Evening News Association's WWJ-TV Detroit, was hit by one such petition, submitted by one of the groups filing against WJBK-TV.

WCAR-AM-FM Detroit were the only stations against which conventional competing applications were filed by the deadline. But stations in Adrian and Battle Creek, both Michigan, found themselves challenged by present or prospective competitors.

And two filings last week indicated that citizen groups are not the only ones using the petition to deny as a means of enforcement. The mayor of Marquette, Mich., and a former secretary of the FCC, Mary Jane Morris, filed petitions to deny against stations with which they are engaged in disputes.

The citizen group opposing the renewal of both WJBK-TV and WWJ-TV is the Inter-Faith Centers for Racial Justice, which unsuccessfully opposed the renewals of both stations in 1970. IFC's petition against the renewal of the Storer station, filed two weeks ago (BROADCASTING, Sept. 3), was based largely on allegations of inadequate program service and of violations of the fairness doctrine.

In opposing the renewal application for WWJ-TV, IFC said the station's programing "contains an invidious racial bias and is prime facie inconsistent with the public interest." The allegation was based largely on the results of monitoring of the station's programing by "members and friends" of the Grosse Pointe Centers for Justice during the weeks of May 27 and June 10. IFC said most of the programs were virtually all-white in terms of the personalities involved, while some, including programs aimed at children, contained an element of racism.

The second petition opposing the renewal of WJBK-TV was filed by the Detroit Media Coalition. It said the station is guilty of discriminatory practices in employment that leave it "unequipped to relate to significant portions of its community." It also said the station has violated the commission's fairness doctrine and personal-attack rules in connection with issues regarding women and racial minorities, that its programing policies "reflect this insensitivity" and that "it has ignored its obligations to ascertain community problems." The coalition also charged that the station failed to comply with commission rules to make its 1973 application available for inspection as soon as it was filed.

The competing applications confronting WCAR-AM-FM were filed by the Hall Broadcasting Co. Hall is 100% owned by Clyde W. Hall, a black, who is president and sole owner of a Detroit public-relations firm and who is active in real estate and property development.

In Adrian, Gerity Broadcasting Co.'s applications for renewal of WARJ(AM) and for a permit for an FM are being opposed by Lenawee Broadcasting Co., licensee of WLEN(FM). Adrian. Lenawee expressed concern about the impact of a new FM station on broadcast revenues in the community, and asked that Gerity's two applications and its application for renewal be consolidated in a hearing. Some of the issues would be directed against the procedures Gerity followed in determining community needs in connection with its FM application.

But Lenawee would also want issues added to assess the economic impact of another station in Adrian. One would concern an "independent FM protection policy," to determine whether the proposed FM station would impair the ability of an independent FM to compete effectively. The second would be to determine whether the community could support three stations and, if not, which of the applications should be granted.

The other dispute among broadcasters involves the petition filed by the Jackson Television Corp., permittee of WWLD-TV (ch. 18) Jackson, Mich., and Television Associates Inc., the proposed assignee of that permit. They want their application consolidated with the renewal application of WHQ-AM (ch. 41) Battle Creek for a hearing—to determine which should be granted.

The petitioners, whose application was filed in July 1970, blame the commission's delay in granting it on opposition raised by WUHQ-TV. Since Jackson and Battle Creek are 40 miles distant and the predicted coverage maps filed by each station show a substantial overlap of the grade A and grade B contours, the petitioners said, WUHQ-TV's actions lead to the conclusion that WWLD-TV's operation would be mutually exclusive with that of the Battle Creek station.

The mayor of Marquette, William J. Malandrone, filed his petition—in his own behalf and as mayor—against the renewal of WLUC-TV Marquette because of what he feels is the deterioration of its service to the city, technically and otherwise. Mayor Malandrone said that as a result of the relocation of its transmitter last year, the station does not put a signal over its city of license that is better than a grade B. He also said that the station moved its studio to a point eight miles outside of Marquette, without commission approval. And the out-
of-town location makes coverage of local events on a live basis "impossible," he said, as well as removing the station from community involvement and the local tax rolls.

The mayor said that if the commission chooses not to designate the renewal application for hearing, it should grant the station a one-year license and direct it to improve its signal and move the studio back into Marquette.

Miss Morris' petition is aimed at the renewal of Western Michigan Telecasters Inc.'s WZZM-TV Grand Rapids, Mich. The petition is based principally on Miss Morris' allegation that Western Michigan failed to keep a commitment made to her in a settlement of an earlier dispute involving an application for a television frequency with which she was associated about five years ago—for ch. 41 Battle Creek. She said she was to have been put on Western Michigan's payroll at $10,000 a year for six years, but that the payments stopped in 1971, after the death of William Dempsey, who had been president and general manager of the station. Miss Morris said that Western Michigan "intimidated" an applicant by threatening it with a $3-million law suit, then negotiated a settlement to avoid a hearing on its conduct, and then failed to keep the commitments it made in connection with these matters.

In a related matter last week, a citizen group in Columbus, Ohio, that had opposed the renewal of RadioOhio's WBNW-TV there three years ago, asked the commission to defer consideration of the application seeking renewal of the station for the 1973-76 period. The Columbus Broadcasting Coalition noted that it has appealed the commission's action granting the station's 1970 renewal and said it would be improper to grant the newest application before judicial review of that action is completed.

Media Briefs


Treasury won't take checks. Broadcasters paying FCC fines will now make out forfeiture checks directly to commission.

In response to request by Treasury Department, commission amended rules to substitute FCC invoices as payee. Checks for application fees, which are already required to be paid directly to FCC, remain unaffected by new rule.

Antipay campaign shifts into high gear at NAB

Special committee lays it out: a campaign director to be hired, outside PR firm to be retained, public figures to be recruited

The National Association of Broadcasters' campaign against pay television is becoming an issue of such magnitude at the association that some observers believe it is surpassed only by NAB's continuing drive for renewal reform on the priority scale. The movement took more cohesive form last week at the second meeting of NAB's Special Committee on Pay Television, at which basic issues regarding the committee's internal structure were resolved.

"The critical nature of this situation is calling for a separate, single-purpose department within the NAB," Willard Walbridge of Capital Cities Communications, chairman of the pay-TV committee, told newsmen last week. "We're determined to join this battle on all fronts."

It is clear that NAB does not regard the campaign as a short-term situation. The committee, as it was structured at last week's meeting, will include:

* A public advisory board consisting, according to Mr. Walbridge, of "people of stature representing broadly based public groups." The board would be called on to provide input on attitudes with respect to the pay issue from a large spectrum of the public.

* An executive director, who is still being sought, will be responsible for the over-all coordination of the antipay campaign. The director would be "guided in principle" by the pay-TV committee. He would, however, be an NAB employee and would be directly responsible to NAB President Vincent Wasilewski. A special committee has been appointed to fill the post.

* A private public-relations/consulting firm will be employed to prepare and execute the campaign's future public exposure. Previously, newspaper ads placed by the association had been prepared under the direction of James Hubert, NAB's executive vice president for public relations. But to continue to lay that job on the NAB staff, Mr. Walbridge said, would be "deleterious to them and the job that needs to be done."

* Five subcommittees have been formed to delve into the campaign's diverse specifics. Their respective functions will be public relations, government relations, information/research, media relations and funding. Chairmen of the subcommittees are expected to be announced this week.

Mr. Walbridge acknowledged that the pay committee's principal target is pay cable. He expressed the belief that overcoming TV stations' immediate threat to free broadcasting, although he said the committee would take a similar position with respect to STV if that threat
materialized in the future. He also down-
dplayed the issue that cablecasters are not
presently in a position to outbid broad-
casters for programing, stating that that
situation—particularly in light of the
possibilities for cable-satellite inter-
connection—could change overnight.
"Our committee wasn't set up to stifle
pay TV in its cradle," Mr. Walbridge
said. "Our continuing concern is that it
indeed be a supplemental service that is
additive and contributive [to free tele-
vision], but will not be a force that will
take away from the public what it is
getting free now."

Mr. Walbridge did not disclose any
specifics as to how much money will be
spent on the campaign. He said the com-
mittee will draw its funds from various
segments of the broadcast community as
well as from the NAB. He said "tentative
pledges out of various entities" have al-
ready been forthcoming.

Although no details were disclosed on
future publicity efforts, it is apparent that
the pay committee does not intend to
discontinue the practice of purchasing
newspaper space to foster the antipay
campaign. There has been some dissent
from broadcasters on this practice. It is
less certain as to whether a similar drive
will be mounted on the airways. Mr. Wal-
bridge said NAB has no plans to pur-
blish pay TV on its own, but indicated
that the question of whether independent
drives will be mounted by association
members, with or without NAB's encour-
agement, is still an open issue. One es-
sential consideration here is the fairness
document. "We recognized the fairness
document would be involved [in any broad-
cast campaign] from the beginning," an
association spokesman said.

One of those keeping a particularly
watchful eye on any broadcast-cam-
paign developments is the National Cable
Television Association. NCTA President
David Foster formally challenged NAB
to a debate on the pay issue several weeks
ago. It was learned last week that the
NAB pay-TV committee has reached a
decision on the NCTA challenge. NAB
sources, however, declined to disclose the
nature of that decision, which is expected
to be made public this week.

Meanwhile, NCTA is continuing to
research the issue. It is presently keeping
a low profile on the subject, electing to
wait for more specific information from
NAB before it takes any retaliatory steps.
An NCTA spokesman last week disclosed
that the association had earlier contem-
plated requesting an interpretation from
the FCC as to whether an NAB-inspired
antipay campaign on broadcast facilities
would invoke fairness obligations. That
plan was scrapped, the spokesman said,
when it was subsequently determined that
fairness would indeed come into play.

Commenting on the latest NAB activi-
ty in this area, Mr. Foster stated last
week: "It's no surprise to us that the NAB
is attempting to pull together its con-
siderable resources for this campaign. We
intend to present the issues before the
public clearly and dispassionately and
we hope NAB does too—although so far

---

Gates introduces. . .
The CB-1200
turntable

Professional in every way. Looks great,
sounds great—and incorporates all the
features that make the difference between
"good" and "best". Here are just a few.
- Extremely well-balanced hysteresis
  synchronous motor and low-friction dual
  center bearing. For exceptional speed
  accuracy over a wide temperature
  range. And reliable, high-quality
  performance.
- Heavy machined aluminum platter,
  with rim drive. Permits free spinning in
  disengaged position for rapid cueing,
  and extra-fast start. Wow and flutter
  reduced to well below NAB standards.
- Exclusive "shear action" idler wheel
  helps hold vertical and horizontal
  rumble to a minimum.
- Positive speed shifting allows speed
  change while unit is in operation.
- Only three rotating parts in the entire
  turntable. Maximum reliability, minimum
  maintenance.

There are other reasons why the new Gates
12-inch CB-1200 is special. Write for more
information on the finest broadcast turn-
table available.

HARRIS
GATES DIVISION
Quincy, Illinois 62301, U.S.A.

Broadcasting Sep 10 1973
You can buy a player for $200,000. But our ACR cost you less.

ACR-25 is a better investment now and in the future because it's a superior spot player, a sophisticated production machine, and the only cassette VTR with true computer interface.

Unmatched efficiency and flexibility — for your needs today and tomorrow — make it the only logical investment choice. Compare:

1. Immediate benefits from your investment
   The higher your spot and production volume, the faster the ACR-25 will pay for itself.
   You'll cut headwheel cost up to 80%. You'll cut hours of man-effort; free your VTR staff for production chores. Eliminate the daily spot reel which saves you headwheel and manpower cost.
   And if your library numbers only 2000 segments, our reloadable cassettes can save you $20,000 right there.

2. Exclusive time-saving spot flexibility
   The headaches and costly mistakes of multiple spotting are over.
   ACR-25's fast, shuffle-free sequential or random access makes spot playback equally easy to program.
   Cassettes are reloadable. Your inventory cost is lower.
   Cassettes are up to 6 minutes long, not 3. Use them not only for spots, but for news, sports inserts, editorials, promos, even complete program segments.
   Multiple stop/start cues let you put more than one segment on one cassette, if you like.
   Every tape can be verified visually with our positive Identification Data Accessory (IDA), and the identification can be printed out or fed into a computer for logging or billing purposes.
   Play 10-second spots back to back. Go instantly from production to on-air operation.

   You can record or dub on both transports.
   And more.

3. A Complete Production Tool
   ACR-25 will free up 3 to 5 reel-to-reel recorders, giving you more options, more flexibility when producing short segments.
   Add dealer tags to commercials easily. No need to juggle film, slide, or audio machines.
   Use ACR-25 as the master when you make cassettes or reel-to-reel dubs.
   Record network news segments for later broadcast. Or other clips, like slides with audio, promos, ID breaks, Hitchhikers. Open and close billboards for live, one-camera shows. And more.
   You can even produce prerecorded, pushbutton shows that mix live shots, film, and tape footage to any length.
   No other machine offers so much to the imaginative producer. Create quicker, simpler, better — and get effects you couldn't even try before.
4. Computer Compatible

Imagine a day like this.

Just load all your short segments—taped commercials, promos, off-the-air clips, news inserts, editorials, everything—at random into your computer-controlled, automated ACR-25 system.

The system can memorize each segment, program it in the order you command, and execute it all reliably with split-second timing. All you do is replace cassettes with new ones (reloading at random), push a button to reset the sequence, and you are free for other duties for another half day or more.

Amazing? Not at all. This futuristic concept is here now. Best of all, this command and control capability comes completely built into your ACR-25.

A new dimension in broadcasting and production

ACR-25 is the most complete broadcast/production unit ever conceived. No matter how you use it, it saves money, manpower, and mistakes, making it the only logical choice as a short- or long-term investment.

For details, contact your local Ampex Broadcast Video Sales Engineer, or write for full information.

Our ACR-25

Users worldwide who have discovered ACR-25 is the better investment

United States
WWLP, Agawam, MA
WJZ, Baltimore, MD
WBZ, Boston, MA
WIS, Columbia, SC
KDFW, Dallas, TX
WKEF, Dayton, OH
KTVT, Fort Worth, TX (2)
WBRC, Greenville, SC
WTIC, Hartford, CT
ABC, Hollywood, CA (2)
KHVH-TV, Honolulu, HI
KCMO, Kansas City, MO
KJU, Los Angeles, CA
KTTV, Los Angeles, CA
WTVM, Miami, FL
WDSU, New Orleans, LA
CBS, New York, NY (2)
WNED, New York, NY
KTVU, Oakland, CA
WKY, Oklahoma City, OK (2)
KYW-TV, Philadelphia, PA
KDKA, Pittsburgh, PA
KSL-TV, Salt Lake City, UT
KFTV, St. Louis, MO
KENS, San Antonio, TX
KCS, San Diego, CA
KGTV, San Diego, CA
KGO-TV, San Francisco, CA
KPIX, San Francisco, CA
WSYR, Syracuse, NY
WTTG, Tampa, FL (2)
KTEW, Tulsa, OK
WTTG, Washington, DC
WXXI, Rochester, NY

Great Britain

Southern TV, Southampton (2)
Thames Television, Ltd., London (2)
Granada Television, Ltd., Manchester (2)
Rank Video Labs, London
Harlech Television, Ltd., Wales (2)

Canada

CFCF, Montreal
CKCO, Kitchener
CHCH, Hamilton
CBC, Canada (3)

Australia

ATN7, Epping
ABN, Sydney
Hong Kong
TV Broadcast Ltd.
RTV, Hong Kong

New Zealand
NZBC, New Zealand

Mexico

XETV, Tijuana
there's little evidence of that. We also hope that NAB is ready to enter into a serious debate of the matter soon.

Citizen groups and broadcasters take sides on ascertainment

In comments filed with FCC last week, broadcasters opt for more latitude in determining and dealing with local needs; citizen groups see primer as aid in their efforts to watchdog station performance

Broadcasters and citizen groups have never seen eye to eye on the question of whether the FCC's present community-needs-ascertainment procedure is worth all the effort with which it is customarily associated. Never were those differences more evident than in comments filed by both sides at the FCC last week.

The response was predictable.

For broadcasters, the commission's primer on ascertainment procedures has become such an exercise in verbosity and attention to detail that it now amounts to nothing more than a "regulatory malady." That phrase was coined by the Washington law firm of McKenna, Wilkinson & Kittner and appeared on two separate briefs the firm filed on behalf of several broadcast clients. But the attitude it reflected was universal among those in the industry who filed comments. Broadcasters clearly want to be emancipated from the allegedly burdensome and imprudent requirements contained in the primer. They want a return to quieter times, specifically to 1960. That was the year in which the commission issued a policy statement on the efforts it expected of its licensees in ascertaining local needs and problems and proposing remedies for them. The requirements reflected in that policy, which was superseded by the ascertainment primer of 1971, were minimal. They allowed for wide licensee discretion with respect to the survey method to be employed. In fact, the policy was essentially an exercise in self-regulation, in which the licensee was required to do little more than list, in narrative form, several relevant community problems, how those problems had been determined, and what the station intended to do about them.

For citizen groups, as was evident in comments submitted last week by such organizations as Black Efforts for Soul in Television, the United Church of Christ's Office of Communications, and the National Organization for Women, the primer was a godsend. It represented an FCC mandate that broadcasters no longer had the freedom to decide for themselves how to go about ascertaining the needs of their audiences; the commission was doing it for them. What is needed now, the groups stated, is more detailed scrutiny of those surveys at the FCC. Rather than lessen, or abandon, the requirements set forth in the primer, citizen groups feel the process should be strengthened. The beneficiary of that process would be the public, the groups stated. But, they added, there would be a fringe benefit as well: Tougher ascertainment requirements would make their jobs easier when renewal time approaches; it would give their petitions to deny more legal weight. Or, in some cases, more stringent ascertainment procedures could eliminate the necessity for filing challenges entirely.

BEST, for one, acknowledged that it was skeptical when the commission first initiated the primer but since its adoption, it noted, citizen groups "have found it a valuable tool in performing their proper role as 'private regulators' of the broadcast industry." It has been found to provide "information needed to perform a basic examination of their local broadcaster's commitment and performance." BEST said. And it would be even more effective if certain modifications were made, such as requiring ascertainment procedures of public broadcasters, reiterating that the needs of women and young people be dealt with specifically, banning amendments to original ascertainment surveys, and making more raw data available to the public.

NOW proposed several other alterations to the status quo. It told the commission that all stations should be required to form community liaison groups (at their own expense), perform random surveys of public needs throughout the license period, be barred from interviewing large groups of citizen leaders in the same room at the same time, and consult with those leaders on a continuous basis, rather than toward the end of the license term.

The primer also received high marks from the Church of Christ, but with qualification. With the FCC's failure to adequately scrutinize each ascertainment report, its consistent practice of modifying the primer, and its indications that the primer might someday become inoperative, "it is not surprising that ascertainment surveys that were described by the church group said. But the primer, the group added, can be a viable commodity if it is used correctly. "What is lacking is an affirmative effort by broadcasters to use ascertainment for positive purposes and the will of the commission to see that it is done." Absent these goals, it contended, the primer is not "regulatory malady," as the McKenna firm asserts; but it is "regulatory mush."

The National Association of Broadcasters said it has no quibbles about the "theory and purpose" behind the primer. But the creature itself is another story. NAB's assessment of the present requirements were similar to those voiced earlier by such broadcast interests as ABC and CBS (Broadcasting, Sept. 3). The commission's citizen groups and broadcasters themselves have become so engrossed with the methodology of the ascertainment process, NAB claimed, that sometimes the real purpose of the exercise—"overseeing licensees to determine whether program service is reasonably repon-
INTRODUCING
AMTRAK PACKAGE EXPRESS SERVICES
WITH THREE NEW WAYS TO SHIP.

Amtrak Package Express Services are Fast...Dependable...Economical. Your local Amtrak Sales Representative can give you all the details. Everything from routes to rates to departure times.

So far, Amtrak has Priority Express Service to over 30 cities in choice corridors, Custom and Economy Express Services to over 110 cities. Midtown to midtown.

No matter which of the three ways you ship, drop-off and pick-up are as close as the nearest Amtrak station.

AMTRAK PRIORITY PACKAGE EXPRESS
For "rush" packages that require premium service, it will cost you a flat rate of only $7.50 between any two cities on designated priority routes...such as New York—Washington on our famous Metroliners. Maximum weight per shipment 25 pounds.

AMTRAK ECONOMY PACKAGE EXPRESS
For normal express-type traffic, weighing up to 250 pounds per shipment and 50 pounds per piece. We call it Economy because it is the best money's worth in the shipping business.

AMTRAK CUSTOM EXPRESS
This is a custom-tailored service at custom-tailored rates, designed to meet the individual requirements and characteristics of your particular traffic, based on repetitive business needs.

Tell me more about Amtrak all-weather Package Express Services.

Name_________________________Title_________________________
Firm__________________________Address_______________________
City___________________________State_________Zip______________

Amtrak

Amtrak Express Services BX-2
955 L'Enfant Plaza North, S.W., Washington, D.C. 20024

Tell me more about Amtrak all-weather Package Express Services.
sive to the problems and needs of the community served"—is forgotten. Despite the commission's efforts to clarify the requirements, NAB said, an "aura of confusion" still exists as to precisely what those requirements are. In order to ward off prospective renewal challenges, the association asserted, licensees too often abandon the standard of good-faith performance in completing ascertainment surveys and opt instead for the concept of "overkill"—in which the station so deluges the commission with facts and statistics that there can be little doubt that a concerted effort has been made to satisfy the commission's directive.

NAB was not without support. According to the McKenna, Wilkinson & Kittner briefs, the ascertainment process has "dramatically mushroomed from a relatively simple statement of overall policy into an extremely complex and often confusing set of regulations." The National Association of FM Broadcasters echoed that the requirements "impose needless and unproductive responsibilities on broadcast licensees."

And according to NBC, "the diverse and dynamic nature of the broadcast media do not permit the establishment of rigid and inflexible standards for the interaction of stations and the public." The commission, NBC stated, "must give its licensees broader latitude to use their own individual initiatives, energies and judgments."

While the broadcasters filing varied somewhat as to how, exactly, that freedom should be delegated, the consensus was in accord with a proposal—and a relatively simple one at that—offered by NAB. The procedure involves a re-issuance of the 1960 policy statement to supplant the primer. Under those minimum standards, stations would be required to submit a list of about 10 community problems. A narrative about five pages long would explain how the licensee determined those problems, what programming it has offered in the past that dealt with them, and what would be done in the future to solve them.

Church groups assess Cleveland radio-TV

It looks like mini-version of report by Johnson, but authors say it is only to help residents, stations

Cleveland-area residents who take their listening and viewing seriously now have available to them a report on the performance of radio and television stations in the area. The report was produced by the Catholic Diocese and the Council of Churches in Cleveland.

It provides a ranking of the AM, FM and TV stations in the area, based on their performance in terms of news, public affairs, "other" (exclusive of sports and entertainment), community-service and public-affairs programming (local programming, too, in the TV ranking), commercials and public service announcements. Thus it appears to be a cut-down version of the report Commissioner Nicholas Johnson prepared for all on major-market network television stations. However, the authors—J. Jerome Lackamp, executive producer of Cleveland Diocese's Department of Radio-TV, and the Rev. Donald Stockford, director of the Public Witness Commission of the Council of Churches of Greater Cleveland, are not following in anyone's footsteps. They prepared a similar report three years ago.

In addition, their 1973 report contains an admittedly "subjective" analysis of the stations' performance, based on monitoring conducted by the authors and by members of the Radio-TV Council of Greater Cleveland.

The ranking of AM stations by composite of all program factors follows: WERE, WJW, WQAR, WELW, WBE, WLO, WWWE, WBKC, WEO, WABQ, WXY and WPL.

The ranking of FM stations: WWM, WELW-FM, WCLV, WNCR, WZAK, WDK, WBWA, WMMS, WCLX, WBN and WQL.

The ranking of TV stations: WJW-TV, WEWH-TV, WWS, WJTV, WRB.

The report was completed in August, early enough to be of use to groups interested in petitioning the FCC to deny the renewal applications of Cleveland stations. The stations' renewals are due Oct. 1. And that was one use the authors said could be made of the report. But their only recommendation, they said, was that citizens use it to inform themselves of the service of their stations and that the stations use it to make themselves "more responsive to their licensed rights and responsibilities."

No petitions were filed against Cleveland stations last week, when the deadline for such filings passed (see page 40).

Pacifica's own people turn against it

Licensee of free-form FM's is hit by racial charges from third-world groups

The Pacifica Foundation, licensee of four free-wheeling noncommercial radio stations, last week came under attack by minority groups in Berkeley, Calif. The Community Coalition for Media Change and Third World Communications, claiming to speak for the Asian, black and brown citizens in Berkeley, where Pacifica's KPFK (FM) and KPBB (FM) operate, accused Pacifica of racial discrimination in employment at KPFK and of thwarting efforts of nonwhites there to produce ethnic-cultural programming.

The petitioners' criticism was contained in a petition in which the citizen groups ask permission to intervene in the proceeding in which Pacifica is seeking a construction permit to build an FM station on channel 207 in Washington. The groups also ask the commission to deny the application.

Most of the groups' criticism focuses on KPFK. They said it has no brown, Spanish-speaking, Spanish-surnamed, Asian or...
black full-time employees, and added, "KPFA presents itself as being a 'right-on' organization, but close examination would show that KPFA has done an excellent job on minority people and others in the community." Besides the Berkeley stations, Pacifica operates KPXX-FM Los Angeles and WBAI-FM New York.

Pacifica's application for a new FM in Washington has been in hearing status for four years. At one time, it faced competition for the channel from the National Education Foundation, which later dropped out of the contest.

Actually, only several days have been taken up in hearing. And Pacifica is now petitioning the commission to grant the application without hearing or to clarify the issues.

The one major issue involved represents the kind of trouble that is more familiar to Pacifica than criticism from a citizen group. It seeks to determine whether Pacifica is qualified to operate on a channel reserved for educational purposes, but is so broadly framed that, Pacifica complains, the commission's Broadcast Bureau is using it as authority to check into Pacifica's stations' use of four-letter words.

Senate pulls rug half way out from under OTP
It unanimously adopts appropriation cutting offices' budget by 50%

The fiscal future of the White House Office of Telecommunications Policy looked bleak last week. By a vote of 87-to-0 the Senate voted to uphold the substantial cuts the Senate Appropriations Committee had made in OTP's 1974 budget request.

Approved by the Senate last Wednesday (Sept. 5) was H.R. 9590, the multi-billion-dollar appropriations bill for the Treasury Department, Postal Service, and other federal agencies. Contained in the bill is the $1.5 million for OTP that the Senate Appropriations Committee had recommended (Broadcasting, Aug. 13). The amount is less than half the $3,270,000 OTP had requested.

OTP has said that if it receives only $1.5 million, all of its research projects would have to be eliminated and there would be substantial staff cut-backs—beyond the 20% staff reduction it had planned to effect by next June.

The Senate bill will go to conference with the House-passed version of H.R. 9590, which contains $2,070,000 for OTP in fiscal 1974.

Changing Hands

The following transfer of station ownership has been approved by the FCC (for other FCC activities see "For the Record," page 63):

* KTBV-TV Austin, Tex.: Sold by family of late President Lyndon B. Johnson to Times-Mirror Co., Los Angeles, for $9 million (see details, page 12).
campaign spending

"Obviously fishbowl," Mr. Denison says.

"Washington Circuit," Mr. Denison agrees, "become the executive secretary and only full-time employee of the NCSFB ("Closed Circuit")."

Mr. Denison agrees that the tentacles of Watergate have not strangled the committee and do not threaten to do so. He points out that fund-raising solicitations make it clear that the political action committee can by law accept only individual contributions, while the political education unit, which is just starting up this year, may also accept corporate money. (Operating expenses for the Washington office come from the funds of both committees.)

Then, too, he says, the committees have separate bank accounts, engage a Washington law firm (Webster & Kilkullan) as consultants in dealing with the campaign-spending law, and periodically file reports of receipts and expenditures with the secretary of the Senate and the clerk of the House. "We operate in a fishbowl," Mr. Denison says.

He also points out that last year TARPA did not contribute over $2,000 to any single congressional candidate. "Obviously you can't buy anyone for $2,000," he points out. "Our aim is just to get the congressman's ear." Mr. Manship says that the $2,000 figure is what TARPA considers "a limit of good taste" in political contributing, but he said that amount could be exceeded in some circumstances. TARPA contributed only to incumbents last year because of its limited funds, according to Mr. Manship. The committee's first priority, he says, involves races of senators and congressmen on key committees (primarily Commerce, Judiciary and Rules).

The political-action committee collected $41,736.65 from 513 broadcasters last year. Mr. Denison says, and spent $28,609.88 on 40 candidates (only two of whom lost their bid for re-election) and a $13,000-plus carryover will go to 1974 congressional races, he adds.

Justice frowns on eight more crossownership waiver requests

FCC also hears oppositions from two citizen groups

The Department of Justice is proving to be a prolific producer of oppositions to petitions for waiver of the FCC rule barring crossownership of cable television systems and television stations in the same market. The department has been grinding out such oppositions since May (BROADCASTING, May 21), and in July it said there were more than 60 waiver petitions in all that it had its eye on (BROADCASTING, July 16). Last week, it produced oppositions to eight more.

What's more, citizen groups, normally associated with petitions aimed at broadcast station operations, last week began participating in proceedings involving petitions for waiver of the rule—urging the commission to break up the crossownerships involved.

Two filed petitions last week. Citizens United for Better Broadcasting, of Lansing, Mich., requested the commission to deny the petition of Gross Telecasting Inc., licensee of WJIM-TV Lansing (file no. CSR-409 [X]). And the Committee for Open Media, based in San Jose, Calif., said the commission should deny the petition filed by Gill Cable Co., which is affiliated with KNTV-TV San Jose (file no. CSR-395[X]).

The Justice Department, which has made it clear it feels the commission should measure the waiver petitions against a standard designed to assure diversity of ownership of mass media, found nothing in any of the eight petitions it was opposing to recommend them. The petitions involved:

- The ownership interests of KTVX-TV and KSMX-TV, both Salt Lake City, in Community Television of Utah, Inc., one of two cable systems with franchises in the city (file nos. CSR-387[X] and CSR-404[X]). Because of interests of the stations not only in the cable system but in other media in the city—newspapers and broadcasting—"this case falls squarely within the intended coverage of the rule," the department said.

- The San Francisco Chronicle's interest in KNRX-FM-TV San Francisco and three cable systems in the Bay area (file no. CSR-400[X]). These other media interests, particularly that involving the newspaper, "so significantly aggravate media concentration in the San Francisco-Oakland areas as to make divestiture of the cable system "essential," the department said.

- Newhouse Broadcasting Corporation's ownership of WSYE-TV Elmira-Corning, N.Y., and cable system in Corning (file no. CSR-415[X]). The department concluded that breakup of that crossownership "will promote local diversity and competition and will remove Newhouse's economic incentive not to develop to their fullest potential either the cable system or, "as is more likely in this case, WSYE-TV." The station is a satellite of WSYE-TV Syracuse, N.Y.

- KID-M-FM-TV and KFRT-TV, both Idaho Falls, Idaho, whose licensees each own 25% of the cable system there (file nos. CSR-401[X] and CSR-425[X]). KFRT-TV is owned by the publisher of the only daily newspaper in the city. "Petitioners' CATV-TV-AM-FM newspaper interests in Idaho Falls make this a virtually irre- presentable case for application of the divestiture requirement," the department said.

- KSBW-TV Salinas-Monterey, Calif., and its satellite KSBY(TV) San Luis Obispo, Calif., and 14 cable systems in the area, with which is commonly owned by Central California Communications Corp. (file no. CSR-400[X]). "Central California," the department said, has "failed to show that divestiture will not increase diversity and competition."

- WTHI-AM-FM-TV Terre Haute, Ind., and the cable system there (file no. CSR-394[X]). The principal owners of the stations and the cable system are also principal owners of the only daily newspapers in the city. Considering the local dominance of the CATV-TV-AM-FM-newspaper aggregate that petitioners' ownership interests bind together, the depart-

Money maker. The National Association of Broadcasters cleared $282,000 at its 1973 convention last spring in Washington, the association's executive committee was told last week at its regular monthly meeting. The income was derived from rental of exhibition space after payment of all convention-associated expenses, except staff overhead. Income for 1973 was about the same as that for 1972.

Broadcasting Sep 10 1973 44
Roy Clark
is burning attendance records!

in Cheyenne, Wyoming
Frontier Days

in Tulsa, Oklahoma
State Fairground Pavilion

in Las Vegas, Nevada
Frontier Hotel
From 500-watt to 50-kW models, all Gates AM transmitters offer 125% positive peak modulation capability. At full output power.

Now you can increase the impact of your signal without increasing distortion or transmitter carrier power. With 125% capability, you get 2 dB more audio power in the positive peak. An important edge in highly competitive markets.

From the 50,000-watt to the 500-watt model, Gates AM transmitters now offer 125% positive peak modulation capability at full power.

Write for more information on the transmitter for your operation.

Almost every day he's in town, FCC Commissioner Robert E. Lee finds time to go to the Office Health Club.

Testimonial. FCC Commissioner Robert E. Lee was never thought of as the commission jock. But there he was, last week, stearing out from a flyer distributed by the Office Health Club as a means of promoting business. The club, located directly across the street from the commission offices, on M Street, in Washington, has become something of a restful, reinvigorating haven for the commissioner. He works out there frequently, and credits the exercise and therapy he received at the club in the past year with curing an ailing knee. So when the club's management asked if it might use his picture in a flyer, he agreed. No payment was involved; he is simply a satisfied customer letting the world know how he feels about the Office Health Club.

Almost done: end of blackouts this season

Senate passes its version of trial antiblackout bill; House holds hearings to give Rozelle his last words

The Senate last week approved legislation to lift television blackouts of home professional sports events, and it became clear that the House intends to follow suit this week. Those developments, coupled with the Nixon administration's support of the concept, made it appear virtually certain that an antiblackout law will be on the books shortly after the regular football season begins on Sept. 16.

The bill that passed the Senate last Thursday (Sept. 6) by a thumping 76-to-6 vote is a very slightly modified version of S. 1841, introduced by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and approved by the parent Commerce Committee on July 18 (Broadcasting, July 23).

The Senate-passed measure provides, through an amendment to the Communications Act, that for a period of one year no TV station, TV network or CATV system may carry out any agreement under which it is prevented from broadcasting home games of any professional football, basketball, baseball, or hockey team when tickets are no longer available for purchase by the general public 72 hours in advance. (The original bill had stipulated 48 hours. The 72-hour provision was the result of an amendment offered by Commerce Committee Chairman Warren Magnuson [D-Wash.] and approved by voice vote.)

On the House side, where Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) was winding down hearings on his H.R. 9553 and other antiblackout bills, National Football League Commissioner Pete Rozelle charged that the proposals are aimed at determining when, where and how NFL games are to be telecast. "These proposals are entirely unprecedented," he said. "I'm not aware that Congress has ever before, in the history of the United States attempted to determine by amendment to the communications laws how the producer of one form of commercial television programming shall present its programming to the public—particularly when the primary impact of the bills will be on the producer's interests in areas having no relationship to television. That the proposed bills will be damaging to professional football is, we think, beyond question. The only realistic issue is how damaging they will be and how soon these damaging effects will be felt."

In attempting to dispel what he called some common misconceptions about pro football, Mr. Rozelle pointed out that the sport's economic base still rests with game attendance. "The NFL would pre-
fer to greatly modify its television practices—or abandon television in its entirety—rather than experience the results of a significant conflict between television programming and gate attendance," he said.

If NFL was bound by a long-term network contract, he added, the league would, because of the pending antblkout bills, "be giving serious consideration to adopting the television practices of other sports—to limiting our Sunday afternoon telecasts to selected national game-of-the-week telecasts." Then, he said, NFL member clubs would be left to arrange their own game telecasts.

One damaging effect of the legislation, Mr. Rozelle said, is that fans will delay purchasing their tickets. But because most fans have already purchased tickets, he said, the most immediate impact will be to increase "no shows"—those who purchase tickets but do not appear at games.

Crowds are a major element in the atmosphere of games, he said, and are even a factor in the performance of the home team. No-shows also affect stadium authorities and others who have interest in parking and concessions, he said. "We are talking about parking and concession receipts totaling in excess of $15 million annually."

Mr. Rozelle also contended that antblkout legislation would substantially reduce radio audiences, and hence the financial base of the broadcasts.

Finally, Mr. Rozelle contended that "today's 'no show' rapidly becomes tomorrow's non-ticket buyer," because fans will be guaranteed that they will see games on television. "Ultimately over-saturation and changed attendance habits will push football down the same path followed by professional boxing—which largely destroyed itself with TV over-saturation," he said.

The NFL commissioner also attempted to allay fears that the NFL was opposing the bills, because it planned to switch from free television to pay TV or pay cable. In recent negotiations with CBS, he said, the network had sought to prohibit the NFL from using any other form of television through 1977, but the NFL resisted because it believed "some sort of minimal experiment might be neces-

Lost cause? Pete Rozelle (r), commissioner of the National Football League, reiterated the NFL's opposition to antblkout legislation to House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) (l) last week, but it may have been in vain: The Senate has passed its version of such a bill and all indications point to the House doing the same.

The 1961 antitrust exemption which permits sports blackouts. "We never claimed it wouldn't hurt [football] financially," he said. "It's not a shot in the arm, but it's not a mortal wound either."

In his testimony, George H. Duncan, president of the Metromedia Radio Division, who was among those accompanying Mr. Rozelle, said that if blackouts are lifted on NFL home games "the economic feasibility of continuing to broadcast the games will be very seriously eroded if not completely out of the question. Our company, for one, would take a very hard look at the question of..."
whether we want to continue to carry the games at all."
Another facet of the problem, he said, is whether radio stations could continue to maintain the regional networks they have established to carry games into remote areas.

NFL football is "prestigious programming" and usually profitable for a radio station, he said, and blacked-out home games are the most important element in the ability attracting sponsorship. "Indeed," he said, "without the element of exclusivity, there may be very little appeal to sponsor the game on radio, no matter how inexpensive."

Baseball Commissioner Bowie Kuhn opposed antiblackout legislation, contending that baseball is already making a large percentage of its home games available for telecasting in the teams' home cities.

Regular-season telecasting of home games varies because broadcast rights are sold by individual clubs, he explained. Under baseball's contract with NBC, he added, the World Series, divisional playoffs and the All-Star Games are not blacked out, although regular-season Saturday and Monday-night games under the network contract are blacked out in home cities.

"We have reasonably accommodated our mass audience, by our broadcasting practices and by our ticket-pricing practices," he said. "We believe that the television decisions should remain with professional sports." He added that if Congress imposes an antiblackout requirement, it should not apply to baseball.

Antiblackout legislation, Mr. Kuhn charged, has the potential to undermine the baseball gate. "If the public knows a game is to be televised if sold out," he explained, "there is a tendency for the public to lay back and not to buy tickets."

Thomas E. Kauper, assistant attorney general in the Justice Department's antitrust division, reiterated the administration's support for antiblackout legislation that he had voiced last October during Senate Communications Subcommittee hearings. But he expressed doubts about outlawing blackouts through legislative amendment to the Communications Act (which all the pending bills would do). "The major problem with seeking to require home telecasts through amendment to the act is that the act provides for regulation and enforcement mechanisms only via a via the communications media," Mr. Kauper said. "The [FCC] would appear to have no enforcement power over professional sports clubs. Any enforcement action would have to be taken against television stations or networks which have rights under contract to televise the sporting events in question."

An alternative approach, he said, would be legislation that could "simply assert the power of the Congress to regulate professional sports activity in interstate commerce," and require teams that market television rights by joint agreement among league members to resign the TV rights for home games available at reasonable rates whenever an advance sell-out occurs.

"Such a bill could provide for direct criminal or civil penalties for clubs which fail to comply," he said. "This approach would leave the leagues or the individual clubs as the bargaining partners in the contract arrangement they found most desirable, and would likewise leave the television industry free to see whatever arrangement is preferred."

In a statement filed with the Macdonald subcommittee that morning, the Association of Maximum Service Telecasters said it does not take a position on any of the pending antiblackout bills. But it urged that if such a bill is adopted it include language "to make clear that formerly blacked-out home games will be made available on reasonable terms to a local, free television station before they may be carried as CATV pay television or over-the-air pay television origination."

But Amos B. Hostetter Jr., national chairman of the National Cable Television Association, told the subcommittee NCTA favors limiting legislation to what appears to be the chief concern—public access to sold-out pro football games.

Some professional sports clubs have contracts with cable operators, he pointed out, and the rights of those viewing pro sports via cable should be protected. He also expressed the concern that one side effect of legislation would be to activate the FCC's antisiphoning rules, which provide that sports events cannot be cablecast if they have been carried by free television during the preceding two years.

If TV carriage of home sports contests were to have an adverse impact on stadium attendance and the blackout was reinstated "then the effect of the legislation would be to preclude alternative means of providing these games to the public," Mr. Hostetter said, urging clarification of this problem in the legislation.

He assured the subcommittee that the CATV industry wants only to broaden public viewing choice and "is not and does not wish to be a threat to advertiser supported television. We... have no intention of attempting to 'siphon' off sports and other popular programs now carried on so-called free television."

**Program Briefs**

**Telethon tops record.** Twenty-hour Jerry Lewis Labor Day telethon in behalf of Muscular Dystrophy Associations of America raised almost $12 million in pledges, third more than $9.2 million raised in 1972, it was reported last week. Las Vegas-originated TV benefit had 152 stations in line-up, two more than last year. Telethon officials expect, based on previous years' experience, to collect 106% of actual amount pledged.

**TV therapy programs.** New York, reports initial sales on the half-hour TV series, Group Therapy with Dr. Irene Kassorla, in 13 major markets. Stations which have acquired show as trade-out for two commercials promoting Dr. Kras-
soria's book on mental health include WTKF-TV Philadelphia; WJAN-TV Canton, Ohio; WPHG TV Pittsburgh; KPTV (TV) Portland, Ore., and WTCG-TV Atlanta.

Another crown, PSS, new programing subsidiary of Daniels-Fitzgerald-Sample, is producing Miss World-U.S.A. beauty pageant. Ninety-minute special marks network television debut of the pageant, which will air Tuesday, Sept. 25 as late night presentation of ABC's Wide World of Entertainment.

'It Pays' . . . in 60 markets. Worldvision Enterprises reports that It Pays To Be Ignorant, half-hour comedy series, has been sold in 60 markets for fall start. Program will be carried in prime-time-access periods by 28 stations in top 50 markets, and in both network prime time and prime-access time in markets below top 50.

Daytime drama. ABC-TV will carry 10 original 90-minute drama presentations of original scripts under the title ABC Afternoon Playbreaks, expanding from three such specials telecast during the past season. They will be scheduled once a month from 1:30-3 p.m. and will encompass serious drama, comedy, mystery-adventure and romance.

'Dating Game' spree. Station Syndication Inc., New York, a Sandy Frank company, reports sales of its weekly prime-access series, New Dating Game, in 28 of top-30 markets in less than one month of selling. Buyers include WABG-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KRON-TV San Francisco and WJW-TV Cleveland.

Second round. Second annual leukemia radiothon is scheduled for Feb. 16-17, 1974, with show originating at Burbank Studios, Burbank, Calif., under direction of National Leukemia Broadcast Council, Sherman Oaks, Calif. Larry C. Vander-veen, sales manager, KGTI(AM) Los Angeles, is president of council. Initial leukemia radiothon took place last February, raising $120,000 from 36 participating stations in 30 markets. Aim this year is to enlist 100 stations in fund-raising event.

'Concentration' in 30. Jim Victory Television Inc., New York, reports that its weekday, half-hour game series, Concentration, has been bought by 30 stations in first month of sales. Syndicated series, produced by Goodson-Todman and with Jack Narz as host, has been sold in nine of top-10 markets, including WBNW-TV New York, KHJ-TV Los Angeles, WCAU-TV Philadelphia, WBZ-TV Boston, KPIX(TV) San Francisco, WJZ-TV Detroit, WJW(TV) Cleveland, WTOP-TV Washington and WTA(TV) Pittsburgh.

Togetherness. Beckwith Presentations, New York and Los Angeles, is developing half-hour syndicated series, Mixed Doubles, slanted toward women who want to share their husbands' interests. Series will feature Melinda Fee, daytime dramatic series actress, who is said to be expert scuba diver, sket shoot er, race-car driver, gourmet cook and health-food authority.

It was almost like a normal presidential news conference. Members of the White House press corps, packed into the White Room of the White House last Wednesday (Sept. 5), asked questions covering a wide range of subjects—the Middle East, the economy, the President's domestic program. There were questions, too, about Watergate, of course. But they did not blow out virtually everything else, as they did at San Clemente two weeks earlier, in the first news conference in five months.

But, if the atmosphere was somewhat more relaxed, on both sides, things were not back to normal. Some of the reporters' questions still had rough edges to them. And if President Nixon had his feelings under better—that is, easier—control, his resentment of the news media was still discernible.

Again, CBS News's Dan Rather, whom the President in San Clemente had engaged in a volleying match on the question of the newsmen's respect, or lack of same, for the presidency, was picked on for special attention. When Mr. Rather said he was following up a question of ABC's Tom Jarrell about the Watergate tapes, the President, wearing the tight smile he dons when sinking his own knives, remarked about the two networks 'working together.' Mr. Rather replied, "No, not always, Mr. President." And the understatement drew chuckles from some newsmen. But the President had the last word: "Thank heavens you are competitive."

But that may have been personal. Generally, he indicated his views about television in responding to a question on whether he was concerned about a need to rebuild confidence in his leadership. Yes, he agreed, winding up for a jab, that was a problem—what with four months of prime time in which the President was attacked "by innuendo, by leak, by, frankly, leers and sneers of commentators, which," he added, "is their perfect right."

The print media got theirs too. In discussing the controversy over his real estate, President Nixon said the audit he had done "gave the lie" to reports that were "carried, usually, in eight-column heads in most of the papers of this country." The retraction, he said, usually appeared back among the "corset ads."

But the second presidential news conference in three weeks demonstrated that, whatever he thinks of it, the news conference can be as useful to the President as to his inquisitors—if not more so. In answering the question about the need to restore confidence in his leadership, he
Dole seeks to restrict Watergate coverage

He introduces resolution that would confine Ervin panel to executive sessions, which would effectively ban live reporting by the media

As he promised, Senator Robert Dole (R-Kan.) last week introduced a resolution aimed at halting television coverage of the Senate Watergate hearings (BROADCASTING, Sept. 3). But the senator's resolution would block coverage by the other media and exclude the public from the sessions.

The resolution introduced last Wednes-
day (Sept. 5), the first day Congress returned from its month-long vacation, says that the Watergate Committee "shall not conduct any hearing or receive any testimony or evidence . . . except in executive session . . . " That was the original version of the legislation, but it had been speculated that Senator Dole would change it to preclude only TV cameras.

In a floor statement, the former chairman of the Republican National Committee emphasized that the resolution is in no way intended to interfere with the committee's hearings or with the rights of the news media to report on them. He said the resolution is aimed at protecting the interests of the public and safeguarding the rights of innocent parties involved by "ending the sensational wave of publicity" generated by TV coverage of the hearings. He added that it was time Congress turned its attention away from Watergate to deal with other problems.

Two weeks ago, in announcing his intention to offer the resolution, Senator Dole claimed his Kansas constituency was "sick and tired" of watching the hearings on television.

Senate Democratic Whip Robert C. Byrd (D-W.Va.) last week also contended that the public is weary of the televised hearings.

In an interview on NBC-TV's Today show, the senator said that continued telecasting could "create a backlash" against the Watergate Committee. But he added that "I would be opposed to concluding the hearings. I don't think the people of the United States want the hearings ended until the work is done." When asked whether Senator Byrd would support the Dole resolution, a spokesman said he would not and preferred to follow the lead of Watergate Committee Chairman Sam Ervin Jr. (D-N.C.).

A Watergate Committee spokesman said the members will meet this week to decide when to resume the hearings, and added that the committee has no current plans to bar television cameras. "Our feeling is that it's up to the networks," the spokesman said. "They are the ones paying for the coverage."

Inside China. Seven ABC newsmen will enter People's Republic of China on Sept. 20 for six-week assignment shooting newsfilm for various ABC-TV news programs and one-hour documentary. Trip by the newsmen will implement agreements reached by Elmer W. Lower, president of ABC News, and Leonard H. Goldenson, chairman of American Broadcasting Companies Inc., with Central Broadcasting Bureau of People's Republic during recent three-week working visit there.

UPITN adds. UPITN reports that two additional stations have signed for its daily electronic news service, raising total number of subscribers to 14. New clients are KNX-TV Los Angeles, effective today (Sept. 10), and WMHS-TV South Bend, Ind., starting Oct. 8.
Broadcast Advertising

Y&R backs new agency

New York got another advertising agency when Ammirati Puris AvRutick opened its doors last week. One of the factors that distinguishes AFA from other new agencies, however, is that Young & Rubicam owns 50% of the stock and occupies two of the five seats on the board of directors. APA can handle accounts that might prove to be product conflicts for Y&R and it can also take advantage of some of the depth of support services the second largest domestic ad agency can give it.

First client is Chrysler-Plymouth's Trailblazer, a four-wheel-drive wagon scheduled to be introduced next year. Such a vehicle would conflict with Y&R's International Harvester account.

Julian AvRutick, formerly a senior vice president at Y&R, is president of the new agency. Martin Puris and Ralph Ammirati, vice presidents and creative group heads, are the executive vice presidents.

Business Briefs


Oids back with Grambling. Oldsmobile Division of General Motors, Lansing, Mich., through Leo Burnett Co., Southfield, Mich., has renewed for fourth year partial sponsorship of Grambling College Football TV Highlights, commencing Sept. 23.

Pigskin spots. With fall season getting under way, New York Life Insurance is ready to kick-off its second season of football-oriented commercials created by Compton Advertising. Beginning Sept. 15, pool of six 30-second spots will be seen on professional and college football games telecast by more than 600 stations, including NCAA games on ABC-TV.

Spot strong in second quarter. Investments in spot television by national and regional advertisers climbed by 10.3% to $406.2 million in the second quarter of 1973, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising. Product categories that showed significant gains were passenger cars, up 24% to $34.6 million; records and tapes, up 95% to $9.6 million; beer and wines, up 25% to $26.3 million; airlines, up 29% to $26.3 million, and apparel, footwear and accessories, up 49% to $9.3 million.

<table>
<thead>
<tr>
<th>Estimated expenditures of top-100 national and regional spot-television advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
</tr>
<tr>
<td>2. General Foods</td>
</tr>
<tr>
<td>3. Colgate-Palmolive</td>
</tr>
<tr>
<td>4. American Home Products</td>
</tr>
<tr>
<td>5. Lever Brothers</td>
</tr>
<tr>
<td>6. Coca-Cola</td>
</tr>
<tr>
<td>7. General Motors</td>
</tr>
<tr>
<td>8. Bristol-Myers</td>
</tr>
<tr>
<td>9. Ford Motor</td>
</tr>
<tr>
<td>10. General Mills</td>
</tr>
<tr>
<td>11. Chrysler</td>
</tr>
<tr>
<td>12. PepsiCo</td>
</tr>
<tr>
<td>13. Kraft Foods</td>
</tr>
<tr>
<td>14. William Wrigley Jr.</td>
</tr>
<tr>
<td>15. Jos. Schlitz Brewing</td>
</tr>
<tr>
<td>16. ITT</td>
</tr>
<tr>
<td>17. AT&amp;T</td>
</tr>
<tr>
<td>18. Gillette</td>
</tr>
<tr>
<td>19. Sears-UP</td>
</tr>
<tr>
<td>20. Miles Laboratories</td>
</tr>
<tr>
<td>21. Kellogg</td>
</tr>
<tr>
<td>22. American Motors</td>
</tr>
<tr>
<td>23. E. &amp; J. Gallo Winery</td>
</tr>
<tr>
<td>24. Dynamic House</td>
</tr>
<tr>
<td>25. Heublein</td>
</tr>
<tr>
<td>26. Toyota Motor Distributors</td>
</tr>
<tr>
<td>27. Norton Simon</td>
</tr>
<tr>
<td>28. Nabisco</td>
</tr>
<tr>
<td>29. Anheuser-Busch</td>
</tr>
<tr>
<td>30. Trans World Airlines</td>
</tr>
<tr>
<td>31. Nixell</td>
</tr>
<tr>
<td>32. Alberto-Culver</td>
</tr>
<tr>
<td>33. Schering-Plough</td>
</tr>
<tr>
<td>34. General Electric</td>
</tr>
<tr>
<td>35. Triangle Publications</td>
</tr>
<tr>
<td>36. American Airlines</td>
</tr>
<tr>
<td>37. Quaker Oats</td>
</tr>
<tr>
<td>38. Morton-Norwich Products</td>
</tr>
<tr>
<td>39. Starling Drug</td>
</tr>
<tr>
<td>40. Greendough</td>
</tr>
<tr>
<td>41. Carnation</td>
</tr>
<tr>
<td>42. Kimberly-Clark</td>
</tr>
<tr>
<td>43. Nestle</td>
</tr>
<tr>
<td>44. Shell Oil</td>
</tr>
<tr>
<td>45. Beatrice Foods</td>
</tr>
<tr>
<td>46. Toyo Kogyo</td>
</tr>
<tr>
<td>47. S. C. Johnson &amp; Son</td>
</tr>
<tr>
<td>48. H. J. Heinz</td>
</tr>
<tr>
<td>49. Warner-Lambert Pharmaceutical</td>
</tr>
<tr>
<td>50. Heine</td>
</tr>
</tbody>
</table>

The company will be temporarily located at the Delmonico Hotel, 502 Park Avenue, suite 1602, New York. Phone: (212) EL 5-2500.

Rate examples (Tax included)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta-Washington</td>
<td>$21.00</td>
</tr>
<tr>
<td>Boston-Miami</td>
<td>$26.25</td>
</tr>
<tr>
<td>Cincinnati-Louisville</td>
<td>$21.00</td>
</tr>
<tr>
<td>Cleveland-Phoenix</td>
<td>$26.25</td>
</tr>
<tr>
<td>Los Angeles-New Orleans</td>
<td>$31.50</td>
</tr>
<tr>
<td>Dallas-Los Angeles</td>
<td>$26.25</td>
</tr>
<tr>
<td>San Francisco-Atlanta</td>
<td>$31.50</td>
</tr>
<tr>
<td>Philadelphia-Houston</td>
<td>$26.25</td>
</tr>
<tr>
<td>New York-Tampa</td>
<td>$26.25</td>
</tr>
</tbody>
</table>

For full details, call Delta reservations.

Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30".

Delivery to Delta's passenger counter or air freight terminal at the airport at least 30 minutes prior to scheduled departure time.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points.

Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL DELTA. 

Negotiations go on in AT&T tariff case

Compromise is hoped for with carrier either acceding to FCC proposal or developing its own rate schedule for occasional users of service.

If AT&T can come up with a proposal for meeting the program-transmission needs of regular but part-time users of its service, the dispute over the carrier's planned hike in rates for occasional users will probably end in compromise. Otherwise, it may be up to the FCC to settle. And the answer should be known by Tuesday morning (Sept. 11).

That is when the parties involved in the AT&T program-transmission case are scheduled to meet at the commission's offices for a fourth time in an effort to reach a compromise.

The commission staff has proposed that AT&T lower its proposed charge of $1 per hour (up from the present rate of 55 cents) to 65 cents for one year of a two-year experimental period and to 75 cents for the second year. In addition, occasional users who choose to do so would be permitted to use 10 hours of service each day at a cost of $40 per mile each month, with customers permitted to share service.

Under the proposal as discussed at a meeting of the parties last week, AT&T would file its new tariffs providing for the 65 cent rate effective on Oct. 1, 1973, and the 75 cent rate effective on Oct. 1, 1974. The company would then be free on Sept. 1, 1975, to file whatever tariffs its experience proved necessary; the new rates become effective three months later.

AT&T's representatives at the meeting did not indicate the company's attitude, and there were mixed views among others present as to whether AT&T would accept the compromise.

Some thought the company would accept it. But others felt that the issue hung on whether AT&T could fashion a proposal for meeting the needs of UPITN which, in distributing news programs to clients, wants to use transmission service every day but for only a small portion of the day. E. William Henry, counsel for UPITN, said that even the 65- and 75-cent formula would be unduly burdensome to UPITN. Baseball commissioner Bowie Kuhn was also said to be dissatisfied with the 65-75-cent proposal.

Representatives of various parties, including Thomas Dowd, counsel for INTV, a trade association of independent television stations, as well as Mr. Henry, urged AT&T to attempt to develop a monthly contract rate that would be limited to short periods of the day between certain hours.

But, although AT&T's representatives agreed to consider the proposal, one source noted, they "were not too enthusiastic." And the source, who said he was not optimistic about AT&T's chances of developing a proposal UPITN could accept, expressed doubt that AT&T would agree to the proposed compromise unless all other parties agreed to it.

The proposed increase in rates for occasional users, which would boost their costs some $10 million annually, was designed to go along with a cut in charges for monthly contract users—the networks—which is expected to reduce their costs by some $18 million. Those tariffs are now in effect.

The contract rates provide for a $55 per month per mile charge, down from the previous charge of $82.50 for an average of 17 hours daily. AT&T representatives last week were reported to have said that if the commission staff's 65-75 cent compromise were put into effect, the company would have to boost the $55 charge for contact users to $63 to recover losses. However, that is not part of the proposal. And AT&T officials were also quoted as saying that the $55 figure could not be raised without risking the loss of network business to miscellaneous common carriers. It was to meet that competition that AT&T cut its monthly contract rates.

Unless the matter is settled this week, AT&T will be free to file its proposed tariffs for occasional users on Sept. 13. The commission made that commitment to AT&T in May, when the company was allowed to file its lower network rates but not its higher rates for occasional users.

However, under the commission's order, the occasional user rates would not become effective for 60 days. And at the end of that time the commission could suspend them for up to three months. During that time, the commission would be confronted with the knotty problem of deciding the case—the propriety of the contract rates now in effect as well as the proposed occasional user rates on the basis of the record. That is a task the commission hopes the parties will spare it by agreeing to a compromise.

Technical Briefs

High atop Sears. WTTW(TV) Chicago, public TV station, has ordered butterfly-type antenna from West Systems for installation on new 110-story Sears tower in that city. ABC-owned WLS-TV Chicago previously had purchased this type of RCA antenna, which will be used to test new concept for improving TV reception.

Going it alone. Memorex Corp., Santa Clara, Calif., which had earlier announced its objective of selling equity interest or seeking business combination with another company, has announced it has entered into negotiations to continue operations as independent business. Memorex and ILC (Memorex's wholly-owned leasing subsidiary), are seeking agreement from Bank of America and lenders to ILC with view to restructuring debt payments of Memorex and ILC to amounts which are projected to be available for debt service in order to permit firm's continued operation on independent basis.

Trio of tubes. RCA Electronic Components, Harrison, N.J., is marketing three new one-inch vidicon TV camera tubes. RCA 4809 and 4809/B are designed for color filter TV pickup and are priced at $350 each. RCA 4588 is designed for low light levels in applications where there is limited amount of motion in scene. It is priced at $400.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES LICENSED SECURITIES DEALERS UNDERWRITING — FINANCING

CINCINNATI—
Richard C. Crisler, Ted Hepburn, Alex Howard
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—
Edwin G. Richter Jr., Frank Kalil
P.O. Box 50544, 85703, phone (602) 622-3336
Music

A test of country on Saturday nights

NBC-TV to try the Nashville sound in two New York-made pilots

The recent news about music on television has been about late-night rock. But NBC-TV is planning to devote some of that late-night time to country music. The network has commissioned two 90-minute pilots to be aired Saturday nights at 11:30 p.m. NYT in hopes of opening that time slot to country performers permanently. The pilots are scheduled for November and February and will be produced by Joe Cates for Phillip Productions.

Two weeks ago, sources in the NBC program department leaked word that the network was pleased with the rating performance of *Music Country* (Thursday, 10-11 p.m. NYT), the summer replacement for the *Dean Martin Show*. *Music Country* topped all other programs in the Nielsen ratings for the first two weeks of August (an average 45 share, 22.65 rating). At that time, the NBC sources said, there were no concrete plans for a continuation of *Music Country*, though it was under serious consideration for future use.

Mac Davis is slated to be the host of the first country-music pilot, as yet untitled, with guests Charlie Rich, Ann Murray, Tom T. Hall, Patti Page and Kris Kristofferson. The second show will be hosted by Johnny Cash. Both pilots will be produced in New York.

In the meantime, Mr. Cates and Phillip will be responsible for two other prime-time country specials this fall. CBS-TV will air the *Country Music Awards Show* from Nashville, sponsored by Kraft Foods, on Oct. 15 (10-11 p.m. NYT) hosted by Eddy Arnold. NBC-TV has not scheduled a 60-minute *Country Music Hit Parade* with Johnny Cash yet. The NBC special will be sponsored by the American Gas Association, a perennial country-music sponsor. It will be produced in Nashville as well.

Breaking In

*That's Why You Remember*—Kenny Karen (Big Tree) * The people speak again. This record started out as a commercial for Faygo root beer. The first station Faygo bought in its ad campaign, WXYX(AM) Cleveland, was reportedly deluged with 12,000 requests for copies of the spot. It was a quick step from ad to record for Kenny Karen on Big Tree Records and "That's Why You Remember" is taking off quickly.

This is an all-demographic record, replacing "Playground In My Mind" by Clint Holmes on playlists. Unlike "Playground," which kept the better part of four months to break, "Remember"—a ditty of a song about nostalgia—is happening very fast. In its two weeks of release, the record is on playlists at many major-market stations.


Such A Night*—Dr. John (A toe) * Now that audiences are accustomed to Dr. John's gravel-pit voice by virtue of his hit, "Right Place Wrong Time," it appears he will have little trouble finding acceptance for a smooth, honky-tonk ballad, "Such A Night." Crooning effortlessly, Mac Rebennack (the doctor's given name) serves up New Orleans nightmusic, made lean and clean by producer Allan Toussaint.

Black and white audiences alike will probably appreciate this uncommonly (for Dr. John that is) pretty song. And it is so much without offensive qualities, that adults also may enjoy it.

Airplay is scattered at this point, with no discernable pattern emerging. Programmers surveyed last Wednesday (Sept. 5) seemed to like the sound of the record, but are waiting for stronger sales reports from secondary markets before going on it.

Stations playing the new Dr. John single last week included: WEAM(AM) Atlanta, Va., KLIF(AM) Dallas, KUDD(AM) Tempe, Ariz., KPUR(AM) Amarillo, Tex., and KROQ(AM) Burbank, Calif.

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

* All I Need Is Time, Gladys Knight & the Pips (Soul)

---

Broadcasting Sep 10 1973

53
**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>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Brother Louie (3:55)</td>
<td>Stories-Kama Sutra</td>
</tr>
<tr>
<td>1</td>
<td>5</td>
<td>2</td>
<td>Live and Let Die (3:10)</td>
<td>Paul McCartney and Wings-Apple</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>3</td>
<td>Let's Get It On (3:58)</td>
<td>Marvin Gaye-Tamla</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>4</td>
<td>Delta Dawn (3:08)</td>
<td>Helen Reddy-Capitol</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>5</td>
<td>Loves Me Like a Rock (3:32)</td>
<td>Paul Simon-Columbia</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>6</td>
<td>Touch Me in the Morning (3:51)</td>
<td>Diana Ross-Motown</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>7</td>
<td>My Sweet Gypsy Rose (2:51)</td>
<td>Dawn-Bell</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>8</td>
<td>The Morning After (2:14)</td>
<td>Maureen McGovern-20th Century</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>9</td>
<td>Half Breed (2:42)</td>
<td>Cher-MCA</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>10</td>
<td>Get Down (2:38)</td>
<td>Gilbert O'Sullivan-Mam</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>12</td>
<td>I Believe in You (3:56)</td>
<td>Johnnie Taylor-Stax</td>
</tr>
<tr>
<td>12</td>
<td>13</td>
<td>13</td>
<td>Feelin' Stronger Every Day (4:13)</td>
<td>Chicago-Columbia</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>14</td>
<td>We're an American Band (3:24)</td>
<td>Grand Funk-Capitol</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
<td>15</td>
<td>Gypsy Man (3:25)</td>
<td>War-United Artists</td>
</tr>
<tr>
<td>15</td>
<td>16</td>
<td>16</td>
<td>My Maria (3:32)</td>
<td>B. W. Stevenson-RCA</td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>17</td>
<td>Ramblin' Man (3:36)</td>
<td>Allman Brothers-Capricorn</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>18</td>
<td>Bad Bad Leroy Brown (3:02)</td>
<td>Jim Croce-ABC/Dunhill</td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>19</td>
<td>Higher Ground (3:10)</td>
<td>Stevie Wonder-Tamla</td>
</tr>
<tr>
<td>19</td>
<td>20</td>
<td>20</td>
<td>Monster Mash (3:00)</td>
<td>Bobby Boris Pickett-Parrot</td>
</tr>
<tr>
<td>20</td>
<td>21</td>
<td>21</td>
<td>Are You Man Enough (3:24)</td>
<td>Four Tops-ABC/Dunhill</td>
</tr>
<tr>
<td>21</td>
<td>22</td>
<td>22</td>
<td>If You Want Me to Stay (2:56)</td>
<td>Sly and the Family Stone-Epic</td>
</tr>
<tr>
<td>22</td>
<td>23</td>
<td>23</td>
<td>Uneasy Rider (3:53)</td>
<td>Charlie Daniels-Kama Sutra</td>
</tr>
<tr>
<td>23</td>
<td>24</td>
<td>24</td>
<td>Free Ride (3:05)</td>
<td>Edgar Winter Group-Epic</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>25</td>
<td>China Grove (3:14)</td>
<td>29 28 17 21</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>26</td>
<td>Double-Dutch Love (3:49)</td>
<td>Doobie Brothers-Warner Brothers</td>
</tr>
<tr>
<td>26</td>
<td>27</td>
<td>27</td>
<td>That Lady (3:09)</td>
<td>Isley Brothers-T-Neck</td>
</tr>
<tr>
<td>27</td>
<td>28</td>
<td>28</td>
<td>The Hurt (4:16)</td>
<td>Cat Stevens-A&amp;M</td>
</tr>
<tr>
<td>28</td>
<td>29</td>
<td>29</td>
<td>Smoke on the Water (3:48)</td>
<td>Deep Purple-Warner Brothers</td>
</tr>
<tr>
<td>29</td>
<td>30</td>
<td>30</td>
<td>Here I Am (4:10)</td>
<td>Al Green-H</td>
</tr>
<tr>
<td>30</td>
<td>31</td>
<td>31</td>
<td>Look Out Girl (4:06)</td>
<td>Jimmy Buffett-Warner Brothers</td>
</tr>
<tr>
<td>31</td>
<td>32</td>
<td>32</td>
<td>Believe in Humanity (3:22)</td>
<td>Carole King-Ode</td>
</tr>
</tbody>
</table>

---

**Tracking the 'Playlist':** Two new songs break into the top-10 positions of the "Playlist" this week—Paul Simon's "Loves Me Like A Rock" (five and bulleted) and Cher's "Half-Breed" (nine). Accelerated movement returned to the charts this week as well, highlighted by 14 bulleted records. Most of the activity, however, was confined to mid-chart positions. Only two records break into the top 40 for the first time, the late-starting Spinners single, "Ghetto Child" (40), and the Rolling Stones' "Angle" (35) ("Breaking In," Sept. 3), which is in its first week. Both are bulleted. And there are five bulleted records in the 40's. New to the chart are "That's Why You Remember" by Kenny Karen (33 and bulleted) (see "Breaking In," page 53), "Hey Girl" by The Temptations (66), "Sister James" by Nino Tempo & The 5th Avenue Sax (68), "You've Never Been This Far Before" by Conway Twitty (68), "Get It Together" by the Jackson Five (70), "Nut Bush City Limits" by Ike and Tina Turner (73) and "All I Know" by Art Garfunkel (75).
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Title (length)</th>
<th>Artist/Label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last week</td>
<td>This week</td>
<td>6:00</td>
<td>10:00</td>
</tr>
<tr>
<td>34 32</td>
<td>Sweet Charlie Babe (2:38)</td>
<td>Jackie Moore—Atlantic</td>
<td>34 31 31 27</td>
</tr>
<tr>
<td>43 33</td>
<td>A Million to One (2:38)</td>
<td>Donny Osmond—MGM</td>
<td>27 32 34 36</td>
</tr>
<tr>
<td>35 34</td>
<td>How Can I Tell Her (2:59)</td>
<td>Lobo—Big Tree</td>
<td>30 34 35 41</td>
</tr>
<tr>
<td>— 35</td>
<td>Angle (4:30)</td>
<td>Rolling Stones—(Rolling Stones)</td>
<td>44 35 33 29</td>
</tr>
<tr>
<td>30 36</td>
<td>Diamond Girl (3:29)</td>
<td>Seals and Crofts—Warner Brothers</td>
<td>28 41 37 38</td>
</tr>
<tr>
<td>39 37</td>
<td>In the Midnight Hour (3:14)</td>
<td>Cross Country—Atco</td>
<td>36 37 36 39</td>
</tr>
<tr>
<td>32 38</td>
<td>Angel (3:34)</td>
<td>Aratha Franklin—Atlantic</td>
<td>40 36 39 34</td>
</tr>
<tr>
<td>33 39</td>
<td>Young Love (2:18)</td>
<td>Donny Osmond—MGM</td>
<td>39 38 42 35</td>
</tr>
<tr>
<td>— 40</td>
<td>Ghetto Child (3:47)</td>
<td>Spinners—Atlantic</td>
<td>46 39 38 37</td>
</tr>
<tr>
<td>59 41</td>
<td>Heartbeat, It's a Love Beat (2:59)</td>
<td>DeFranco Family—20th Century</td>
<td>38 42 45 46</td>
</tr>
<tr>
<td>56 42</td>
<td>Rhapsody In Blue (3:45)</td>
<td>Deodato—CTI</td>
<td>48 40 41 43</td>
</tr>
<tr>
<td>63 43</td>
<td>Tonight (3:25)</td>
<td>Raspberries—Capitol</td>
<td>53 44 44 42</td>
</tr>
<tr>
<td>68 44</td>
<td>Theme from Cleopatra Jones (3:45)</td>
<td>Joe Simon—Spring</td>
<td>54 43 46 44</td>
</tr>
<tr>
<td>46 45</td>
<td>Freedom for the Stallion (3:45)</td>
<td>Hues Corp.—RCA</td>
<td>42 45 50 48</td>
</tr>
<tr>
<td>21 46</td>
<td>Yesterday Once More (3:50)</td>
<td>Carpenters—A &amp; M</td>
<td>37 58 53 50</td>
</tr>
<tr>
<td>61 47</td>
<td>Yes We Can Can (3:55)</td>
<td>Pointer Sisters—Blue Thumb</td>
<td>49 46 48 45</td>
</tr>
<tr>
<td>38 48</td>
<td>Shambala (3:27)</td>
<td>Three Dog Night—ABC/Dunhill</td>
<td>41 51 43 56</td>
</tr>
<tr>
<td>42 49</td>
<td>Clouds (2:45)</td>
<td>David Gates—Elektra</td>
<td>43 48 47 55</td>
</tr>
<tr>
<td>55 50</td>
<td>Muskrat Love (3:03)</td>
<td>America—Warner Brothers</td>
<td>45 52 49 49</td>
</tr>
<tr>
<td>45 51</td>
<td>Roll Over Beethoven (4:30)</td>
<td>Electric Light Orchestra—United Artists</td>
<td>* 60 40 40</td>
</tr>
<tr>
<td>51 52</td>
<td>Summer (The First Time) (4:37)</td>
<td>Bobby Goldsboro—United Artists</td>
<td>47 47 55 62</td>
</tr>
<tr>
<td>— 53</td>
<td>That's Why You Remember (2:12)</td>
<td>Kenny Karen—Big Tree</td>
<td>50 50 51 60</td>
</tr>
<tr>
<td>52 54</td>
<td>Bongo Rock (2:36)</td>
<td>Incredible Bongo Band—Pride</td>
<td>51 53 56 53</td>
</tr>
<tr>
<td>44 55</td>
<td>Everyone's Agreed (3:12)</td>
<td>Stealers Wheel—A &amp; M</td>
<td>52 55 52 54</td>
</tr>
<tr>
<td>69 56</td>
<td>You Got Me Anyway (2:53)</td>
<td>Sutherland Brothers and Quiver—Capitol</td>
<td>61 49 64 47</td>
</tr>
<tr>
<td>54 57</td>
<td>Why Me (3:25)</td>
<td>Kris Kristofferson—Monument</td>
<td>55 54 58 59</td>
</tr>
<tr>
<td>70 58</td>
<td>Knockin' on Heaven's Door (2:28)</td>
<td>Bob Dylan—Columbia</td>
<td>57 57 57 56</td>
</tr>
<tr>
<td>60 59</td>
<td>Loving Arms (2:50)</td>
<td>Dobie Gray—MCA</td>
<td>56 56 59 64</td>
</tr>
<tr>
<td>58 60</td>
<td>Rocky Mountain Way (3:39)</td>
<td>Joe Walsh—ABC/Dunhill</td>
<td>65 65 54 51</td>
</tr>
<tr>
<td>47 61</td>
<td>Let Me In (3:38)</td>
<td>Osmonds—MGM</td>
<td>60 59 61 57</td>
</tr>
<tr>
<td>57 62</td>
<td>Show Biz Kids (3:59)</td>
<td>Steely Dan—ABC/Dunhill</td>
<td>64 61 93 52</td>
</tr>
<tr>
<td>65 63</td>
<td>The Last Thing on My Mind (3:31)</td>
<td>Neil Diamond—MCA</td>
<td>58 72 62 74</td>
</tr>
<tr>
<td>66 64</td>
<td>Ashes to Ashes (3:30)</td>
<td>Fifth Dimension—Bell</td>
<td>63 62 71 65</td>
</tr>
<tr>
<td>48 65</td>
<td>So Very Hard to Go (3:37)</td>
<td>Tower of Power—Warner Brothers</td>
<td>59 63 72 *</td>
</tr>
<tr>
<td>— 66</td>
<td>Hey Girl (I Like Your Style) (3:29)</td>
<td>Temptations—Gordy</td>
<td>* 64 60 66</td>
</tr>
<tr>
<td>75 67</td>
<td>Evil (3:09)</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
<td>66 66 69 71</td>
</tr>
<tr>
<td>— 68</td>
<td>Sister James (2:53)</td>
<td>Nino Tempo &amp; the 5th Ave Sax—A &amp; M</td>
<td>72 69 68 68</td>
</tr>
</tbody>
</table>

Dr. John's hit single, "Such a Night" from his album, "In The Right Place" #6937

On Atlantic Records
The Broadcasting Playlist continued from preceding page

<table>
<thead>
<tr>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist—Label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6-10a 10s-3p 3p 7p</td>
</tr>
<tr>
<td>— 69</td>
<td>— 70</td>
<td>You've Never Been This Far Before (2:56)</td>
<td>Conway Twitty—MCA</td>
<td>62</td>
</tr>
<tr>
<td>— 70</td>
<td>— 69</td>
<td>Get It Together (2:47)</td>
<td>Jackson Five—Motown</td>
<td>79</td>
</tr>
<tr>
<td>72 71</td>
<td>71 72</td>
<td>I've Got So Much To Give (3:27)</td>
<td>Ike and Tina Turner—United Artists</td>
<td>66</td>
</tr>
<tr>
<td>— 72</td>
<td>— 68</td>
<td>Just Don't Want To Be Lonely (2:55)</td>
<td>Ronnie Dyson—Columbia</td>
<td>69</td>
</tr>
<tr>
<td>— 68</td>
<td>— 73</td>
<td>Nutbush City Limits (2:57)</td>
<td>Ike and Tina Turner—United Artists</td>
<td>70</td>
</tr>
<tr>
<td>74 75</td>
<td>75 74</td>
<td>Money (3:59)</td>
<td>Pink Floyd—Harvest</td>
<td>83</td>
</tr>
<tr>
<td>— 75</td>
<td>— 75</td>
<td>All I Know (3:48)</td>
<td>Art Garfunkel—Columbia</td>
<td>71</td>
</tr>
</tbody>
</table>

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

All I Know (75), Angel (38), Angle (35), Are You Man Enough (21), Ashes to Ashes (54), Bad Bad Leroy Brown (18), Believe in Humanity (31), Bongo Rock (54), Brother Louie (1), China Grove (29), Clouds (49), Delta Dawn (4), Diamond Girl (38), Everyone's Agreed (55), Evil (67), Feeling Stronger Every Day (15), Freedom (24), Freedom for the Stallion (45), Get Down (10), Get It Together (70), Ghetto Child (40), Gospel Man (15), Half Breed (9), Heartbeat, It's a Love Beat (41), Here I Am (29), Hey Girl (65), Higher Ground (13), How Can I Tell Her (34), The Hurt (27), I Believe in You (12), I Feel Like We're So (22), I've Got So Much To Give (71), In the Midnight Hour (37), Jimmy Loves Maryann (30), Just Don't Want To Be Lonely (72), Knockin' on Heaven's Door (50), Last Thing on My Mind (83), Let's Get it On (3), Live and Let Die (2), Loves Me Like a Rock (5), Loving Arms (59), A Million to One (33), Money (74), Monster Mash (20), The Morning After (8), Muskrat Love (50), My Man (16), My Sweet Gypsy Rose (7), Nutbush City Limits (73), Ramblin' Man (17), Rhapsody in Blue (42), Rocky Mountain Way (50), Roll Over Beethoven (51), Saturday Night's Alright for Fighting (11), Shambala (48), Show Biz Kids (82), Sister James (68), Smoke on the Water (58), So Very Hard To Go (65), Summer (The First Time) (52), Sweet Charlie Babe (32), That Lady (50), That's Why You Remember (53), Theme from Cleopatra Jones (44), Tonight (43), Touch Me in the Morning (6), Uneasy Rider (23), We're an American Band (14), Why Me (57), Yes We Can Can (47), Yesterday Once More (46), You Got Me Anyway (56), You've Never Been This Far (89), Young Love (39).

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

Ralph Carmichael can be your new feature host!

FREE Ralph Carmichael is America's leading trend-setter in the field of contemporary religious music. He 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.

Ralph Carmichael is America's leading trend-setter in the field of contemporary religious music. He 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.

Cablecasting

Blacks get a foot in cable business

Gary system opens as the first as others vie for franchises in cities all over the nation

Some time today, a technician in Gary, Ind., will throw a switch, and a new cable system will be energized. The technician who will throw that switch is black. The men who have financed and who control the system are black, and an overwhelming majority of the system's initial subscribers will be black. Nobody else in cable can make that claim. But it won't be unique very long. Blacks are beginning to stake positions in the cable business.

The Gary system is owned and operated by Gary Communications Group, comprising 20 blacks whose backgrounds range from steel mills to professional football. Its president is Dr. A. William Douglas, who went into cable late. So much so that until a few months ago was devoting the bulk of his technical expertise to Gary's Inland Steel Corp., where he was an electronics technician. Dr. Douglas parted company with Inland when it became likely that the FCC would grant GCG's application for a certificate of compliance, the last governmental approval necessary before a cable system can become operational. The commission granted that certificate last Thursday (Sept. 6).

GCG's is not the only story in the neophyte world of black cable. According to the Cablecommunications Resource Center, a Washington-based subsidiary of the Booker T. Washington Foundation working to foster cable development among minorities, some 50 black-owned firms are either actively seeking or already hold cable franchises. Within the past few months, black firms have received franchises in Seattle and Atlanta. Similar negotiations are under way in New Orleans and Dayton, Ohio.

GCG was born two years ago, when Dr. Douglas and nine associates combined their resources and came up with $150,000. "A lot of people didn't want to believe this was possible," Dr. Douglas says now. Indeed, the initial 10 investors included four skeptics who pulled out of the venture within months of its inception. "But each time we lost a few, we picked up a few more," Dr. Douglas recalls. GCG's founders had a hard selling point. "We told them: 'We not only want your money; we want your body.' Most of those who joined went to work. Like Rayfield and Lloyd Fisher, brothers who recently passed their bar examinations and now do GCG's legal work. Messrs. Fisher are vice president and secretary of the firm.

There are two other brother teams in the enterprise. Earmon Iorns, also an Inland Steel alumnus, is GCG's treasurer. Gerald Iorns, a veteran with the Oakland Raiders of the National Football League, is a stockholder. Another sports figure who has joined in the venture is...
Dick Barnett of the New York Knicks professional basketball team, brother Harry Douglas, of the GCG president, helps with the engineering work.

GCG was incorporated under Indiana law on June 28, 1972, after a year of organizing. It was granted a nonexclusive franchise for city-wide operations three months later. Almost immediately, it became involved in a legal dispute—with none other than Teleprompter Corp., the nation's largest multiple-system owner. The problem started when GCG learned that Teleprompter (which has held a franchise some time—although it is just now on the verge of turning on its system) was planning to lay the bulk of its cable in Gary's predominantly black west side. It had thought that the larger firm would concentrate its initial efforts in the eastern half of the city, where most of Gary's 50% white population resides. Since Teleprompter had secured pole space long before GCG came into being, it had first option as to where its cable would be laid. Teleprompter chose to put its lines smack in the middle of the two feet of pole space available to cable, which left GCG with inadequate territory. The situation was resolved after GCG filed a complaint with the FCC; Teleprompter elected to make room for the newcomer.

GCG finds itself competing head on for subscribers with Teleprompter in the same territory. But Dr. Douglas feels that the support it will receive from residents of the area by virtue of its black ownership will be a decisive factor in its favor. "We want to go to the west side of town—that's their problem," he says. "They're a big company. They can afford to lose money. We can't."

At present, GCG has laid about 30 miles of cable. (Teleprompter's plant is more extensive.) The system currently passes 6,000 homes. Subscriber signings started last week with the issuance of the FCC's certificate of compliance. "Our key is to broaden the base of community participation in cable," Dr. Douglas says. Toward this end, GCG is keeping 40% of its franchise for sale to investors from the community at large. GCG was instrumental in the creation of a non-profit production facility, Community Television Co., to which it is leasing one channel at $1 a year. The center is expected to fill the channel with material that is purely community-oriented, with an emphasis on the inner city.

But GCG's plan of development does not end with Gary's black population. "For us to say that we're only programing to the black market leaves half the city under-served," Dr. Douglas notes. "We see Gary as a whole city. We intend to serve it."

That "whole city" has a subscriber potential of 60,000 homes. It will take 400 miles of cable to cover it.

While Gary is the birthplace of black cable, alone for long. In Atlanta, Inner City Communications of Atlanta Inc. was granted a nonexclusive citywide franchise on Aug. 6. It is anticipated that the black-owned system will cost $15 million to build and will have 1,400 miles of cable plant. Thirty-five channels, with two-way capability, will be offered. Inner City's principals include Herman Russell, an Atlanta businessman and its president; Jesse Hill Jr., board chairman and secretary; Clayton Sinclair Jr., treasurer and general counsel, and Kevin M. Wong. Theodore S. Ledbetter, director of Washington's Urban Communications Group, is also a vice president.

Like the Gary system, Inner City will begin construction in the black section of town. Like the Gary system, it will operate in the same city with a major MSO—Georgia Cablevision Corp., which is 80% owned by Cox Cable Communications. Unlike the situation in Gary, however, there appears to be no friction between the two firms. Under a tentative agreement, when the Inner City and Georgia Cablevision systems meet, they will form a joint venture. The projected new firm, Atlanta Cable TV, was conceived after the city government instructed the two systems to develop the entire city within five years, with no competitive overlap for at least one year.

In Seattle, Vanhu Cablevision Inc. was awarded a franchise to serve the central portion of the city three months ago. Although Seattle already has four cable systems, two of which are controlled by MSO's (Teleprompter and Viacom), Vanhu President Leonard Berry claims that the minority neighborhoods of the city have not been wired. Those areas will be the firm's major target, at least initially. Construction of the system is expected to begin by the end of this month. Initial costs, including the first year of operation, have been set at $450,000. A major portion of that amount has come from outside grants, including $200,000 from the Campaign for Human Development of the U.S. Catholic Conference and $13,060 from the Black Enablement Committee of the regional United Church of Christ.

A joint venture between a black firm and a major MSO could eventually spawn a cable system serving southwest Dayton, Ohio. Parties to the agreement are Cypress Communications Corp. (which has since merged with Warner Communications Inc.) and Citizens Cable Corp. Citizens, which is entirely black owned, would pay $500,000 for a 50% interest in the projected system, for which a franchise is being sought. Four-fifths of that amount would be loaned by Cypress on a long-term, low-interest basis. Cypress would pay $1.9 million in equity and loans for its one-half participation. Citizens officers include Richard Austin, president; Reginald Dunn, vice president, Floyd B. Johnson, secretary, and Taylor Jones Jr., treasurer. Southwest Cable Corp., the firm formed under the joint venture, was the only franchise applicant seeking to serve Dayton's black community to meet the city's July 19 deadline for submission of bids.

In New Orleans, principals of Community Cablevision of Louisiana are awaiting an Oct. 4 city council meeting, at which the future of cable in that city is to be decided. The city government is as yet undecided as to whether to adopt a multiple-system approach or an exclusive-franchise concept. Cablevision, which was incorporated only last May, is resting its hopes on the former. Its president is Dan P. Young, a professor in political science at Xavier University. Principals include William Dilday, general manager of WLBTV (TV) Jackson, Miss. If Cablevision is eventually awarded a franchise in New Orleans, which has a 270,000 subscriber potential, it estimates that construction and first-year-operating costs will run to $3.5 million.

Black groups have also been reported to be pursuing franchises in such major cable markets as Jacksonville, Fla., Phoenix and the Watts section of Los Angeles.

Meanwhile, the Gary group is looking toward a festive formal dedication of its system during the weekend of Oct. 5-7. Included in the plans are a black film festival, CATV equipment displays, seminars on cable development and "just plain partying." Gary Mayor Richard Hatcher, himself a black, has declared the period Gary Communications Group weekend. But to the GCG principals, and, indeed, for the entire fraternity of blacks who are seeking a place in cable's future, it's more than a party. It's the start of a new era.
Money squeeze hits Teleprompter expansion plans

High interest rates and slowdown in new subscriber sales prompts 20% cut in new construction

Teleprompter Corp., New York, announced last week it has suspended about 20% of its 1973 construction schedule, amounting to about $15 million, and is reviewing its entire program of building CATV systems.

Raymond P. Shafer, chairman and chief executive officer, explained that record high interest costs and a lower rate of gaining new subscribers in relation to the growing number of homes behind cable had led management to the construction-cutting decision.

Mr. Shafer said he was issuing the announcement to "categorically deny there are any adverse developments concerning Teleprompter's business, assets or earnings." He added that the company had been in the midst of the largest construction program in its history. The current priority is to add new subscribers to existing systems where construction during the past year outpaced subscriber additions," Mr. Shafer said. "As a result of its expanded construction program, Teleprompter on Aug. 31, 1973 had cable behind approximately two million homes in its franchised areas and had approximately 850,000 primary subscribers."

In early August, Teleprompter reported that net income dropped to $977,000 in the second quarter of 1973 from $3,247,000 in the comparable quarter of 1972. At that time Mr. Shafer attributed the decline in earnings to a substantial increase in depreciation and amortization because of accelerated construction of systems; increased local program origination; higher electronic data expenses, and higher costs as new CATV systems become operational.

For the first half of 1973, net income fell to $4,758,000 from $6,011,000 in the corresponding period of 1972.

Toledo slated for pay cable

Optical Systems plans expansion into 10 markets by end of year

Optical Systems Corp., Los Angeles, is implementing its second pay-cable service on a 25,000-subscriber system serving Toledo, Ohio. The company also reports that it will soon start pay cable on three more cable systems and by the end of the year will have leased channel space for pay transmissions in an estimated 10 cable markets.

Optical Systems, which already has 6,000 customers for its Channel 100 service on the 75,000-subscriber Cox Cable Communications system in San Diego, is now offering the service to subscribers of Buckeye Cablevision in Toledo.

The Channel 100 service currently offers two current feature films weekly at a rate of $6.50 per month. Optical Systems is preparing to initiate the second phase of its pay-cable operation, which it terms Service B Channel, on the San Diego system. The second service will provide a mixture of sports events, educational material and other forms of entertainment.

John R. Calvetti, Optical Systems vice-president-director of operations, reports that the Channel 100 service will be placed on systems in Harrisburg and Easton, both Pennsylvania, by the end of this month. Service will also be initiated soon on another system in Wayne, N.J. Both Pennsylvania systems are owned by Sammons Communications, Dallas. The Harrisburg operation has 32,000 subscribers; the Easton system, 25,000. The Wayne operation, which is owned by U.A-Columbia, has 10,000 subscribers.

In addition, Mr. Calvetti said, Optical Systems has agreed to initiate service on two Cox Cable systems in California, one serving Santa Barbara and another in Bakersfield.

"We anticipate additional services on all the systems within six to nine months after installation," Mr. Calvetti said.

Generally, pay-cable operators pay 10-15% of their gross receipts to the system operator in return for the leased channel space.

Mr. Calvetti estimates that Optical Systems has expended some $2.5 million in the past three years in the development of the Channel 100 service. Thus far, he asserted, the return on the investment is encouraging.

Theatrevision, Storer make pay permanent

Theatrevision Inc., New York, and the Storer Broadcasting Co. reported last week they had completed their joint test of pay-cable in Sarasota, Fla., and have agreed to continue the project there on a permanent basis.

The two companies also said that Theatrevision will expand its operations at Storer's cable-TV system in Sarasota and they are negotiating to bring the Theatrevision system to other Storer cable facilities.

A Theatrevision spokesman said the eight-month test in Sarasota centered around 1,000 subscribers, intentionally limited in scope, so that the technical and marketing needs could be evaluated.

Subscribers paid $2 for each performance of a feature film. Approximately 52 features were carried during the eight months. Films were cablecast four times a day.

The Theatrevision official said subscribers paid an average of $8 per month, bringing total receipts to about $8,000 monthly. When the Foreman-Frazier bout was telecast, 700 of the 1,000 subscribers ordered it at a cost of $3 each, he added.

The first priority of Theatrevision will be the expansion of pay cable to other Storer subscribers in Sarasota, 19,000 of which are potentially new clients. The spokesman said an improved decoder will be installed, going initially to the current pay-cable subscribers.

585 systems turning out local fare

NCTA releases follow-up to '71 study; Foster notes 40% of those originating are not required by FCC to do so

The number of cable systems providing locally originated programing has more than doubled within the past two years and the amount of time per week devoted to those efforts was up by 25% on the average. These findings are contained in a directory of local origination released last week by the National Cable Television Association.

According to the NCTA study, 585 of the more than 3,000 cable systems in the country (20%) now originate programing. Two years ago, when the last NCTA study of this nature was conducted, the number of originating systems stood at just 284.

The report also states that cable systems are programing an average of 21 hours per week, an increase of more than five hours over two years ago. The 585 originating systems cover 1,263 communities and reach a total of 3,778,692 subscribers.

A particularly relevant finding of the NCTA survey is that 40% of all the systems originating programing have fewer than 3,500 subscribers. That was the benchmark set by the FCC in ruling that systems with more than that number of subscribers must offer local origination. According to NCTA President David Foster, "this demonstrates the CATV industry's concern for serving the public interest through locally oriented programing in the communities served by cable."

Of the systems responding to the NCTA survey, 311 said they carried advertising on their local-origination channels. A total of 168 reported that they carried syndicated programing. In specific program categories, 226 systems said they offered news, 333 programed public affairs material, 311 carried sports, 286 offered entertainment, 218 showed educational material and 165 produced children's programing.

On the technical side, 340 systems reported that they utilize black-and-white cameras; 157 employed color. One-half inch video tape equipment was in use at 257 systems; 202 cable operations utilized three-quarter inch VTR. International Video Corp. tape equipment was in use at 176 systems; 103 systems use Ampex hardware; 52 use Sony, and 56 used other manufacturers.

In addition, the NCTA survey showed that 116 additional systems are planning to do origination in the future, of which 71 stated that they expect to move into
NCTA says FCC plan for program protection is unfair to cable

Six more broadcast firms disapprove of proposal

The FCC's July 26 ruling limiting the area in which television stations can be given exclusive rights to nonnetwork or syndicated programming within a radius of 25 miles is proving to be very unpopular indeed among broadcasters. Last week, 11 broadcast firms added their names to the list of those which have petitioned the agency for reconsideration of the ruling, bringing the total to 14.

A 15th voice also entered the picture last week—the National Cable Television Association. But contrary to the arguments of the broadcasters, which center around allegations that the new rule is beyond FCC jurisdiction and would deny stations exclusivity against direct competitors, NCTA's concern is merely that the rule not be permitted to deny cable systems access to programming that it would make available to other stations.

In illustrating its position, NCTA noted that the standard zone of protection within which television stations are afforded nonduplication privileges against cable systems comprises the area within a 35-mile radius around the city of license. Under the new exclusivity ruling, the association said, the area in which a TV station can obtain exclusivity against another broadcaster is 25 miles. This, NCTA said, raises the question of whether, under the rule, the protected station can continue to obtain exclusivity against cable duplication in the "doughnut" area lying between the 25-mile and 35-mile perimeters.

NCTA feels that the answer to that question is no. "If it is anti-competitive or violative of the antitrust laws to permit contractual exclusivity for over-the-air broadcasters further than 25 miles from the city of license," it said, "it follows that the same principles apply to CATV."

Unless that point is clarified, NCTA said, cable systems in the "doughnut" area will be precluded from obtaining programming that would be available to a television station situated in the same area. This, it asserted, would be anti-competitive and unfair.

NCTA would find no support from the 11 broadcasters which asked the commission to reconsider the rule last week. Their arguments were similar to those submitted earlier by three other broadcast interests—the Association of Maximum Service Telecasters, Broadcast Plaza Inc. and Rust Craft Broadcasting. The 11 new challengers included WGLL Television Inc., Newhouse Broadcasting Corp., Multimedia Inc., Storer Broadcasting Co., Metromedia Inc. and Gateway Television Inc. The remaining firms submitted their opposition jointly; they are RKO General Inc., Time-Life Broadcast Inc., Universal Communications Corp., Wky Television System Inc. and WUBA Inc.

AMST, in a petition it filed last week, put the argument for broadcaster opponents with some force. The rule as adopted "is far too broad and pervasive," it said. "It outlaw exclusivity within over 50 recognized television markets, in some of which the commission has explicitly recognized the propriety of exclusivity and in virtually all of which exclusivity is indisputably proper." AMST added that when the rule becomes effective—on Nov. 12—stations in many markets will not be permitted to bargain for exclusivity against stations "using a common tower or located at the same antenna farm."

---

Countdown in Louisville

Final selection from among 12 applicants for a cable-television franchise in Louisville, Ky., is now projected as being a month away. A public hearing before the city's board of aldermen was held Aug. 20. A transcript of that meeting is now in the final preparatory stages. The record will be studied by the director of public works, who will screen the applicants and submit a tentative recommendation to the board of aldermen.

---

Broadcasting's index of 143 stocks allied with electronic media

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Sept. 5</th>
<th>Closing Wed. Aug. 29</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1973 High</th>
<th>1973 Low</th>
<th>Approx. Shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ABC</td>
<td>N 29 3/8 28 3/4 + 5/8 + 2.17 31 1/2 21 17,029 500,226</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASSI COMMUNICATIONS</td>
<td>ASSI</td>
<td>N 47 1/2 47 1/4 + 1/4 + 0.32 67 1/2 35 7,074 336,015</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAPITAL CITIES COMM.</td>
<td>CBB</td>
<td>N 30 1/2 31 3/8 - 7/8 - 2.78 52 30 1/2 28,315 863,607</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>N 30 1/2 31 3/8 + 5/8 + 2 52 30 1/2 28,315 863,607</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONCERT NETWORK</td>
<td>CON</td>
<td>O 1/4 3/8 - 1/8 - 33.33 5/8 1/4 2,200 550</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COX</td>
<td>COX</td>
<td>N 26 7/8 28 1/8 + 1/2 + 0.05 40 1/4 21 1/2 5,828 154,442</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEDERATED MEDIA</td>
<td>FM</td>
<td>O 4 1/2 5 - 1/2 - 10.00 5 2 820 3,690</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOONEY</td>
<td>MOON</td>
<td>D 5 1/4 5 1/4 .00 5 1/4 5 1/4 3,021 8,061</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PACIFIC &amp; SOUTHERN</td>
<td>PDSU</td>
<td>O 8 3/4 .00 8 3/4 8 3/4 90 5,967</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RALPH</td>
<td>RAL</td>
<td>O 5 5 .00 5 5 5 1,297 6,485</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCRIPPS-HOWARD*</td>
<td>SCRIPPS</td>
<td>O 17 1/2 17 1/2 .00 17 1/2 17 1/2 2,589 45,307</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STARR</td>
<td>STB</td>
<td>M 12 7/8 12 3/4 + 1/8 + .98 24 1/4 2 1,166 15,012</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STORER</td>
<td>STGR</td>
<td>N 22 2/8 23 2/8 + 2 + 10.00 23 2/8 23 2/8 4,301 98,602</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TAFT</td>
<td>TFB</td>
<td>N 30 1/4 + 1 1/4 + 4 3/4 58 5/8 22 4,219 127,624</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHMN CORP.*</td>
<td>WHMN</td>
<td>O 21 21 .00 21 21 21 589 12,369</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOODS COMM.*</td>
<td>WOODS</td>
<td>O 3/4 3/4 .00 3/4 3/4 3/4 582 815,634</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL 83,035 2,297,634
James King, formerly VP, Westinghouse Broadcasting Co., appointed director of broadcast business operations, McClatchy Broadcasting Co., operations manager, WAST(TV) Albany, N.Y., joins WEDF-TV High Point, N.C., as general manager.

Eugene Bohi, VP and general manager of McClatchy stations are KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBBE-AM-FM Modesto and KOVR(TV) Stockton-Sacramento, all California, and KOHM(AM) Reno.

Joyce Pruett, with WFWL-AM-FM Fulton, Ky., named station manager.


James W. Brown, with Oscar Productions Inc., Seattle, joins KOMO-AM-TV Seattle as public affairs coordinator/producer.

David Milberg, creative services director, WLW(AM) Cincinnati, joins WWBM(AM) Chicago as information services director.

Jo Ann Harris, with WWBM, named director of community relations.

Ray Coleman, with news staff, WTAE-AM-FM Pittsburgh, named community relations coordinator.

Shelton Weaver, with WTVI-TV Pittsburgh, named to newly created administrative post, facilities supervisor. John Christian, reporter, WIC-AM-FM, appointed community affairs adviser.

Ray Lang, with WCOL(AM) Cleveland, appointed public-service and promotion director there.

Thomas Otwell, formerly with public relations firm, appointed director of public relations for WRUN(AM) New York City.

Mr. Stevens
Media
Gary Stevens, general manager, KRIZ-(AM)-Phoenix, named corporate VP of licensee, Doubleday Broadcasting Co., group station owner.

Dudley Tichenor, general manager, WEGA(AM)-Hollywood, Fla., elected VP. Robert Etholz, sales manager, WEGA, named station manager.

Tony Smith, general sales manager, WIBA-(AM)-WOLVE(FM) Madison, Wis., appointed general manager, WQFM(FM) Milwaukee. Patrick Shanahan, program manager, WHLO(AM) Akron, Ohio, joins WQFM in the position of operations director.

The previous page contained an insert from the Standard & Poor's Industrial Average, showing stock market capitalization figures for various companies. The insert included a table with columns for stock symbol, exchange, closing price, change, net change in week, percentage change, market capitalization, and a blank column for notes. The insert was titled "Week's worth of earnings reports from stocks on Broadcasting's index." The page also featured a section on broadcasting with brief notes on various stations and their managers or new appointments. The section included a photo of a chart titled "CURRENT AND CHANGE," which listed companies, period, revenues, change, net income, change, per share, revenues, net income, and per share. The chart was used to compare earnings data from companies. The page also included a section on "James King," a broadcasting executive, and his new appointment. The page concluded with brief bios on several individuals, including Gary Stevens, general manager; Eugene Bohi, VP and general manager; and Joyce Pruett, copywriter.

nighttime network purchasing, Frank Advertising, New York, appointed there.


WBBM(AM), Chicago, named corporate director and member of direct response broadcast activities, Universal Communications Inc., New York.

John W. Burgard, senior executive VP, corporate director and member of executive committee of Brown & Williamson Tobacco Corp., Louisville, retired Sept. 1. Authority on broadcast advertising, he spearheaded B&W entry into radio in 1930's when company became one of medium's largest sponsors. He also was known for fight against TV clutter in early 1960's.

John W. Hogan Jr., free-lance commercials director, named producer for Tulchin Productions, New York, TV commercials and program firm.

Programing

Michael R. Farrow, music director, WNLQ -(FM) Cincinnati, joins WAVI(AM) Dayton, Ohio, as sales manager.

Francis S. Mangan, manager, Midwest office, KKO Television Representatives, joins Walton Broadcasting Sales Corp., station rep firm, Chicago, as executive VP-television sales division.


Marshall Pengra, with Tracy-Locke, Dallas, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston-based agency, as account supervisor.

Helen W. Turbeville, research director, Lando/Bishopric, Miami, appointed media director.

Martin B. Cagan, VP in charge of Plaza House, broadcast mail order division of Plaza Group, New York, named manager of direct response broadcast activities, Universal Communications Inc., New York.

Broadcast Advertising


Richard J. Hayes, VP and regional manager, Blair Television, Boston, joins WTV- TV Jacksonville, Fla., as national/regional sales manager.

David A. Grimm, national sales manager, WHIO-TV Toledo, Ohio, joins WSNL-TV Patchogue, N.Y., as VP-sales.

Richard H. Meeder, with sales staff, WQXI-TV Atlanta, named local sales manager.


Frank W. Becker, media planning group supervisor, Daniel J. Riordan, supervisor, nighttime network purchasing, Frank Zinga, supervisor, daytime network purchasing, and Walter Granville-Smith III, account supervisor, Young & Rubicam, New York, elected VP's.

Jonathan Pollowitch, formerly with J. Walter Thompson, Rio de Janeiro, joins Kenyon & Eckhardt, New York, as account coordinator, Helena Rubenstein account.

Art Leffler, with sales staff, WABC-TV New York, joins manager wpxi(TV) there as sales development manager. Donald P. Jarocki, media coordinator, Bristol-Meyers Co., appointed assistant director, sales development and research, WPIX.

Carol E. Cohen, senior marketing analyst, WNEC-TV New York, appointed director of sales development, WOR-TV there.

Bill Wood, with KRLA(AM) Pasadena, Calif., appointed national sales manager.

Richard L. French, account executive, WLWT(TV) Cincinnati, joins WHQG-AM-FM Memphis as local sales manager.

Jim Richards, account executive, WLOA-(FM) Cincinnati, joins WAVI(AM) Dayton, Ohio, as sales manager.


Broadcast Journal

Tom Powell, news director, WDAU-TV and WGBB-AM-FM Scranton, Pa., and former president, Associated Press Broadcasters Association, named chairman, APBA's freedom of information committee. Also named to committee are Harry McKenna, with WEAN(AM) Providence, R.I.; Anthony Gonzales, with WNNR(AM) Beckley, W.Va., and George Volger, WKPC(AM)-KFMH(FM) Muscatine, Iowa.

Don Brice, associate news director, KIRO-TV Seattle, named news director. He succeeds Clifford Kirk, appointed managing editor, news, KIRO-TV.

Dick Burt, and Don Alhart, anchormen, WOKR-TV Rochester, N.Y., appointed news director and assistant news director, respectively.

John Pruitt, with news staff, WSB-TV Atlanta, named anchorman, evening news.

Maureen Bunyan, general assignment re-

Cablecasting


Frank Webb, director of operations, Southwest region, Teleprompter Corp., named Southwest regional manager there.

Melvin Pitts, manager, Sammons Communications' Westpoint, Ga., system, named Southeastern district manager, Sammons.

Mark Savage, administrative assistant, LVO Cable Inc., Tulsa, Okla., named assistant treasurer.

Equipment & Engineering

Gerald G. Heitel, director of marketing, CMX Systems, Sun-

Mr. Heitel

Herbert Van Driel, formerly with sales staff, Panasonic. Other appointments to regional sales
staffs, IVC, include Robert E. Martin, formerly with 3M Co., St. Paul, named to staff of Rocky Mountain area; Donald E. Carlsen, director of engineering, Pacific Broadcasting Co., Honolulu, group station owner, appointed to northern California, Nevada and Northwest area; Larry H. Conner, with Milwaukee Video Inc., named to north central area; John A. Nash, with 3M, appointed to central region, and Lee L. Caput, with Phillips Broadcast Equipment Corp., Montvale, N.J., named to Northeast region.

Joseph V. Quigley, director of corporate planning, Smith Kline & French Laboratories, Philadelphia, named staff vice president, business planning, RCA Corp., New York. Martin F. Bennett, vice president, distributor and commercial relations, RCA, for 20 years, retired Aug. 31, but will continue as consultant. His responsibilities for coordinating distributor activities will be assumed by Robert W. Redecker, staff vice president, distributor operations.

Allied Fields

John F. Gerstner, with Communications Satellite Corp., named director of marketing operations, CML Satellite Corp., Washington. Marvin R. Jawer, with Comsat, joins CML as general counsel and secretary, CML is jointly owned by Comsat General Corp., subsidiary of Comsat, MCI Communications Corp., and Lockheed Aircraft Corp.

Thomas M. P. Christensen and Raymond J. Shelesky, formerly with WELW, Washington, have formed Christensen & Shelesky, in Fairfax, Va. They will specialize in communications law as well as general practice.

Robert G. McCartney, producer for instructional television, Purdue University, West Lafayette, Ind., appointed assistant director, instructional media services for television, Cleveland State University.

Deaths

Lew Sadler, 55, general manager of Bahakel Broadcasting's XAXL-AM-FM Waterloo, Iowa, died Aug. 31 of heart attack. Mr. Sadler had held management positions at several Cy N. Bahakel stations, including WYXW(AM) Kingsport, Tenn., WAGB(AM) Greenwood, Miss., and WCBF-TV Charlotte, N.C. He is survived by his wife, one daughter and two sons.

Lou Corbin, 56, community-affairs director at WFBF(AM) Baltimore, died Aug. 28 of heart attack at St. Joseph's hospital there. Mr. Corbin served as news director at WFBF for 15 years before assuming community-affairs post in 1970. He is survived by wife, Aileen, and son.

Jarrett Lewis Hathaway, 67, former research and development engineer, NBC, died Aug. 30 at North Shore hospital, Manhasset, N.Y. Mr. Hathaway was with NBC for more than 42 years before retirement in 1972. During that time, he obtained numerous American and foreign broadcasting patents. Among technical projects he developed were automatic sound-level control for use in studios and electronic system to create sound effects for use in radio and TV. He received National Association of Broadcasters engineering achievement award and David Sarnoff Outstanding Achievement in Engineering award. He is survived by his wife, Pauline, two sons and two daughters.

Tol Avery, 58, movie and television actor, died Aug. 27 of apparent heart attack in Encino, Calif. Mr. Avery appeared in television series including Slattery's People, Young Lawyers and Dragnet. Joe Palandri, 50, engineer with KMTV-TV (Omaha since 1955, died Aug. 28.

As compiled by Broadcasting Aug. 29 through Sept. 4, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aura.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatt, khz—kilohertz, kw—kilowatts, LS—local sun, mhz—megahertz, mod.—modifications, M.ffd.—may not, FSA—prescriptive service authority, RCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, tr.—transmitter, TPD—transmitter power output, U.—unlimited hours, vis.—visual, w—watts, *—educational, HAAT—height of antenna above average terrain, CAR—community antenna relay station.

New TV stations

Rulemaking action

WNYJ-TV Syracuse, N.Y.—FRCP denied WNYJ-TV Inc., request for assignment of table of assignments so as to delete ch. 52 from Utica, ch. 51 from Utica, ch. 52 to Cortland N.Y. (RM-2181). Action Aug. 10.

Existing TV stations

Final actions

WBNH-TV New Britain, Conn.—Broadcast Bureau granted license covering main trans. and ant. for change (BD2-2322). Action Aug. 16.

WTNH-TV New Haven, Conn.—Broadcast Bureau granted license for change to allow new location, Warner Bros. sets at 1285, New Haven, Conn. Action Aug. 16.

WICD-TV Champaign, Ill.—Broadcast Bureau granted modified license to change ERP from 46 kw at studio to 50 kw at studio and at location (BFC-6522). Action Aug. 29.

WDCN(AM) Nashville—Broadcast Bureau granted license for change in accordance with order and order adopted March 21 (Doc. 19617) to change frequency from ch. 3 to 460 mhz. Action Aug. 29.

WSIX-TV Nashville, Tenn.—Broadcast Bureau granted license for change in accordance with order and order adopted March 21 (Doc. 19617) to change frequency from ch. 3 to 180-186 mhz change ERP from 25 to 30 kw, during regular network program period. Action Aug. 29.

WNMT-TV New York.—Chief, Complaints and Compliance Division, informed John Ceravec that no further action was warranted on his complaint that WNMT-TV New York failed to comply with commission's rules regarding broadcast of personal attacks during April 17 Black Journal program, in which Adumu Changa, while interviewing a school boycott, called Mr. Ceravec a "political opportunist." Action Aug. 19.

FCC granted waiver of prime-time access rule to CBS and NBC and their affiliates to carry to conclusion certain sports events scheduled for Aug. and early Sept. Action Aug. 29.

FCC granted waiver of prime-time rule until 30 days after decision in overall prime proceeding (Doc. 19622) to ABC, CBS and NBC and their affiliates in top 50 markets to continue to present "one-time-only" network news and public affairs programs without counting these shows toward permissible three-hour network programming permitted during prime time. Action Aug. 29.

FCC, in response to requests by Association of Mutual Service Telecasters, Rust Craft Broadcasting and Broadcast-Plaza Inc., stayed effective date until Nov. 12, for rules adopted July 26, giving television stations exclusive rights to present non-network or syndicated programs in its own community or in another community less than 25 miles away. Effective date was Sept. 7. Rule also provided that contracts, arrangements or understandings

For the Record.

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242
West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-5164

Broadcasting Sep 10 1975 63

63
New AM stations

Final action

- Clovis, N.M.—Initial decision released June 19, proposing approval of application of Clovis Broadcasting Co. under new Call letters, XFSM-TV, for construction of a new TV station with a low powered facility.

Applications

- WOAF Monroe, Ga.—Application of WMPO-FM (Middleport, N.Y.) for construction of a new FM station.

Actions on motions

- Chief, Office of Opinions and Review, New York—Dismisses petition for rehearing filed by WJAS (New York) on June 10, 1974, and remands the case to the District Bureau (WJB-416). The motion concerns the issue of the station's classification as a 'public interest' station.

Call letter applications

- KSEA-TV Fort Smith, Ark.—Seeks KFSM-TV.

New FM stations

Applications

- Atlanta—Lovett School, seeks 93.3 mhz, 10 kw. HAAT 100 ft. P.O. address: 4075 Passy Ferry Road, Atlanta, Ga. Estimated construction cost $14,590; first-year operating cost $1,000; revenue none.

Call letter application

- WROV McComb, Miss.—Seeks WRLO.

Call letter actions

- Rock City Broadcasting Inc., Chattanooga—Granted WGCJ.

Existing AM stations

Applications

- WTIQ Manistique, Mich.—Seeks mod. of license change to moves of operation from SH to U. (BML-2416). Final ruling, Aug. 30.

Final actions

- WMAF Madison, Fla.—Broadcast Bureau granted mod. of license covering change of hours of operation from SH to U. (BML-2416). Final ruling, Aug. 29.

Actions on motions

- Chief, Office of Opinions and Review—Dismisses petition for rehearing filed by WJAS-FM (New York) on June 10, 1974, and remands the case to the District Bureau (WJB-416). The motion concerns the issue of the station's classification as a 'public interest' station.

Call letter applications

- KSCAN-TV West Palm Beach, Fla.—Seeks WPBC (TV).

Actions on motions

- Chief, Office of Opinions and Review—Dismisses petition for rehearing filed by WJAS (New York) on June 10, 1974, and remands the case to the District Bureau (WJB-416). The motion concerns the issue of the station's classification as a 'public interest' station.

Call letter applications

- KSEA-TV Fort Smith, Ark.—Seeks KFSM-TV.

New AM stations

Final action

- Clovis, N.M.—Initial decision released June 19, proposing approval of application of Clovis Broadcasting Co. under new Call letters, XFSM-TV, for construction of a new TV station with a low powered facility.

Applications

- WOAF Monroe, Ga.—Application of WMPO-FM (Middleport, N.Y.) for construction of a new FM station.

Actions on motions

- Chief, Office of Opinions and Review, New York—Dismisses petition for rehearing filed by WJAS (New York) on June 10, 1974, and remands the case to the District Bureau (WJB-416). The motion concerns the issue of the station's classification as a 'public interest' station.

Call letter applications

- KSEA-TV Fort Smith, Ark.—Seeks KFSM-TV.

New FM stations

Applications

- Atlanta—Lovett School, seeks 93.3 mhz, 10 kw. HAAT 100 ft. P.O. address: 4075 Passy Ferry Road, Atlanta, Ga. Estimated construction cost $14,590; first-year operating cost $1,000; revenue none.

Call letter application

- WROV McComb, Miss.—Seeks WRLO.

Call letter actions

- Rock City Broadcasting Inc., Chattanooga—Granted WGCJ.

Existing AM stations

Applications

- WTIQ Manistique, Mich.—Seeks mod. of license change to moves of operation from SH to U. (BML-2416). Final ruling, Aug. 30.

Final actions

- WMAF Madison, Fla.—Broadcast Bureau granted mod. of license covering change of hours of operation from SH to U. (BML-2416). Final ruling, Aug. 29.

Actions on motions

- Chief, Office of Opinions and Review—Dismisses petition for rehearing filed by WJAS (New York) on June 10, 1974, and remands the case to the District Bureau (WJB-416). The motion concerns the issue of the station's classification as a 'public interest' station.

Call letter applications

- KSCAN-TV West Palm Beach, Fla.—Seeks WPBC (TV).

Actions on motions

- Chief, Office of Opinions and Review—Dismisses petition for rehearing filed by WJAS (New York) on June 10, 1974, and remands the case to the District Bureau (WJB-416). The motion concerns the issue of the station's classification as a 'public interest' station.

Call letter applications

- KSEA-TV Fort Smith, Ark.—Seeks KFSM-TV.
Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Services Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation, Shirley Hwy.</td>
<td>(703) 354-2400, (703) 354-2490</td>
<td>Consulting - Established 1926</td>
</tr>
<tr>
<td>GEORGE GODLEY CO.</td>
<td>Consulting Engineers, Box 796, Upper Montclair, N.J.</td>
<td>(201) 766-3000</td>
<td>Consulting - Formerly Commercial Radio</td>
</tr>
<tr>
<td>EDWARD F. LORENZ</td>
<td>Consulting Engineers, 1156 15th St., N.W., Suite 406</td>
<td>(202) 296-2722</td>
<td>Consulting - Washington, D.C.</td>
</tr>
<tr>
<td>ROBERT E. L. KENNEDY</td>
<td>Consulting Engineers, 1302 18th St., N.W., 785-2200</td>
<td>(202) 785-2199</td>
<td>Consulting - Washington, D.C.</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Engineers, 2922 Telester Ct.</td>
<td>(703) 560-6600</td>
<td>Consulting - Falls Church, Va.</td>
</tr>
<tr>
<td>LOHNES &amp; CULVER</td>
<td>Consulting Engineers, 1154 15th St., N.W., Suite 606</td>
<td>(202) 296-2722</td>
<td>Consulting - Washington, D.C.</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineers, 711 14th St., N.W.</td>
<td>(202) 785-2200</td>
<td>Consulting - Washington, D.C.</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Consulting Engineers, Suite 716, Association Bldg.</td>
<td>(216) 526-4386</td>
<td>Consulting - Cleveland, Ohio</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9028 Wyoming Pl. Hiland 4-7010</td>
<td></td>
<td>Consulting - Kansas City Missouri</td>
</tr>
<tr>
<td>ROSNER LAMB, INC.</td>
<td>Communications Consulting and Engineering</td>
<td>(212) 246-3697</td>
<td>Consulting - New York</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Engineers, 9616 Pinkney Court</td>
<td>(301) 299-3900</td>
<td>Consulting - Potomac, Maryland</td>
</tr>
<tr>
<td>COMMERICAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 334-3777</td>
<td></td>
<td>Consulting - Commercial Radio</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 645 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</td>
<td></td>
<td>Consulting - Massachusetts</td>
<td></td>
</tr>
<tr>
<td>APPLIED VIDEO ELECTRONICS, INC. Box 25, Brunswick, Ohio 44212 (216) 225-4443 SYSTEMS DESIGN—INSTALLATION SERVICING—EQUIPMENT BROKERAGE</td>
<td></td>
<td>Consulting - Ohio</td>
<td></td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE To be seen by 120,000* radio— among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM and FM stations. *1970 Readership Survey showing 3.2 readers per copy.</td>
<td></td>
<td>Consulting - Ohio</td>
<td></td>
</tr>
</tbody>
</table>
Summary of broadcasting According to the FCC, as of July 31, 1973

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>On air STA*</th>
<th>CP's</th>
<th>Total services on air</th>
<th>Not on air</th>
<th>CP's</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,366</td>
<td>4</td>
<td>20</td>
<td>3,489</td>
<td>4</td>
<td>4,434</td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,414</td>
<td>1</td>
<td>1</td>
<td>2,414</td>
<td>9</td>
<td>2,574</td>
<td></td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>505</td>
<td>1</td>
<td>6</td>
<td>512</td>
<td>7</td>
<td>520</td>
<td></td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>190</td>
<td>0</td>
<td>3</td>
<td>193</td>
<td>52</td>
<td>245</td>
<td></td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>1,695</td>
<td>1</td>
<td>9</td>
<td>705</td>
<td>59</td>
<td>768</td>
<td></td>
</tr>
<tr>
<td>Educational TV</td>
<td>58</td>
<td>0</td>
<td>4</td>
<td>605</td>
<td>83</td>
<td>688</td>
<td></td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>87</td>
<td>0</td>
<td>4</td>
<td>91</td>
<td>2</td>
<td>94</td>
<td></td>
</tr>
<tr>
<td>Total educational TV</td>
<td>123</td>
<td>0</td>
<td>14</td>
<td>137</td>
<td>5</td>
<td>143</td>
<td></td>
</tr>
<tr>
<td>Local educational TV</td>
<td>210</td>
<td>0</td>
<td>18</td>
<td>228</td>
<td>7</td>
<td>237</td>
<td></td>
</tr>
</tbody>
</table>

* Special temporary authorization.

Other action
- Review board in Wilmington, Ohio, FM proceeding, granted motion by 5 kW Inc., to correct transcription of oral argument held July 24 in the Wilmington FM proceeding (Docs. 19218-9). Oral argument was held on exceptions and the briefs to initial decision rendered by the Board in grant of application of Clinton County Broadcasting Corp.; for new FM at Wilmington, and denial of containing application of 5 kW Inc. for same facilities. Action Aug. 30.

Rulemaking petition

Rulemaking actions
- Richmond, Mo.—FCC dismissed Ray County Radio request for reconsideration of amendment of FM table of assignments to add ch. 249 to Topeka, Kan., and, in the record, further deleted, 20,000 ft. from Tepeka (RM-1900). Action Aug. 21.
- Acting Chief, Broadcast Bureau, in Aledo and Gatesburg, both Illinois, on request of Illinois, to extend time to respond to petition by Arthur M. Padilla Sr. for rulemaking in matter of local government of FM table of assignments in Aledo and Gatesburg (RM-2227). Responses to petition were due previously on Aug. 30. Action Aug. 24.

Call letter application

Call letter actions
- Glenn West, Portland, Ind.—Granted WPWG-FM. Action Aug. 22.

Existing FM stations

Final actions
- WFWY(FM) Chicago—Broadcast Bureau granted CP to install new aux. at main trans. location; operate by remote control from studio located at 188 West Randolph Street, Chicago; ERP 18.5 kw.; ant. height 460 ft. (BFHP-8532). Action Aug. 29.
- WBJH(AM) Trenton, N.J.—Broadcast Bureau granted CP to change trans. and studio location to east side of Ewingville Road at Shabakuck Creek, Trenton; install newaging grant of apply for change in ant. system; ERP 20 kw.; ant. height 120 ft. (BFHP-8533). Action Aug. 30.
- WQRC-FM Wellsboro, Pa.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on ch. 283 (104.5 mhz) for aux. purposes only; ERP 1.35 kw.; ant. height 420 ft.; remote control permitted (BFHP-8531). Action Aug. 28.

Renewal of licenses, all stations

Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and, SCA's when applicable, for the following stations:

KBSW(AM) Roswell, N.M.—Seeks assignment of license from Roswell Broadcasting Co. to Berendo Broadcasting Co. for $300,000. Send to Box 179, BROADCASTING.

KWAS(AM) Astoria, Ore.—Seeks transfer of control of broadcasting license from Northwest Broadcasting Co. to Garden State Broadcasting Co. (100% before, 0% after). Offer to Countrywide Broadcasting Inc. (note before, 100% after). Consideration: $135,000. Principal: Robert F. Martinson and J. Hoy (together 75.5%). Reply to Plant City, Fla. 33563.

KVEN(AM) El Centro, Calif.—Broadcast Bureau granted assignment of license from Imperial Valley Broadcasters to William C. Wade for $35,000. Send to Calexico City, Calif. 92231.

KNEW(AM) El Centro, Calif.—Broadcast Bureau granted assignment of license from William S. Dodson, co-owner, to KMBS Enterprises Inc. for $280,000. Buyer: Paul E. Mills (100%). Reply to Los Angeles, Calif. 90016.


WIBR(AM) Baton Rouge, La.—Broadcast Bureau granted assignment of license from G. T. Owen III (60% before, none after) to Robert Earl (40% before, 100% after). Consideration: $60,000. Buyer: Robert Earl, president and general manager of Community Broadcasting Inc. (50%). Reply to Baton Rouge, La. 12508.

WIRM(AM) Lincoln, Neb.—Broadcast Bureau granted assignment of license from WIRM Inc. to WABC Inc. for $150,000. Seller: Mr. G. A. Farber (25%) before, 100% after). Consideration: $150,000. Reply to Lincoln, Neb. 12401.

KETH(AM) Kent, Ohio—Send resumes, photo and salary requirements to Box J-279, BROADCASTING.


WANT-FM Cincinnati, Ohio—Broadcast Bureau granted assignment of license from WFBM to WAMB(AM). Seller: WFBM, Inc. Reply to Cincinnati, Ohio 45202.

Board chair-man of the Middle Atlantic States. Openings for one looking for a stable, personable and salary-competitive environment. Send tape and resume, photo and salary requirements to Box J-39, BROADCASTING.


WIX(AM) Kansas City, Mo.—Broadcast Bureau granted assignment of license from WIX Inc. to WIX Inc. for $202,000. Seller: Mr. G. A. Farber (25%) before, 100% after). Consideration: $202,000. Reply to Kansas City, Mo. 64114.

People's Radio Network, Smuggler's Den, will be on tour to promote a new album. Send tour date and resume, photo and salary requirements to Box J-38, BROADCASTING.

WOR(AM) Newark, N.J.—Send resumes, photo and salary requirements to Box J-97, BROADCASTING.

WWDB(AM) Philadelphia, Pa.—Send resumes, photo and salary requirements to Box J-97, BROADCASTING.

Attendance: If you are on the way up, we have an opening for you. The hottest secondary market station in the Middle Atlantic States. Openings for top 40 jobs with production ability you never imagined you could handle. Send your resume, a recent tape and references to Box J-24, BROADCASTING.

JMFM(AM) Cambridge, Ohio—Send resumes, photo and salary requirements to Box J-97, BROADCASTING.
Help Wanted Technical

Radio Chief Engineer AM-FM. Experienced in AM Directional, maintenance, AM-FM professional construction. Excellent salary and growth potential. Opportunity Employer M/F. Reply to Box H-91, BROADCASTING.

Chief engineer for small group of AM-FM facilities located in southeast who knows how to organize and execute construction and maintenance programs including all F.C.C. type proofs. Box H-166, BROADCASTING.

Tired of being the "Chief" engineer at a small, under-equipped station? A rare opportunity exists for the enterprising, energetic Chief Engineer who wants to grow at a top-notch station. Working conditions and facilities are excellent. Floor wages paid for four years of engineering experience and the ability to assume responsibility as Chief Engineer. AM-FM General Manager. Box H-269, BROADCASTING. All inquiries answered.

Wanted: technician for Hollywood mobile unit—latest equipment. Limited travel. Send resumes to Box J-10, BROADCASTING.

Chief Engineer for Skyw directional in border Mid-Atlantic State. Good equipment. Good salary and working conditions. E. Send resume and references. Box J-61, BROADCASTING.

Engineer strong in maintenance—NYS—AM-FM—Good opportunity—immediate opening—send resume. Box J-70, BROADCASTING.

Assistant Engineer/Announcer immediately available for AM or FM. Must have minimum of 3 years experience. Box J-80, BROADCASTING.

Wanted in one month chief engineer well qualified for $9000 watt AM and automated FM separate stations. Salary depends on experience and qualifications. Six day week. Three weeks vacation, hospitalization and other benefits. Interview can be held in Washington, D.C. Box J-63, BROADCASTING.

Engineer of maintenance—NYS—AM-FM—Good opportunity—immediate opening—send resume to Box J-80, BROADCASTING.

Help Wanted Announcers

USA—England. Give yourself a new start! E. Send resume to Box J-12, BROADCASTING.

For experienced and energetic engineers. AM/FM opportunities. Box J-13, BROADCASTING.

Broadcasters helping broadcasters. Box J-14, BROADCASTING.

Help Wanted Management

Radio News Manager and News Director. Young, energetic local market. Box J-15, BROADCASTING.

Major Market Sales Executive. Midwest. Five year minimum sales experience. Send resume Box J-16, BROADCASTING.

Situations Wanted Management

Good looking, well spoken, middle age, new to the business. Looking for the right opportunity. Job J-17, BROADCASTING.
1st phone: experienced; warm, personal, tight board—happy sound. Phone Sunny Stevens, 513-825-2430.

Experienced Free-form announcer, into Rock, Blues, and Jazz. Musician. Will relocate. For tapes and resume, call 517-782-9837 or write to 4788 Woodland, Jackson, MI 49203.

Public notice: Air personality desires return to radio after 8 years absence. Touch that dial 512-66 - 7842, Ext. 316.

Young, mature, country DJ, B yrs.-last 5 years—metro area—highest ratings. Seeking permanent position with future. Will relocate. Tapes, pics, resumes, references—618-781-3716.


Presently employed top-rated sports, PD, talkmaster seeks move for increased income. Georgia Taylor, WALE, 7-574-2355.

Professionally trained, beginning, some experience, twenty-one, single, will take direction, will relocate. Mike Badgers, 101 Cove Road, Broomall, PA, 19008, 215-E-LD-2954.

Situations Wanted Technical

Contract Maintenance Engineer seeking stations in Maryland. Will relocate. Resumes, proofs and inspections. Write Box J-75, BROADCASTING.

Contract maintenance engineers seeking positions in New York, New Jersey and Connecticut. Construction, frequency checks, and proofs. Write Box J-83, BROADCASTING.

Chief Engineer, 25 years experience. AM, DA, FM stereo, proofs, construction, Sce, own test equipment. South or West. 303-991-024, A-27, 3770 E. Vinita St., Colorado Springs, CO, 80909.

Situations Wanted News

Ten years experience sports/news. Play-by-play, pro, college, schoolboy. Presently handling sports conversations. Will relocate. Send resumes to Box J-48, BROADCASTING.

16 months radio experience. First phone. 24 months Trade School training radio-TV, and, 2 yrs. college. News training team position. Box J-71, BROADCASTING.

Experienced. Currently employed. Strongest in field work. Northeast, College graduate. Mid 20s, Box J-84, BROADCASTING.

Looking for a journalist rather than a reader? One year commercial plus college experience in radio, BS-MA degrees, 3rd class endorsed. Travel anywhere. Box J-87, BROADCASTING.

Sports director: Experienced sports reporter and photographer currently working for mid-western network affiliate. Can write, edit and deliver copy. Send inquiries to Box 6481 Columbus, Ohio 43224.

Situations Wanted Programing, Production, Others

Experienced first phone PD seeks Top-60 position with challenge and room to grow. Strong music, administrative, and new management success story. Great ideas. Responsible team member. Looking for permanent position. Box J-10, BROADCASTING.

Are you looking for a soul program manager? Community relations director: experienced, FCC rules and license renewal, and programing experience in soul, jazz, spirituals, some rock. Box H-260, BROADCASTING.

Experience, responsible, down to earth broadcaster seeks PD position. Attention to program and new position with growth company. Worked hard to get to present position in metro NYC, but wish to return to Mid- west MOR. First, B.A. Box J-30, BROADCASTING.

Experienced jac, first phone, college grad, Assistant PD, and Music Director, wants to run show. Has ability and track record, needs chance. West pref- ferred but will go anywhere. Box J-55, BROADCASTING.

Copywriter/Production Man—College grad, English major, good voice, strong production, with heavy emphasis on creativity. Looking for solid East Coast station with strong mix. Tapes, photos, resumes and on resumes. Box J-91, BROADCASTING.

Help Wanted Technical

TV maintenance technician—Minimum of 3 years col- or TV experience, required. Call Kentucky Ed- ucation Televising, 606-233-0666.

Opening for a studio engineer with first phone—Must be experienced with RCA Color equipment, camcorder, and VTR. Good opportunity in a pro- employer. Submit resume and references to P.O. Box 631, Decatur, IL.

Help Wanted News

 Experienced newsroom wanted for medium, Mid- west radio and TV market. Prefer some TV ex- perience, but will consider radio newsman who is looking for a break in TV. Duties primarily in radio with some regularly scheduled TV air work. Send pictures and resumes. Equal Opportunity Employer. Box J-55, BROADCASTING.

Situations Wanted Management

Operations Manager/Program Director with experience as News Producer and Program Manager and custodified in all phases of television operations, desires challenge as Operations Manager and/or Program Director. Box H-163, BROADCASTING.

There is a TV station owner in the top 30 who can use this man as his GM. He is a 22 year broadcast pro with a documented track record as a top 30 GSM. He knows local and network sales, program- ming, news and operations. He is pro and com- munication oriented, has a broad range of experi- ence, but will fire on the quality of management by objective and leadership. He is available now and will consider any locale al- though presently he is available for the western states. Get his resume. Box J-14, BROADCASTING.

Situations Wanted Sales

June grad—broadcast major. Seeking career opportu- nity in sales, programming, production, news, CATV-STV, etc. Many years experience in all phases of television. Age 22. Presently working for Martin Silverman, 635 Candleite Ct. Fort Wayne, Ind. 46807, 219-456-5704.

Situations Wanted, Announcers

1st Phone, 6 years radio-TV, booth, news, inter- viewing, college grad., 26, 3700, Box J-263, BROADCASTING.

Weathercaster/Staff Announcer, featured top nine. TV/FM/FM. 15 years, Money secondary to growing company and benefits. Excellent appearance, top references. All markets considered. Color VTR, audio- tapes, resumes; John Douglas, 5403 Lamar Road, Wash- ington, D.C. 20016, 301-320-4664.

Situations Wanted Technical

Dir. of Eng. Considerable experience in managing, planning, purchasing, installing, and maintaining studio and transmission equipment. Must be reliable. Able to take complete charge. Desires change, with stable employment. Box H-235, BROADCASTING.

TV studio engineer, first phone, ten years broad- casting experience with professional workmanship and know how seeks permanence. Box J-10, BROADCASTING.

AM/TV, experienced on maintenance, transmitters, and directionals, also studio. Box J-98, BROAD- CASTING.

Young experienced broadcast operations engineer. First phone. Seeks production or technical work. Patrick Shep- herd, 520 Camelon, Champaign, Illinois 61820.

Situations Wanted News

Anchorman presently employed. Ready to move up. 18-20K annually. Family, conscientious, reliable, BS. Box H-107, BROADCASTING.

Seeks news director’s position. Excellent credentials. Valuable experience or recognized NBC-TV affiliate, H-211, BROADCASTING.

Broadcast journalist, 24, BA, 6 years experience mostly radio, AFRTS Europe correspondent, married, Seeking position in television news. Box H-224, BROAD- CASTING.

Newscaster, reporter, writer, major market and net- work experience. Available for News Director’s position. Box J-47, BROADCASTING.

Sportscaster/newscaster... Experienced and hard- hitting especially with sports commentary, desires to join an effective news team. Write Box J-55, BROADCASTING.

---

Broadcasting Sep 10 1973 89
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.

Situation Wanted Management

Box J-67, BROADCASTING.

Situation Wanted Announcer

21 CONSERVATIVE Talk Show Host
Can't find a rational conservative? I've got the charisma and intellect plus a great track record. I'm a normal liberal, who grew weary of the liars radio-nib troubadours.
Box H-33, BROADCASTING

Situation Wanted Program, Production, Other

MAJOR MARKET JOCK SEEKING P.D. JOB
Top 40 jock at Big station for several years, would like to return to programming. U.S. or Canada—Salary commensurate with market—Large or good Medium only—Prefer new FM just going rock in Top 10.—Have very good staff already if needed.
Box J-18, BROADCASTING.

TELEVISION

Help Wanted Management

Need inspired sales oriented mgr./sales mgr. for TV in unique market.
Box J-99, BROADCASTING

Help Wanted Sales

TV SALES & SERVICE OPPORTUNITIES!

TV BROADCAST SALES ENGINEER/WASH., D.C.
Our TV Sales Department is seeking a well trained and experienced sales engineer to handle TV Broadcast sales. Experience in TV station engineering and operations is essential. Sales experience helpful.

TV BROADCAST FIELD ENGINEERS/QUINCY
Our Service Department is seeking well trained and experienced TV Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.
Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor, or Call 217-222-2200.

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

Help Wanted News

Situation Wanted Technical

Young aggressive chief looking for a home. Experience in high power directions, FM stereo. SCA, remote control, construction and ampliphase. Prefer job as chief with airshift. I am not a 'slide rule man' and I appreciate fine audio. All replies will be answered.
Box J-74, BROADCASTING

Help Wanted News

ASSIGNMENT EDITOR
WHAS-TV Louisville, a station with an excellent 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 Dorsey, Box 1080, Louisville, Ky. 40207. AN EQUAL OPPORTUNITY EMPLOYER

CABLE

Situation Wanted Management

BROADCASTING CATV PRESIDENT
Dynamic Executive—tremendous background in sales and programming + financial acumen. Proven leadership, strong motivator for profit and performance. $70M+.
Box N-8, BROADCASTING

Social Services

CUSTOM
TIME-ANNOUNCE TAPES FOR AUTOMATION
By Professional Major Producer
Incorporate legal ID
Station promos & jingles
Choice of styles
Net-joining feature
GUARANTEED • $230 • GET DETAILS
CYBER, LTD.
FULTON, MD. 20759
(301) 498-4000

Media Personnel

WANT TO CHANGE?
Jocks, newsmen, all air people.
Tapes, resumes, salary desired.
Broadcast Media Personnel Inc.
Box 22267 Dallas, Texas 75224

Miscellaneous

Active broadcaster interested in purchase of ANTIQUE RADIO MICROPHONES
for private collection. Send photo and price to:
Box J-66 BROADCASTING
management consultants specializing in executive search

We welcome an opportunity to discuss in greater detail our services, our methods, and our staff with respect to a specific situation in your top-level Management, Sales, Programming, Engineering, and Financial areas. Call Ron Curtis at 312-693-6171.

Ron Curtis & Company
O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631
RADIO • TELEVISION • CATV • NEWSPAPERS

CLASSIFIED RATES
Payable in advance. Check or money order only.
When placing an ad, indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.
The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!
Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.
No telephoned copy accepted.
Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 Oabates St., N.W., Washington, D.C. 20036.
Applicants: All audio tapes or films are submitted, please send $1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send $5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to publisher are the owner's risk. BROADCASTING expressly waives any liability or responsibility for their custody or return.
Rates, classified listings ads:
– Help Wanted, 40¢ per word—$5.00 weekly minimum. (Billing charge to stations and firms: $1.00).
– Situations Wanted, 30¢ per word—$5.00 weekly minimum.
– All other classifications, 50¢ per word—$5.00 weekly minimum.
– Add $1.00 for Box Number per issue.
Rates, classified display ads:
– Situations Wanted (Personal ads) $25.00 per inch.
– All others $4.00 per inch.
– More than 4" billed at run-of-book rate.
Agency Commission only on display space.
Word Count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.
Profile

Carl Ally: what he learned from the caliph's shoe

Carl Ally harbors no illusions, either about life or about advertising.

The 49-year-old head of his own agency has no trouble coming up with statements such as this: "Life is rated X. That's something you don't know when you are starting out. Anybody who proceeds long enough in any given direction is going to get corrupted to some extent."

"There are no men of La Mancha--none. N-O-N-E. None. In this world you have to do something against all the other people to try to get some little thing going. And how can you not be corrupted when you face all those terrifying situations that you have to cope with?"

Most of Carl Ally's talk is like that--straight from the hip and from the street. It's part of a rough-and-tumble personality that led to his well publicized partings from Campbell-Ewald in 1960 and from Papert, Koenig, Lois in 1962, when he formed his agency.

As for his company's type of advertising, he says this: "I'd like to think that we have a reputation for doing advertising that deals with reality--because that is what I'm trying to do. I don't want to deal with illusions." Some of the clients that have put their faith in his advertising ideas include CBS-TV and CBS Radio, the CBS-owned television and radio stations, Fiat, IBM, Pan American, Noxell Corp., Pharmacure Corp. and The Travellers insurance company. Carl Ally Inc. bills some $50 million annually for its clients, with half of that in television.

His advertising belief in the real extends to a distinct lack of humor in his commercials. "I'm not here to be funny," he says. "I'm here to sell people something on the basis of which they can act. Now if humor assists me in illuminating a point so they can understand it, then I'll use it. But I think people are finding out that empty-headed attempts to get a couple of laughs, like some cornball humorist in the Catskills, have nothing to do with advertising."

This discourse brings him to another of his that's-the-way-it-is outlooks on his business. Once the agency did attempt a humorous commercial, that in his words, "fell on its ass." "Humor that doesn't come off is murder," Mr. Ally says. "Everytime we ran it I'd sit there and cringe and say, 'Oh, my God, how did we do that? How did I let that happen?"

"I didn't know what else to do, that's how it always happened. There's a client. There's a schedule. There's a closing date. You go with the best thing you've got. Sometimes the best thing you've got isn't very good, but you go with it anyway. That's not only true of advertising, that's true of everything. You go with what you've got and hope it's good enough."

Carl Ally's maverick philosophies led him in the late sixties to depart also from most of his colleagues' ideas about political advertising. He discarded the arguments over the length of political spots--whether 30 seconds was enough, whether a minute was enough, whether five minutes would be better--and advocated a total ban on political broadcast advertising. He committed his opinions on that subject to paper in Fair Comment, newsletter of the Fair Campaign Practices Committee, which was subsequently read into the Congressional Record:

"There may be a sound economic value in making it easy for a consumer to compare two brands of soap powder, but is it possible or practical to oversimplify the political hue of a candidate? Some problems must be understood in their full complexity or not at all. In government, the realization that a situation is complex is often itself the main point to grasp. All too often the real use of the TV spot is to build a personality cult. 'He's a good guy' may be the reason for some of the votes cast, but why aid and abet that practice? Agencies themselves should bow out of such activity."

Which all doesn't mean that Carl Ally has stayed away from politics. As a "private citizen" he has worked for Eugene McCarthy in his 1968 campaign, for the Southern Christian Leadership Conference, for the Citizens for Clean Air, for the Mayor's Committee on Urban Congestion. "Yeah, well I had a nutty period when I was involved in all kinds of public works," he recalls dryly. "I was out to save the world, keeping myself busy with all this do-goody stuff and the manic notion that I could make a difference." No illusions Ally concludes, "Well, I don't make any difference."

He is quick to point out, however, that he coordinated the McCarthy advertising, but did not create it. He worked for Mr. McCarthy because "he was telling us that the federal government isn't the answer to everything and that the war was wrong. And he did it when nobody was doing it." Despite his alliance with the McCarthy campaign, he describes himself as a "political conservative," meaning that he feels the structure and apparatus of the government should be kept in control so that it doesn't overwhelm individuals.

Back before he owned his own agency, back before his era of political involvement, and just after WW II service as a fighter pilot—which may explain some of his attitudes about life—he wanted to be a lawyer. ("You know, what does a kid want to be? He wants to be a fireman; he wants to be an attorney."). But his switch to advertising was, as he says, an accident. While picking up a degree at the University of Michigan and supporting a wife, a child and a mother-in-law, he earned extra cash giving flying lessons. A student of his was an agency executive who told Mr. Ally that at the pace he had set for himself, he wouldn't live long enough to be a lawyer. The advertising man urged Mr. Ally to apply for a job with an agency then hiring on the campus. Mr. Ally did, ending up with the General Electric Co. as an advertising trainee. And the rest is not history, according to him.

"Nobody goes up the ladder," he says. "You fall off; one of the runs breaks and you get it in the chin when you slip. I've had so many false starts, you wouldn't believe."

How does this volatile combination of ideas and feelings, mixed with Turkish ancestry, view his agency? "After 11 years, we're billing a little better than $50 million," he replies. "We should have been billing a lot better. There are a lot of people buying advertising. Why aren't they buying us?"

He doesn't deny it might be his personality. "My father used to say, 'Do not pee in the caliph's shoe.' There are a lot of people around who take delight in peeing in the caliph's shoe so they can get the applause of all the beleaguered in the world, and I was one of those. I loved to go around defending all the little people. But that's ridiculous because the caliph will dump it on your head—which is what happened to me."
Editorials

Overload

We note with a sigh that new awards are planned for television. These, under the aegis of the Television Bureau of Advertising, would honor personalities who have contributed to the medium's business growth ("Closed Circuit," Sept. 3).

The scheme, with TVB board approval, would set up a "Hall of Fame" with one of five winners to be adjudged "Man of the Year."

Pardon, please, but where have the TVB powers that be been these past dozen years or so? The National Association of Broadcasters has had a Distinguished Service Award (usually called its Man of the Year citation) since 1953. The International Radio and Television Society has had its Gold Medal Award (also called Man of the Year) since 1960.

And then there are, in the talent, program and news fields, the annual Emmys, the duPonts and the Peabodys, as well as the Radio-Television News Directors citations. These might be categorized as the annual men and women of the year in their respective and perhaps all too numerous classes. There also are the Sigma Delta Chi journalism awards, and numerous scientific, technical, academic and other citations too plentiful to recount here.

TVB has been an effective arm, over the years, in its assigned task of providing the sellers of TV time with the statistical nuts and bolts—the tools of the trade. No medium seriously challenges TV's primacy any longer.

Because its job is so well done, we are puzzled by TVB's intrusion into an overpopulated area fraught with problems. It is the commercial aspect of TV (for which, we hasten to add, it owes no apologies) that is fair game for the so-called public and citizen groups. Why flaunt it?

At sea

The Rev. Carl McIntire is an evangelist of firm resolve. Time and again he has fought the FCC, and time and again he has lost, never wavering in his belief that his First Amendment rights have been denied. Now he has embarked, literally, on his most ambitious defiance of federal authority. Broadcasting from an unlicensed AM station aboard a converted minesweeper off the New Jersey coast, he intends to provoke a showdown on the constitutionality of the government's licensing power.

It all evokes thoughts of FCC boarding parties, perhaps led by Robert E. Lee, whose physical fitness has been certified in the advertising of a health club that he is said to patronize (see photo elsewhere in this issue). Indeed, the McIntire venture could be dismissed as a quixotic marriage of piracy and preaching if the potential consequences were not so great. There is no way to foresee the intricacies of law that may develop in the FCC's response to the challenge, but if Dr. McIntire succeeds in forcing the fundamental issue to a court test, he may also succeed in getting a decision that neither he nor licensed broadcasters would like. It is hard to believe that at this advanced stage of broadcast regulation the judiciary would declare the assignment of frequencies unconstitutional. It is more likely that the courts would provide an affirmation that would encourage future FCC's to enlarge their controls.

Dr. McIntire is, however, owed sympathy for the experience that led him to his present action. The license renewals of his WXUR-AM-FM Media, Pa., were set for hearing largely on charges of violation of the fairness doctrine, which Dr. McIntire says is unconstitutional. The renewals were ultimately denied largely on findings that Dr. McIntire had misrepresented his programming intentions. Thus the FCC avoided the First Amendment confrontation that Dr. McIntire had anticipated, and it was upheld in a oddly split 2-1 decision of a three-judge court of appeals.

The two-judge majority was itself divided on the reasons for affirmation. Judge Edward Tamm wrote a 92-page defense of the constitutionality of the fairness doctrine (BROADCASTING, Oct. 2, 1972). Judge J. Skelly Wright concurred, but only on the findings of misrepresentation and with a later statement emphasizing that the constitutionality of the fairness doctrine had not been at stake. Chief Judge David Bazelon at first concurred but later changed his vote and wrote a long dissent denouncing the majority's decision which he said ignored a "prima facie violation of the First Amendment," the FCC's denial of renewal on basic evidence involving its fairness doctrine and personal-attack rule (BROADCASTING, Nov. 13, 1972).

The Bazelon dissent was not enough to encourage the Supreme Court review that Dr. McIntire requested.

This publication has been on Dr. McIntire's side in his questioning of the fairness doctrine and of the constitutionality of any number of FCC forays into programing manipulation. But program control is one thing and spectrum-traffic control another. Absent a federal authority to assign frequencies, there would soon be a descent to the chaos of interference that led to the original adoption of the Federal Radio Act of 1927.

Interference is bad enough in AM radio under present station distribution. It could easily become intolerable if Dr. McIntire got into serious operation and imitators went to sea. In our view it was a questionable decision that deprived him of his land-based properties. There would be no question at all if his floating experiment were silenced. Perhaps Dr. McIntire will consider a voluntary return to dry land.

Like everybody else

The National Committee for the Support of Free Broadcasting, the political-fund-raising adjunct of the National Association of Broadcasters, has opened solicitations for the 1974 campaigns. Assuming the disbursements are administered with political sagacity and high regard of the law, broadcasters ought to be generous. The purpose here is not to buy votes in the Congress, even if they could be bought, but to support openly those candidates who may be expected to vote reasonably on broadcast-associated legislation. Broadcasters are no less entitled to engage in that practice than any other kinds of businessmen.

"Let's skip all the commercials tonight."

Drawing for Broadcasting by Jack Schmidt

Broadcasting Sep 10 1973

74
Our children's sale ends in twelve minutes.

No exceptions.

At Kaiser Broadcasting, we're doing something about clutter. First, by subscribing to the NAB TV Code. And second, by having some stricter standards of our own.

That's why we limit non-program material during children's shows to 12 minutes an hour. On weekends, when the Code says we have to. And during the week, when the Code says 16 minutes is okay.

We've got other anti-clutter standards, too. The Code allows just 3 elements during any station break. We go a step further: just 3 elements, and no more than 90 seconds. (Check BAR to see what happens on other stations in local time.)

There's room on television for commercials. But there's no room for the kind of clutter that makes those commercials less effective.

Not on Kaiser stations.

KBHK • WFLD • WKBD • WKBF • WKBG • WKBS • serving: San Francisco • Chicago • Detroit • Cleveland • Boston • Philadelphia

Represented by Metro TV Sales

KAISER
BROADCASTING COMPANY
Prelude to Prague, Vienna and Budapest

Visiting the land of Mozart's "Prague," Strauss' "Blue Danube" and Liszt's "Hungarian Rhapsodies" was the big plan of the Lincoln Youth Symphony Orchestra. But raising the money was the problem.

To help finance their tour of the three cities, the Fetzer TV station televised an hour show, "Youth in Vienna," and gave the proceeds from the commercial time to the Youth Symphony.

Helping plans end on a happy note is part of Fetzer community involvement.

The Fetzer Stations

WKZO Kalamazoo  WKZO-TV Kalamazoo  KOLN-TV Lincoln  KGIN-TV Grand Island  WWTV Cadillac
WWUP-TV Sault Ste. Marie  WJFM Grand Rapids  WWTV-FM Cadillac  WWAM Cadillac  KMEG-TV Sioux City