Burch backs program-percentage test for renewals
The tarnished promise of the OTP

Boffo!

<table>
<thead>
<tr>
<th>Location</th>
<th>Program</th>
<th>Share</th>
<th>Rank in Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York (Feb. 11, 1973)</td>
<td>Last Train from Gun Hill</td>
<td>32%</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>Man with the Golden Arm</td>
<td>20</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>Visit to a Small Planet</td>
<td>24</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>Last Train from Gun Hill</td>
<td>22</td>
<td>First</td>
</tr>
<tr>
<td>Dallas-Ft. Worth (ARB, Feb.-Mar. 1973)</td>
<td>Blue Hawaii</td>
<td>42</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>Fun in Acapulco</td>
<td>31</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>Roustabout</td>
<td>28</td>
<td>First</td>
</tr>
<tr>
<td>Washington (ARB, May 1973)</td>
<td>Roustabout</td>
<td>38</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>Blue Hawaii</td>
<td>29</td>
<td>First</td>
</tr>
<tr>
<td></td>
<td>Girls! Girls! Girls!</td>
<td>30</td>
<td>First</td>
</tr>
<tr>
<td>Baltimore (ARB, May 1973)</td>
<td>Don't Give Up the Ship</td>
<td>43</td>
<td>First</td>
</tr>
<tr>
<td>Seattle (ARB, May 1973)</td>
<td>Fun in Acapulco</td>
<td>28</td>
<td>First</td>
</tr>
</tbody>
</table>

Audience estimates are subject to qualifications available on request.

Viacom Features
Some fast-food places are pulling a fast one on you.

Some of them are selling pressed bits and pieces of random meats as "roast beef." Some of them are peddling containers of air and chemicals as "milk shakes." And some of them are serving up hot dogs that have more and more fat and water and less and less nutritional value.

Granted, fast-food places are convenient, time-saving and fun. But the Washington Star Stations felt that none should call their goods what they aren't. So we recently did an extensive series on food.

We took a look at food mislabeling, food misnomers and the more dangerous aspects of the things we eat.

We warned against a potential cancer-causing purple dye used in some foods. And a potential cancer-causing growth stimulant being implanted in some cattle.

Shortly after our investigations, the Food & Drug Administration banned both of these harmful substances.

We followed up that first series with one on the weaknesses of government inspection of food processing plants.

And we're running a weekly news feature that exposes the Washington eateries that are being closed down. And why.

As you might expect, when you deal with issues like this, you make a lot of enemies. You also make a lot of friends.

More importantly, you get problems out in the open.

And that's the fastest way we know to get them solved.

Washington Star Station Group
WMAL AM, FM, TV.
You asked for a traffic system that will keep Santa Claus spots out of January. Their computer said: "Saint who?" Ours said:

INVALID MEDIA INSTRUCTIONS
LTC 12/25
TO ALL A GOOD NIGHT.

Even if you make a mistake and try to run Santa too late, our system will warn you. It will also warn you of missing films and possible product conflicts. And automatically rotate and re-rotate spots horizontally and vertically. So when billing time comes, there won't be discrepancies to worry about.

Combine that traffic efficiency with the speed and accuracy of our billing and accounts receivable functions. You get reduced costs and faster collection.

We also handle spot inventory and rating information.

And everything we do helps you sell.

For more information, call Allan Sanders or Dan Roberson collect at 892-3456.
Beginning of a bill
Outlines of probable legislation for license-renewal relief may be read in speech FCC Chairman Dean Burch made last Friday in New York (see page 6). His advocacy of quantitative standards for local programming, news and public affairs is answer to demand by Chairman Torbert Macdonald (D-Mass.) of House Communications Sub-committee for way to measure “substantial service” that would entitle licensee to reasonable protection against challenge. It’s learned that Mr. Burch, before making speech, infor-
mally advised Mr. Macdonald of intention to present legislative proposals that included standards and that Mr. Macdonald was pleased.

Mr. Burch also previewed his proposal for Vincent T. Wasilewski, presi-
dent, and Grover C. Cobb, senior executive VP, of National Association of Broadcasters, and neither was said to have offered strong objection to principle of quantitative measurements of program categories. Observers on Capitol Hill think way is now cleared for bill extending license periods to five years and giving incumbents edge in license renewal if they show strong record in local programing and news.

Fatter numbers
It’s neither official nor final, but each network-TV rating point looks to be worth about 2% more homes this new season than last. A. C. Nielsen Co. has developed preliminary estimate of 66.1-million mainland U.S. TV homes as of Sept. 1, up from 64.8 million year ago. Each rating point thus be worth 661,000 homes as compared with 648,000 in 1972-73. Those are figures currently being used, but Nielsen sources em-
phasize new ones are still preliminary (and some network researchers insist 66.2 million would be closer to mark). Either way, approximately 2% growth rate would be fractionally slower than in most recent years, when it has run around 3%, but that’s attributed to TV’s near-satura-
tion level. In fact, 66.1-million TV homes would lift penetration to 97% for first time, up from about 96% last year and 95% five years ago.

Short term
Broadcasters’ worst fears were briefly realized last Wednesday at FCC’s weekly meeting. Chairman Dean Burch left room to return to his office and turned gavel over to senior commissioner present — Nicholas Johnson. Word is that, in his 10 min-
utes as chairman, Commissioner Johnson conducted meeting crisply and did not seize opportunity to shake any industries under FCC jur-
isdiction, even little bit.

Watergate revisited
Television-network newsmen are specu-
lating that rotational, live coverage of Senate Watergate hearings will be resumed with next sessions that begin Sept. 24 — assuming news values of witnesses hold up. Decision won’t be made until witness list is announced tomorrow (Sept. 18). Among network officials there’s disinclination to continue live coverage if testimony turns routine or repetitious.

Networks’ decision will also have profound effect on how public broadcast-
handles future Watergate coverage. Public Broadcasting Service and National Public Affairs Center for Television, which is producing PTV’s coverage of Senate hearings, agreed last week to continue with gavel-to-gavel coverage on delayed basis, start-
ing at 8:00 p.m., as had been procedure prior to summer congressional recess. But there’s hitch. If network pool coverage of hearings fails to material-
ize or ends before hearings’ conclu-
sion, NPACT’s own costs would dou-
tle — from about $12,000 daily to
$27,000-$28,000. There’s question as to whether PTV, already suffering fi-
ancial pinch, can handle latter bill.

Off block
Columbia Pictures Industries Corp.’s 10 radio and TV stations were offered for package (reportedly at $45 million) few weeks ago, but now have been withdrawn from market. Wheth-
ern management sought to test market values looking toward eventual sale of profitable broadcast properties to bol-
ster parent-company assets could not be ascertained amid talk of possible tender offers.

Screen Gems, Columbia’s subsidi-
ary, which is doing well in syndica-
tion, was not offered along with sta-
tions, nor were stations available in-
dividually. Group-owned stations are
WVUE-TV New Orleans; KCOP-AM-
FM-TV Salt Lake City; WNJU-TV
Linden, N. J.; WAPA-TV San Juan and
WOLE-TV Aquadillo, P. R. (latter
33 1/3%); WYDE-AM Birmingham,
Alabama, and WWVA-AM-FM Wheeling,
W. Va. Whether stations will be placed
on market again will presum-
ably depend upon fortunes of parent company, stock of which has been de-
pressed.

Newsprint windfall?
You wouldn’t know it from reading newspapers, but newsprint shortages have reached critical stage. While some dailies have cut back as much as 25% in local display lineage and are rationing advertising space, others are said to be conserving mainly through curtailment of news features, printed inserts and process color.

Publishers confide they see wind-
fall for radio and television. But
they’re confident retail advertising
will return to fold when crisis is over. There’s another rub: with newsprint production curtailed or stopped by strikes at Canadian mills since last July, shortages will extend into next year, and papers will be hard-hit dur-
ing fall and upcoming Christmas sea-
son which starts with Thanksgiving.
Newspapers got their TV-radio wind-
fall with banning of cigarette advertis-
ing last year. Now that may evapo-
rate too.

Build-up
Having bolstered its government-rela-
tions staff with addition of Donald Z. Zelfang effective Sept. 24 (“Headlin-
ers,” Aug. 20, 1973), National Asso-
ciation of Broadcasters will soon name another legislative liaison person to work under Senior Executive Vice President Grover C. Cobb. Hollis M. Seavey, on NAB legislative staff since July 1960, intends to retire at year end and is expected to move to new-
tive New England. Mr. Seavey was once Washington newsman for Mutu-
al Broadcasting System, and, before joining NAB, was owner-operator of radio station in Cumberland Md.

Mr. Cobb, who has been working part-time since heart seizure last May, is back at work full-time. He plans to attend six regional meetings, which begin Oct. 16 in Hartford, Conn., and wind up Nov. 1 in San Francisco.

Moving up
Independent Television Corp., New York, is reported to have tapped James Stern, veteran syndication official, to succeed Dick Lawrence as top executive for syndication sales. Mr. Stern has been ITC’s Eastern sales manager. Mr. Lawrence was executive vice president for syndication at ITC when he resigned to become executive vice president in charge of U.S. syndication for Paramount Television (“Headliners,” page 8).
The Week in Brief

After all is said and done (by the FCC) on license renewals, the nod is to a program-percentage test, Burch tells IRTS

An FCC proposal to use percentage guidelines in judging programming performance by licensees at license-renewal time — once thought to have been quietly laid to rest — has been dramatically revived. FCC Chairman Dean Burch, in a speech before the International Radio and Television Society in New York last Friday (Sept. 14), said he can see “no alternative to... the adoption of gross percentages of broadcast time in certain programming categories” as a means of determining when a television licensee has earned a “reasonable assurance of license renewal.”

The speech offered a preview of testimony Mr. Burch will give tomorrow (Sept. 19), when he appears at the House Communications Subcommittee’s resumption of hearings on license-renewal legislation. It also constitutes a rebuttal to the Director of the Office of Telecommunications Policy, Clay T. Whitehead, whose proposed license-renewal bill would expressly forbid the commission from prescribing any kind of quantitative standard for programing.

Furthermore, Chairman Burch would go beyond the percentage-guidelines proposal (Docket 19154) as originally advanced by the commission in February 1971 (Broadcasting, Feb. 22, 1971). That would affect a television licensee only when he was faced with a challenge at renewal time by an applicant seeking his frequency; if he demonstrated that he had devoted specified gross percentages of broadcast time to such categories as local programing, news and public affairs, he would be found to have provided “substantial service” and thus be entitled to renewal, assuming he had no problems in other areas. Chairman Burch would subject renewal applicants who did not meet the specified percentages to special scrutiny.

The commission backed away from the original proposal in the past year, in part because of ideological coolness toward it on the part of several commissioners and in part because of the Whitehead bill. But Chairman Burch is now said to have the support of most if not all of the commissioners for implementing the percentage-guidelines proposal, at least in regard to applicants facing competing applications.

Mr. Burch said he is not entirely happy with the approach. He “backed into it” grudgingly, and does not believe it will solve all the problems involved; indeed, he feels it will probably create new ones, “But I reject chaos and confusion as a reasonable alternative, perceive no better one anywhere on the horizon, and keep coming back to this approach as one possible way out.”

What is required for what he said is the essential job of establishing policy in license-renewal area — where “we operate blind,” he said — “is joint action, and parallel action, by Congress and the commission.” He called, as he has before, for legislation that extends the license period from three to five years, and that “clarifies the comparative renewal process.” And “a substantial past record,” he said, “should be the key to renewal.”

What’s going on. Readers will note a new concept in Broadcasting’s first four editorial pages this week. A three-page “Week in Brief” section, beginning on this page, contains summaries of all major stories appearing elsewhere in the magazine as well as late-breaking news accounts. A departmental index is on page 8. The “Closed Circuit” department, on page 5, appears in a new style, but its contents — exclusive reports and forecasts — remain unchanged. — The Editors.

Decline and fall. When Tom Whitehead took over the newly configured Office of Telecommunications Policy three years ago, his brow was unfurrowed and his future — as one of Nixon’s bright young managers — seemed assured. Of a sudden, that prospect seems to have crumbled. Often at odds with the FCC, he now is more ignored than worried about by that agency. He’s made no friends of the press. If he had any stock on Capitol Hill, it’s being sold short. At present he presides over a dynasty without a dynamic. Broadcasting senior correspondent Leonard Zeidenberg examines what Whitehead has wrought in a “Perspective on the News.” Page 16.

Congress lifts curtain on sports blackouts

Eight professional football games were locally telecast for the first time yesterday (Sept. 16) as the result of a rush play by Congress and the signing by the President on Friday of legislation putting the clamps on sports-blackout practices.

The House, by a 336-to-37 vote, approved a measure providing an experimental lifting of blackouts for football, baseball, basketball and hockey. And the Senate, which had already passed a bill, moved quickly to accept the House version and pass it to the White House.

The new statute is nearly identical to a bill approved by Torbert H. Macdonald’s (D-Mass.) House Communications Subcommittee on Sept. 10 and by the parent Commerce Committee Sept. 11. It adds a new section to Communications Act providing that if games of any of the four sports are telecast under a league contract and all tickets available 120 hours or more before a game are sold out 72 hours or more in advance, then no agreement preventing telecasting of home games will be in effect. The subcommittee draft of the bill had no cut-off date, but through an agreement between Mr. Macdonald and Senate Communications Subcommittee Chairman John Pastore (D-R. I.), an amendment was tacked on in the House to make the bill effective for the next three football seasons — until Dec. 31, 1975. That move made the bill more acceptable to the Senate.

Under the law, rights to home telecasts are to be made available “to a television broadcast licensee on reasonable terms and conditions in return for reasonable payment.” In addition to providing that anyone may file a civil suit to restrain violations, the law also directs the FCC to conduct a study of the effects of lifting blackouts and submit a report to Congress by April 15 of each year.

A decision by National Football League Commissioner Pete Rozelle to lift blackouts if games are sold out 72 hours ahead of time came just before the House voted.
NAB asks CLC to lift yoke of Phase IV

NAB last week went to Cost of Living Council seeking exemption for broadcasters from Phase IV price controls. Association contended that industry is caught in squeeze between tightening revenue-expense ratio and rising costs from program suppliers, which are exempted from controls. NAB said that broadcasting's interrelationship with advertising would preclude inflationary prices and that without exemption, industry would be prevented from discharging fully its public-service responsibilities. NAB also charged council with "inconsistent treatment" of media, since CATV systems are exempt from control as public utilities and program suppliers and movie distributors are exempted because prices of their products are based on public popularity. These criteria also apply to broadcasting, NAB claimed.

The news: no news. President Nixon's nomination of James H. Quello remained to be made at week's end. But word from Hill and administration sources on Friday was that all preliminaries are completed and no hitches have developed, and that the nomination of the retired manager of WMJ-AM-FM Detroit is expected early this week.

Debating the debate. The National Cable Television Association's challenge to the NAB to a series of public debates on pay television was answered last week ("Closed Circuit," Sept. 10), but not to NCTA's satisfaction. NAB's response was in the form of a petition to the FCC to include pay TV as an issue in the pending inquiry on program siphoning. Willard Walbridge, chairman of NAB's special committee on pay TV, in a Sept. 12 letter to NCTA President David Foster, said an oral argument at the FCC was "the proper forum for such a debate." Mr. Walbridge said that although NAB agreed with NCTA that a need for "ventilation of the issues" existed, NAB questioned whether the staged debates would promote "rational discussion" of the issue.

NCTA was "disappointed in the response," according to Mr. Foster. "In fact," he said, "it's downright confounding that NAB can announce a massive campaign plan to hire a PR firm, set up a special unit within the association to carry its message to the public, take out newspaper ads, talk about a $500,000 budget [Broadcasting, Sept. 10] and then state that the proper forum is an FCC proceeding." NCTA is studying NAB's petition to the FCC and will be filing a response, probably this week, Mr. Foster said.

First-night foul-up. Nielsen's new "overnight" network ratings ran into opening night snafu that threw that night's rankings out of whack (see earlier story on page 20). Nielsen sources said last Friday (Sept. 14) that 23 NBC affiliates had been erroneously counted as not carrying NBC Monday-night movie on Sept. 10. With those stations included, movie led CBS programs in three of four half-hours and NBC's average rating for that evening rose from 18.2 to 20.1 edging CBS's 19.9.

FCBA off to Gaithersburg. Federal Communications Bar Association will hold its annual fall outing this year on Tuesday, Oct. 16, at Washingtonian country club in Gaithersburg, Md.

Pole talk. National Cable Television Association's negotiating committee on pole-attachment arrangements had first meeting last week with representatives of AT&T, in what

Inevitably, with the broadcasting business's luck in matters of this sort, little cigars had to go. They went last week, when the House joined the Senate in passing a bill outlawing their advertising on radio and television. Page 18.

The new season's not yet old hat, but it's getting that way fast. Here's the first reaction, quantitatively and qualitatively. Page 20.

More grist for the mill on prime-time access

Jimmy the Greek would give you odds that the prime-time-access rule, in broad outline, will survive the current FCC reconsideration and remain the law of the land under which television operates for yet a little while. But hope of repeal springs eternal, and nowhere stronger than in the breasts of the major television production firms. Six of them — four veterans in the cause (MCA, Paramount, Screen Gems and Warner Bros.), augmented by two new recruits (MGM-TV and 20th Century-Fox) — filed a supplemental pleading with the FCC last Thursday (Sept. 13). It sought to analyze the look of access in the new TV season, and found it — if anything — more barren than the last.

Game shows account for 54.8% of the access time periods, according to their count, up from 48.6% last season. Drama has fallen off — from 16.5% to 11.6%. Of the "top 23" shows in access periods, 21 are revivals of old U.S. network series or foreign shows. Further, say the majors, the minors who produce much of the access programing are falling off like flies: the rate of access failure is three times that of network program failure, they say.

Ed Bleier, Warner Bros. TV vice president for network sales and programing, who accompanied the filing to Washington — and who yields to no one in his passion for the rule's repeal — calls the access-time openings "fool's gold," and predicts the bankruptcy of an entire production industry if something isn't done about it. The smaller operators are doomed to financial anemia in the access half-hours, while the larger producers suffer from a lack of sales opportunity in what remains of prime time. "It's Vietnam all over again," he says. "The outcome is predictable yet it goes on and on."

The FCC, of course, will have the last word. At the moment, that's expected in the next two weeks.

Once burned is not twice shy for Cox Cable. Thwarted by the Justice Department in its ambition to merge with American Television and Communications, it's trying again — this time, with LVO Cable. The result could be the sixth (or fifth, depending on your mathematics) largest MSO. Page 40.

A week earlier, Teleprompter had said it was cutting back on new system contracts. Then the Securities and Exchange Commission suspended trading in the stock. It was enough to make the market nervous about Teleprompter and to cause some to wonder about all cable companies. Last Friday (Sept. 14), the company asked the SEC to extend its trading moratorium to Sept. 26. Page 44.

The dam has broken on domestic satellites. FCC approved the first five applicants last week. Page 48.

Marvin Josephson lifts weights to clear his mind of the pressures that go with being "unquestionably the leading representative in the television program packaging field." Broadcasting profiles the man and his business. Page 65.
is hoped to be forum for settlement of differences between cable and utilities over issue. (FCC has threatened to assert jurisdiction if matter isn't resolved internally.) Committee Chairman Stephen Marlowe, Spectrum Communications, West Springfield, Mass., called meeting "encouraging," but wouldn't discuss details at this time. Next meeting is scheduled for Sept. 25.

Rate makers. AT&T and most users of its TV program-transmission service last Friday got close to final settlement of dispute over new rates. Oct. 1 is date of scheduled ratifying session. Compromise gives occasional users an hourly rate of 65 cents per mile in the first year of a two-year trial period and 75 cents in the second year. AT&T had proposed $1, up from the present 55 cents. In addition, occasional users could take 10 hours of service each day for a monthly $40 per mile per month. Charges to networks as regular users will be $55 per month per mile, down from $82.50. One unsatisfied customer is UPITN which distributes news to stations during short periods of each day and wants rates to fit. AT&T said it would try to accommodate.

Gamesmanship. ABC, which already has exclusive rights to 1976 summer Olympic games in Montreal, announced last week it also has been awarded them for 1976 winter Olympics in Innsbruck, Austria. Officials declined to disclose rights costs, but knowledgeable sources placed the figure at about $10 million. Agreement, with Innsbruck Olympic organizing committee, is subject to final approval of International Olympic Committee.

PTV plans. Special public broadcasting task force has completed and sent to Congress and White House long-awaited proposal for long-range funding of medium. Proposal, which calls for total $1-billion ceiling on allocation over five-year period ($250,000,000 for facilities), recommends that federal government provide $1 for every $2 raised from outside sources (Broadcasting, July 23). Meanwhile, Senate is expected to mark up tomorrow (Sept. 18) Labor-HED appropriation, in which this year's Corporation for Public Broadcasting allocation is included.

Headliners

J. Leonard Reinsch, 65, president of Cox Broadcasting Corp., Atlanta, will retire Dec. 31. He will continue as board member as well as chairman and chief executive officer of Cox Cable Communications. Clifford M. Kirtland Jr., 49, now executive vice president, will succeed Mr. Reinsch as president of Cox Broadcasting. (See story page 38.)


Wilson C. Wearn, president of Multimedia Broadcasting Co., elected executive vice president and member of management committee of parent Multimedia Inc., Greenville, S.C.

J. Kelly Sisk, who remains chairman and chief executive officer of parent company, relinquishes presidency to VP Edmund A. Ransaur.

John M. Rivers Jr. has been elected president of WCSC Inc., licensee of WCSC-AM-TV and WXTC(FM) Charleston, S.C., and parent of MIA Background Music and Studio Charleston subsidiaries. He succeeds John M. Rivers Sr., who assumes duties of chairman of board, treasurer and chief executive officer.

David Salzman, program manager of Westinghouse Broadcasting's KYW-TV Philadelphia since May 1972 and before that in similar post at KDKA-TV Pittsburgh, named general manager of KDKA-TV. He succeeds James King, appointed director of broadcast business operations of McClatchy Broadcasting Co.

“WGN?
Well, I'm 28 years old, and I'd say I've been watching and listening to WGN for about 25 of those years... I guess if you live in Chicago, you grow up with WGN.”
Newsmakers on news broadcasting

Editor: I found your issue on how news is collected, assembled and presented most interesting. I must confess I am concerned about the extent to which competition drives our media into dreadful lengths as far as exposés are concerned. We know there is far more good in our country than there is bad. We also know the good is not news. However, we must never forget that in the past the messenger bearing the bad news was frequently killed.—Jack Williams, governor of Arizona.

Editor: I read the article on TV journalism with interest. I was pleased to read that TV news is striving for a level of maturity and sophistication that befits its position as the prime source of news for a majority of people.—Edmund S. Muskie (D-Me.), U.S. Senate, Washington.

Editor: I certainly enjoyed reading this informative and interesting report on the art of news broadcasting.—Wilmer D. Mizell (D-N.C.), House of Representatives, Washington.

Editor: You have presented a very thorough article on television reporting and I am sure it is being well received.—Richardson Preyer (D-N.C.), House of Representatives, Washington.

Editor: The broadcasting media play an important role in this country, and the behind-the-scenes reporting as relayed in the weekly were enlightening.—Bob Casey (D-Tex.), House of Representatives, Washington.

Both for one

Editor: Thought you might like to hear how the media here cooperated on the Jerry Lewis telethon for a 33% increase in donations.

Using the facilities and expertise of the local CATV, Telecable channel 10 (there is no local television), and personnel from our radio station, we went on the air from 10:15 p.m. Sunday (Sept. 2) right around the clock until 6:15 p.m. Labor Day. In that time we met and surpassed the goal of $20,000 for a total of over $22,500. Last year's total without using Telecable was $15,000.

Programming included video-taped appearances by local bands, tapes of the workers at the contribution desks and outside, shots of the parking lots where a kettle was set up. Most of the on-air and Telecable people worked the full 20 hours. Not only was it fun, and a great experience, but we all learned a lot about how much the media can do for each other, as well as a great cause.—Penelope Poole, promotions/public service, WAKC(AM) Normal, Ill.

INTERNATIONAL FILM, TV-FILM AND DOCUMENTARY MARKET

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

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

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

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

For further information and bookings concerning the 28th MIFED, 19 to 31 October 1973, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) 345.995, Cables MIFED-Milano. Telex 33660 Fieramil.

Requests for bookings must be made before 25 September 1973 together with the registration fee of U.S. $ 20.

MIFED Delegation in Rome: Via in Arclione 71, 00187 Roma 346.80.362
MIFED Delegation in Paris: 90 Avenue des Champs-Elysees, 75008 Paris, Telex 29642 Inconta
MIFED Delegation in London: Dr. Vittorio Sanguinetti, 20 Savile Row, London W1X 2DQ
MIFED Delegation in Los Angeles: Dr. Vittorio Sanguinetti, 1900 Avenue of the Stars, 90067 Los Angeles, Cal., Telex 67-3394 Italttrade LSA

Broadcasting Sep 17 1973 10
"Bet you thought only offset could produce work like this."

Understandable. What other process could reproduce, in faithful detail, your original subject—whether it’s a clipping, a ruled form, a drawing, typematter, a halftone photo, or even an entire paste-up layout—on a wide range of weights, textures and colors of paper, using a broad spectrum of colored inks?

... The answer will surprise those who are unaware of modern stencil duplicating technology. The old fashioned liquid ink mimeo system has been replaced with up-to-date printing press-style dual cylinders—inked automatically on the outside surfaces with printer’s-like paste ink. An even greater surprise is the electronic imaging process that prepares a stencil-master directly from original copy, in minutes, by push-button!

... Operation? White glove spotless—even the ink loading. No skill or training; only a detailed run-through demonstration to any or all employees of your staff.

Cost? If you can afford the old fashioned mimeo you can afford a Gestetner.

Gestetner
Dept. B93 Gestetner Park
Yonkers, N.Y. 10703

Send complete details. I'd like a demonstration in my own office.

NAME
ORG.
ADDRESS
CITY STATE ZIP

Broadcasting Sep 17 1973
Rev. Ike
(Stephen J. Eikerenkoetter II)

And

The Joy of Living Program

"There is no doubt about it - REV. IKE may be the best show in town. Indisputably, he is a phenomenon."
— New York Daily News

Rev. Ike teaches the Science of Living. How to be happy, healthy, loving, successful and prosperous. And people are looking. They're telling their friends and their friends are telling their friends. Because what he teaches works. Just tuning in to a Joy of Living telecast makes you happy. You won't want to miss it. You won't want your viewers to miss it either. Give them the Joy of Living. 52 half hour programs are now available for weekly scheduling.

Presently showing in twenty-five television markets.

FOR INFORMATION CONTACT GAYLORD CREEDON (212) 441-3298
Back to the good old days by creating a TV show specifically for an advertiser

Any number of factors—rising production costs of programs, the quiz scandals of the fifties, government interference in programming—have served to reduce the role of the advertising agency in television program production. Admen, often reduced to deciding which of the various network shows to buy, have bemoaned their fate. And they do so not only because making TV shows is exciting, but because when agencies control production, specific programs can be tailored to a client's needs.

Agencies had other reasons beside the ratings when they produced or ordered up programs such as Kraft Theater and Hallmark Hall of Fame. The sponsors knew that the programs furnished an appropriate setting for their products. In the view of many admen, such days have passed, to the detriment of the client in some cases and to the detriment of the television viewer in others.

At Halpern/McDevitt & Associates, however, the feeling is that it still is possible for an agency to order up a specific kind of show for a specific client's specific needs. Moreover, the show can be so thoroughly integrated with the client's over-all marketing program that it provides an added sales dimension of its own. And, most important, viewers will enjoy what they see.

This is precisely the idea behind Trevira's Living Easy With Dr. Joyce Brothers, currently being shown in over 50 markets, with more on the way. From its beginning, the program was conceived by the agency to serve as a multipurpose vehicle that would do far more than merely carry its commercials for Trevira polyester fibers into viewers' homes. The intent was to add a unique climate for Trevira messages, as well as to produce an effect that almost might be called subliminal in putting over the Trevira name.

This was accomplished by creating a TV program that grew out of an already established advertising campaign concept—and that starred Dr. Brothers, whose psychological insights were already a major ingredient in the advertising.

When Trevira's parent company, Hoechst Fibers Inc., began marketing in the U.S. in 1966, the West Germany-based operation knew it would face well-entrenched competition from such American companies as duPont and Monsanto, which had their own brands of polyester fibers. The task was to stretch a smaller advertising budget in such a way that the Trevira brand name would soon rank high among a list that includes Dacron and others.

The Halpern/McDevitt advertising focus was projected by creative director Bob Kirschbaum on the use of psycho-graphics—the science of qualifying and quantifying behavioral factors that affect product usage. More simply, if we could affect the prospect's attitude favorably, we could expect favorable behavior in purchasing.

With her wide and loyal following (by virtue of syndicated columns, books and frequent appearances on TV and radio), Dr. Brothers seemed a natural choice to carry the Trevira story to the public. In the advertising concept, Dr. Brothers' role is not, by any means, that of a commercial spokeswoman but rather the natural one of a psychologist revealing to consumers their own thoughts and feelings about life—in relation to other people, clothing, self-consciousness or awareness, and their homes. Her well-founded statements are shaped into provocative headlines (not for the merchandise!) in conjunction with Bob Kirschbaum.

An ad featuring women's apparel, for example, might lead off with this insight: 'Most men will tell a woman, 'You look great.' Most women will say, 'I love your dress.'"

Bob and Dan Halpern (president of H/McD) extended this approach into the concept of a television program, hosted by Dr. Brothers and designed to aid viewers in making their lives easier by seeing and understanding other people and themselves. The advertising position statement promises that "Trevira makes it easy."

The program, as noted, is entitled Living Easy With Dr. Joyce Brothers.

It would have been easy, of course, to use Dr. Brothers in the role for which she was best known—as a psychologist dispensing advice to the lovelorn or the troubled. That kind of approach, however, would scarcely serve the scope of living envisioned to serve the viewer or meet Trevira's communications goals. Could Dr. Joyce Brothers host a fast-moving, fun-filled talk-show?

As a housewife, mother, sportswoman, cook, part-time gardener, and a lot of other things that make her an all-around woman, Dr. Brothers said, "Why not?" Halpern/McDevitt hired TV producer Ed Pierce and director Dennis Kane and set up its own TV production arm, Capricorn Productions. The idea of the show—a daily half-hour with big-name guests, music, fashion features, and plenty of entertainment—had sprung up in May 1972. The client was promised that it would be on the air by January 1973. Could it be done?

It could be—and it was. Writers, production people, make-up and hairdressers, musicians, and all the rest were brought in quickly by Ed Pierce. Instead of using the client's ad budget to buy scattered spots in movies, westerns, and so on, the money went to produce a bright audience-getting show that would carry the Trevira feeling throughout its entire half-hour. The three shows in each program would come free, as the program would be bartered in exchange for time.

What does Trevira get out of all the effort? It gets a program that bears its own stamp of quality, one on which the hostess virtually typifies cool, feminine elegance akin to the smart fabrics made of Trevira fibers. It gets a show that costs less, since the agency meets the scope of the production company, saves the traditional mark-up that would be added if the show were bought outside. Unlike a typical spot buy in major markets, the cost to the client does not jump as more markets are added to the 50-plus now carrying Living Easy With Dr. Joyce Brothers. Trevira also gets audience-building personal appearances by Dr. Brothers (something unobtainable with a standard TV buy), and her services at sales meetings, fashion shows and the like. The consumer and trade publicity values have been enormous.

It is a lot for the money, Halpern/McDevitt believes. It is precisely the kind of added value that agencies at one time gave their clients by creating and packaging shows for them, but that few agencies do today. And it seems a pity that so many admen sit around and bemoan "the good old days" when working in television can be exciting and fun—and valuable for the client.

Bob Kirschbaum moved into the agency business from a career in retailing and merchandising at Macy's and Wanamaker's. His first agency experience was with Grey Advertising, which he joined in 1955. From there he went to Young & Rubicam as a senior account executive in 1959. In 1962 he joined Rumrill Inc. as vice president and in 1965 he returned to Grey as senior vice president and management supervisor. He left Grey in 1971 to participate in the formation of Halpern/McDevitt & Associates.

Bill Brennen moved into the agency business from a career in retailing and merchandising at Macy's and Wanamaker's. His first agency experience was with Grey Advertising, which he joined in 1955. From there he went to Young & Rubicam as a senior account executive in 1959. In 1962 he joined Rumrill Inc. as vice president and in 1965 he returned to Grey as senior vice president and management supervisor. He left Grey in 1971 to participate in the formation of Halpern/McDevitt & Associates.

Bob Kirschbaum
What are the new names at Republic Steel?

1. **MAXI-GARD**: Welded steel tubing for Roll-Over Protective Structures on construction and off-highway vehicles for operator protection.

2. **Cal-DeOx**: For gear makers who don't want to chew up profits, this is a fine-grained gear steel that doesn't chew up tools.

3. **X-TRUBE**: A strong, coiled tubing for gas service lines with the strength and reliability of steel and the corrosion resistance of plastic.

4. **MAXI-FORM 50**: A formable yet economical steel, tough enough to meet Detroit's requirements for mass-produced parts.

5. **DOUBL-COAT**: Steel dowel bars with a tough polyethylene jacket provide a unique jointing system on concrete highways and reduce highway maintenance costs.

6. **Modified N-80**: A seamless casing for deep well exploratory drilling for new oil and gas reserves, suited for Arctic conditions.

7. **GALVIBOND**: Rigid steel conduit with a bonded coating that defies time and corrosive attack.

8. **DUROFLASH**: Stainless steel roofing and flashing that is durable, beautiful, easy to install and can last as long as the building.

9. **PAINTLOK PLUS**: An electrogalvanized steel with greater-than-ever corrosion resistance and a smooth, paintable surface.

10. **SUPERTERNE**: A terne coating with reduced porosity for automotive parts subject to petroleum-base corrosion.


*Trademarks of Republic Steel Corporation.
A beleaguered Whitehead and battered OTP

With Congress ruthlessly slashing administration's budget request, OTP chief wonders how to salvage agency's good works and its future

Three years ago the Office of Telecommunications Policy was a freshly minted piece of bureaucratic machinery, the Nixon administration's answer to giving the President a voice in the development of national telecommunications policy. But if the expansion of presidential power into the delicate area of communications troubled some observers at the time, today it is the President and his advisers who need to worry. OTP has taken such a fearful pounding, especially in the Senate, that there is some doubt it can or should survive in its present form. Its director—the man who designed it in the first place—is planning, literally, to go back to the drawing board.

In an era when political scientists express concern about the ascendancy of presidential power (at least before Watergate), OTP presents a case history of one aspect of that power retrogressing. The evidence is readily available:

The two houses of Congress appear to be competing with each other to make deeper cuts in the President's relatively modest budget request for OTP for 1974. (The House would cut the $3.2 million proposal to $2 million; the Senate, to $1.1 million. The appropriations committees in both houses cited research support provided OTP by the Commerce Department's Office of Telecommunications; but the Senate cut would not only eliminate study contracts; it would require a sharp reduction in personnel.)

The concern some had expressed in 1970 that OTP, with the power and prestige of the President behind it, would wield too much influence appears to have been unfounded, to say the least. OTP Director Clay T. Whitehead has conceded that a broadcast license-renewal bill for which he claims responsibility and credit and which he regards as the best of scores of such bills now pending in Congress is probably doomed simply because his name is associated with it. And OTP anxiously avoids public endorsement of any candidate for nomination to the FCC for fear of marking him for political extinction by Whitehead critics in and out of government. As for the fear some had expressed that OTP would overwhelm the FCC, officials at that agency appear to regard the President's spokesman not so much with awe as with something approaching contempt.

Life has not followed the script. In 1970, the auguries were favorable for the new office that was to provide the President with advice on telecommunications policy, serve as his spokesman in the field of telecommunications, help establish policies in a wide range of telecommunications matters and coordinate the management of the government's own vast telecommunications systems.

In July, at the Senate Commerce Committee hearing on his nomination to be OTP director, Whitehead was showered with compliments. Senator John O. Pastore (D-R.I.), chairman of the Subcommittee on Communications, described the 31-year-old nominee, then a presidential assistant with responsibilities in the field of communications, as "one of the most brilliant young men to come to government in a long time." The senator seemed to regard Mr. Whitehead, a PhD from the Massachusetts Institute of Technology and a former brain in the Rand think tank, as the right man in the right job at the right time.

And the President's reorganization plan creating the new office—which had been drafted by Mr. Whitehead—had no difficulty. Congress appeared to welcome this new dimension of presidential authority.

What went wrong? The answer depends, of course, on who is talking. But, at bottom, much of the trouble appears to stem from the decision Mr. Whitehead made, on assuming office, in September 1970, to make that office highly visible. He wanted to dramatize the telecommunications issues, he says now, to project them to the arena of national debate. To some, however, it also seemed that he was attempting to establish the new office as a force to be reckoned with. OTP, he told members of the Federal Communications Bar Association at a luncheon meeting in January 1971, would not be "just another player on the crowded field" of communications regulation. Its function would be to make sure that "the views of all interested parties...will be heard" and to serve as a "catalyst" (Broadcasting, Feb. 1, 1971).

Thus, frequency-management problems would be dealt with, studies of problems related to common-carrier matters would be conducted, and perhaps cable-television policies would be developed. But OTP would not stop there. The day after he was sworn in as OTP director, Mr. Whitehead called a news conference to explain the duties and responsibilities of the office; they appeared limitless (Broadcasting, Sept. 28, 1970). He began making speeches about matters of interest to the lay as well as the trade press—criticizing the fairness doctrine; warning the Public Broadcasting System that it was beginning to resemble commercial networks too closely, both in the centralization of its authority and the news and public-affairs programming it was doing; proposing radical changes in broadcast regulation and, at the direction of President Nixon, urging the networks to cut back on the amount of reruns they air.

Finally, there was the speech in Indianapolis last December. It was used to announce the administration's license-renewal bill—which appeared tailored to the tastes of most broadcasters and provides for a license period of five years instead of three, prohibits the commission from restructurizing the ownership pattern of the industry on an ad-hoc basis, affords broadcasters protection against challenges for their licenses at renewal time and prohibits the FCC from prescribing quantitative standards for programming). But the speech was taken by many in the media and in Congress as a sign that Mr. Whitehead had been recruited by the White House for its war on network-news operations. For in Spiro T. Agnew's best style, it referred to "so-called professionals [among network newsmen] who dispense elitist gossip in the guise of news analysis." And it seemed to offer broadcasters the administration's support for the kind of renewal bill they had long sought in return for a greater show of independence of the networks. Fair or not, that was the kind of reaction the speech could have been expected to receive, given the climate created by previous speeches by administration spokesmen.

Whatever success Mr. Whitehead achieved in projecting the issues he was discussing into the arena of national debate, he managed to make an issue of himself.

Mr. Whitehead, who has not retreated from the substance of the Indianapolis speech, has long since conceded that its language might have been less cutting. And he agrees that the speech marked a watershed. The broadcasters whom the President and OTP had been attempting to recruit and overwhelm with threats of retribution were threatening to turn on their own kind of Congress, who were losing patience with an administration spokesman who was invading areas of their interest and responsibility with speeches on commercial and public broadcasting, turned on him and began viewing him and all of his works with deep suspicion.

In February, at an oversight hearing of the Senate Communications Subcommittee that was intended as an all-out re-
view of OTP's activities, Senator Pastore and other members of the panel grilled him on the OTP's speeches, which appeared to him to be an effort to intimidate the networks. They showed little warmth for the license-renewal bill. Representative Torbert Mac

Donald (D-Mass.), chairman of the House Communications Subcommittee, after he announced the speech as an effort by the Nixon administration to control news programing. And it probably played a part in the ABC's decision to lobby at the White House against the proposed FCC action.

Senator Pastore, for instance, is known to feel virtually betrayed by OTP's failure to develop an over-all national policy on telecommunications. At Mr. Whitehead's nomination hearing, the senator made much of his feeling that such a policy was essential—and that the need for one was a principal justification for the establishment of an office that would have the authority to impose national policy on executive departments. The Office of Telecommunications Management, which OTP replaced, had lacked the power to develop such a policy, Senator Pastore noted. (In this connection, Mr. Whitehead's speeches were a further irritant. "He went off on these other subjects—license renewals, public broadcasting—without doing what Congress wanted," one Senate aide said last week.)

And FCC officials have expressed disappointment over what they say is the lack of technical support they receive from OTP. Getting help from OTP is "like pulling teeth," according to one official. He blamed that condition on Mr. Whitehead, whom he called "a conspicuously unsuccessful administrator," and said he wished for an OTP operated by "people capable of a high-class job." What is more, commission officials regard OTP as a source of mischief, since it provides a kind of court of appeals for those who feel their interests are unjustly ignored in a commission whose members are looking for another government lever to pull.

For his part, Mr. Whitehead, recalling—accurately—that he had told Senator Pastore at the confirmation hearing that it would be difficult to establish a national telecommunications policy, said last week he does not believe such an effort would be "fruitful." OTP's job, as he sees it, is to review the whole range of telecommunications activity, focus on problem areas that show up and develop policy proposals for them. He noted that in his speech before the International Radio and Television Society in October 1971 ("the only time I was invited there"), he com-

ments), he had cited three areas of broadcast regulation he felt required attention— the fairness doctrine (he cited its elimination, but later retreated from an absolutist position to a proposal that adherence to the doctrine be included in the license-renewal bill as a criterion an applicant would be expected to meet; he still says he would like to see its elimination, however, and may propose legislation to that end), AM radio (he recommended its deregulation on an experimental basis) and the license-renewal relief (Broadcasting, Oct. 11, 1971).

For all the complaints about it, however, OTP can claim some accomplishments. Mr. Whitehead cites the license-renewal bill as a major achievement in legislative drafting, even though its legislative prospects may be dim. And he says the report on long-range cable-television policy, on which a high-level administration committee that he heads has been working for more than two years, "will be the biggest thing" OTP has done; he expects to transmit it to the President "in another month." He takes satisfaction in, and credit for, what he considers the new localism in public broadcasting. The OTP's recommendation of an "open-skies" domestic communications-satellite policy, which in principle was adopted by the

Mr. Whitehead takes pride in OTP's reduction in the percent of the usable spectrum that is assigned exclusively to the federal government—from 46% to 26%. The 20% is now shared between Defense and the private sector.

But hardship is giving Mr. Whitehead a beleaguered air. While he accepts some of the responsibility for the troubles OTP faces in Congress, both in connection with the budget requests and the license-renewal bill, he is striking out at others whom he says also bear some of the responsibility.

"There are some people on the Hill," he said last week, "particularly Democrats in the Senate, who disagree with some of the positions we've taken and, in the classical political style, are exacting retribution. They feel if they chop back on the budget, they are chopping back on the articulation of the positions they don't like." But he said cuts were "nonsense," since they affect primarily noncontroversial, nonpolitical programs.

He puts a substantial amount of the blame for his problems on the press, too—despite his decision to project the high profile that attracts coverage. "The press has focused so much attention on broadcast-related activities of the office that people on the Hill aren't aware of OTP's

FCC, is another positive example cited by Mr. Whitehead.

He also asserts success in overcoming the policy initiative of the Federal Aviation Agency, Defense and State Departments, which favored U.S. government involvement in a navigational-satellite system that would be used by the U.S. and Europeans, and persuading the President to opt for a system in which the U.S. portion is privately owned. OTP is also working on a plan for a U.S. navigational-satellite system that would combine the needs of the Air Force, Navy, Coast Guard and FAA. One or two birds; each of the services had been considering a separate satellite.

And in the management of spectrum, the area of concern to Senator Pastore, other responsibilities," he said. "They wonder why OTP needs that budget just to make speeches. It's hard to get through, given all the clamor of the press."

In that connection, he indicated that the memory of his February encounter with Senator Pastore is still green. "My idea of an oversight hearing is one that goes into the entire program of the office. I hoped that would be the case—that our program would be thoroughly aired. But instead we had a brief, political encounter with Senator Pastore on the Indianapolis speech."

And he is bitter about the treatment the media have accorded his license-renewal bill. "The whole goddamn press corps rose up in arms against a bill that any broadcaster or newspaper that owns

The OTP and Tom Whitehead: Come upon hard times.

Broadcasting Sep 17 1973 17
Mr. Whitehead expressed no regrets over the aggressive approach he has taken over the last three years. As for the speeches, he feels they were mandated by his assignment. "My job is to take the positions and say the things that the President wants me to, and to espouse his views after studying the issues," he said. He maintains that, in establishing OTP, told Congress what to expect and that he has no choice but to follow his present course. If Congress disapproves, he said, it should redefine his role by legislation. "But I would hope Congress will realize it's desirable to hear the executive branch's point of view."

But Mr. Whitehead does feel that changes are needed in the structure of OTP if it is to do the job it was created to do. He has not yet concentrated on the problem, but the ideas he discusses have a single purpose—to separate OTP from the White House, not only geographically and administratively (it is an "executive office" agency located in a building several blocks from the White House) but in the minds of Congress, the press and the public.

There are those who would say that Mr. Whitehead encouraged the notion of such a tie by his frequent assertions that he advised the President and spoke for him on telecommunications. (And, at least, the distinction between the "executive" and "White House" offices is blurred.) But he said last week that the idea of a "White House Office of Telecommunications Policy" handicaps the agency in dealing with broadcast matters. As he found out in connection with the license-renewal bill and the Indianapolis speech, his comments and actions are judged against the background of White House attitudes toward the media—attitudes that are notoriously hostile. And it is "inevitable," he said, that broadcasting will loom as large in OTP's budget of activities as government telecommunications matters.

Mr. Whitehead said that, in the development of the OTP concept, he objected to the OTP office in the executive office, but there seemed no other place for it. Suggestions that it be located in the Commerce Department, for instance, or that the Department of Transportation be expanded into a Department of Transportation and Telecommunications were rejected, primarily because of the arguments of the Defense Department and the intelligence community that their telecommunications requirements involved such important matters that judgments on them could not be left to another executive department. (The Department of Transportation and Telecommunications idea was dropped, also, because of fear that the relatively small staff that would be needed in connection with telecommunications would be swamped among the bureaus interested in transportation.)

These objections still stand. But another idea Mr. Whitehead mentioned was creation of an agency that would be located outside of the executive branch—like the National Aeronautics and Space Administration, for instance, in which he could wear a second hat as a special assistant to the President on telecommunications in order to deal with the kind of objections Defense had raised to the other suggestions.

Another suggestion, which would do nothing about White House image problem but would straighten out some administrative lines and might, as a result, ease some of OTP's budget problems in Congress. The President would give OTP direct control over the activities of the Commerce Department's Office of Telecommunications now conducted in OTP's behalf either through a reallocation of funds or a transfer of the department's personnel that are involved in OTP work.

Mr. Whitehead will ponder these and other ideas in the months ahead, for he hopes to propose, by year's end, recommendations for changes in the executive branch's method of dealing with telecommunications matters.

But as he ponders the past, Mr. Whitehead, who expects to leave government by early next year, feels that he did what he had to do. "I don't really see that we had much choice. We tried to define the issues and stimulate discussion," he said. As to whether that approach was wise, he said: "I think the jury is still out on whether or not OTP has done or is doing what it is supposed to do."

Broadcast Advertising.

Hill writes finis for little-cigar ads on radio-television

House-passed version duplicates Senate bill that will broaden scope of law banning cigarette commercials

The fate of little-cigar advertising on television and radio appeared to be sealed last week. By a 287-to-63 vote the House last Monday (Sept. 10) passed a bill, identical to legislation that has cleared the Senate, banning such advertising.

The bill now goes to President Nixon. And, although the administration has never publicly stated its position on it, congressional sources expect Mr. Nixon to give the measure routine approval.

Both House and Senate bills (H.R. 7482 and S. 1165) would amend the law that has prohibited TV and radio advertising of cigarettes since Jan. 2, 1971, to include little cigars (defined as "any roll of tobacco wrapped in tobacco or any substance containing tobacco, other than any roll of tobacco which is a cigarette, and as to which 1,000 pounds or more are manufactured in a single operation from five pounds of identical quality.

The controversy over little cigars arose a year ago in the Senate, where Senator Frank Moss (D-Utah), who played a major role in passage of legislation banning broadcast cigarette ads, vowed to introduce a bill to insure that little-cigar manufacturers could not circumvent the law (BROADCASTING, Sept. 25, 1972). His position was buttressed by the Federal Trade Commission, which recommended the same legislation in its annual report to Congress last January.

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senator Marlow Cook (R-Ky.), in an attempt to eliminate the need for anti-little-cigar legislation (which Senator Moss introduced March 12), persuaded R. J. Reynolds and P. Lorillard to drop broadcast advertising of their little cigars—Winchester and Omega, respectively (BROADCASTING, Feb. 19). All other little-cigar manufacturers subsequently agreed not to use TV and radio. All, that is, except the Consolidated Cigar Corp., which said it would proceed with a television campaign for its Dutch Treat little cigars.

That decision spurred Senate Commerce Committee approval and Senate passage of Senator Moss's bill on April 10.

The following month House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) introduced an identical measure and held a one-day hearing on it. Despite the argument of Consolidated Chairman E. W. Kelley that "little cigars are a less hazardous alternative to cigarettes" and his complaint that R. J. Reynolds had used television to generate a large share of the little-cigar market, the House Commerce Committee reported the bill out on June 19 (BROADCASTING, June 25).

Mr. Kelley, in a statement last week following the House action, expressed confidence that little cigars would continue to do "an important and substantial business...even though the outlook is not as bright as it would have been if the government had not treated little cigars in an arbitrary manner, the same as cigarettes."

Betty Furness isn't so sure any more

She tells ANA workshop that claims of superiority are counterproductive

Betty Furness, who appeared for years in television commercials in which she concluded, "You can be sure if it's Westinghouse," is not so sure at all these days about the value to consumers of concentrated and heavy advertising of similar products.

Miss Furness, who is New York City's commissioner of consumer affairs, was in a highly critical mood last week, attacking advertising of products in the same category in which, she said, each claimed it was superior. She insisted this advertising was too often an attempt to displace from cheap alternatives of identical quality.

She told a sales promotion seminar of the Association of National Adver-
tisers in Airlie, Va., last Tuesday (Sept. 11) that success for a product once hinged on its quality, price and service to the customer. "But then it was discovered that advertising and promotion was one of the easiest and most effective ways of building and keeping brand reputation," Miss Furness said.

She contended that the consumer interest suffers when promotional competition is substituted for competition in price and quality, and added: "What is a consumer to believe when every detergent gets clothes whiter, brighter, cleaner, and sweeter-smelling than the one before? When every toothpaste prevents tooth decay better than every other one? When every gasoline makes your car run better than all the rest? When every anti-perspirant keeps you dry, dry, dry, longer, longer?"

At one point Miss Furness ventured that "the decline of wasteful, expensive and repetitive promotional competition among very similar products might well result in more products, lower prices and more meaningful competition."

She also said there are three steps advertising must take to lead to an informed choice: the consumer must know the product exists, must know how the product performs and must know how the product performs compared with other products. "Right now, advertising generally helps us only with the first step," she said. "It tells us the product exists. And tells us, and tells us, and tells us."

**Interpublic reshuffles**

Interpublic Group of Companies is consolidating McCann-Erickson Inc., serving U.S. clients, and McCann-Erickson International, serving clients in 47 overseas countries, into one company, McCann-Erickson Worldwide. Robert S. Marker, who has been board chairman of M-E Inc., becomes board chairman of M-E Worldwide, and Eugene H. Kummel, who has been president of M-E International, has been named president and chief executive officer of consolidated organization.

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**Business Briefs**


**P&G switches.** Proctor & Gamble, Cincinnati, has assigned its estimated $3 million in billing for Liquid Prell to Wells, Rich, Greene, New York. Benton & Bowles had the account. WRG already handles P&G's Safeguard deodorant soap, Gleem toothpaste and Sure deodorant.

Its Klein Medberry now. Klein Lipson Advertising Inc., Beverly Hills, Calif., changes name to Klein Medberry Inc., with association of Lynn Medberry, former senior vice president of Carson/Roberts Inc., who has purchased 50% interest, John Steven Klein remains as president; Miss Medberry becomes exec-

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**BAR reports television-network sales as of Aug. 12**

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<th>Total minutes week ended Aug. 12</th>
<th>Total dollars week ended Aug. 12</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates."

**BAR reports television-network sales as of Aug. 19**

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

**BAR reports television-network sales as of Aug. 26**

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<th>Day parts</th>
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<th>Total dollars week ended Aug. 26</th>
<th>1973 total minutes</th>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates."

Broadcasting Sep 17 1973

19
Programing

New season stagers off starting line

Early ratings give CBS-TV edge, but results are far from final

The new prime-time television season got off to an uneven start last week. Production delays from the summer's writers' guild strike wiped out the traditional one-fell-swoop week of introductions, leaving the premier period to be spread out over several weeks.

Such ratings as were available were uneven, too—and perhaps meaningless, in the opinion of observers, because of the staggered nature of the new-season introductions.

In the first figures from Nielsen's new "overnight" national ratings, for Monday night (Sept. 10), the only new programs to debut—Lotsa Luck and Diana, both on NBC—came off second best to CBS but scored respectable 30 shares nevertheless. In the New York and Los Angeles overnights they did much better, leading their time periods.

NBC's Chase, the only new entry on Tuesday night, got mixed ratings. There were no new shows Wednesday night, one on Thursday, three Friday.

In the national overnights for Monday, NBC's Lotsa Luck at 8-8:30 NYT had a 17.7 rating and 30 share against a 20.2 and 34 for the first half-hour of a new episode of CBS's long-running Gunsmoke. In the following half-hour NBC's Diana had an 18.6 and 30 against Gunsmoke's 22.7 and 36.

For the rest of the evening, a new episode of Here's Lucy on CBS scored a 20.9 and 33 over the first half-hour of the NBC movie, "Shootout," with Gregory Peck, which had a 17.1 and 27; Dick Van Dyke on CBS edged out the NBC movie with 19.5 and 30 to that segment of the movie's 18.6 and 29; the first half-hour of CBS's Medical Center trailed with a 17.6 and 29 to the NBC movie's 19.3 and 31, but the second Medical Center half-hour pulled even if not ahead with an 18.3 and 32 to the movie's 18.0 and 32.

In averages for the night, CBS was ahead with a 19.9 as against NBC's 18.2.

The new "overnight" nationals, actually being delivered about 36 to 48 hours after air-time of the shows they measured, did not include ratings or shares for ABC-TV programs because ABC does not subscribe to the new service (see page 32). But NBC researchers made some estimates for ABC. They put ABC's Rookies in third place in both of its half-hours but put the ABC movie, "Lady in Cement," with Frank Sinatra and Raquel Welch, in first place in its first three half-hours and third in a close three-way race in its final segment. By NBC's estimates, ABC's average national rating for the night was 18.8 as compared with CBS's 19.9 and NBC's 18.2.

In the New York overnights, Lotsa Luck was a clear first with 25.1 and 39 over ABC's Rookies' 19.0 and 29 and Gunsmoke's 11.8 and 18. Diana did almost as well with a 25.6 and 37 to Rookies' 23.0 and 29 and Gunsmoke's 13.1 and 19. In Los Angeles it was much the same story, though Rookies pushed the new NBC entries much more closely than in New York.

NBC's Chase (8-9 p.m.) ran poorly against CBS's Maude and Hawaii 5-0 in New York but was only a couple of rating points behind them in Los Angeles. It led ABC's Furst Family in both cities and led the opening of the ABC Tuesday movie in Los Angeles.

'Lotsa Luck', 'Diana', 'Chase' get mixed reaction from critics with much of it on unfavorable side

With the networks' new-season debut last week, TV's critics were given their first chances to toss bouquets or brickbats. It's too early to generalize—with many shows not yet started—but judging from what the critics said about Lotsa Luck, Diana and Chase, the pickings are slim and no show is getting unreserved acclaim.

A sample of the reaction:
Chase (NBC, Tuesday, 8-9 p.m.)...
"...sort of a salt-free Mod Squad about yet another hip undercover police unit... The Jack Webb works should retool this model and give it better lines..."
In New York, Los Angeles, Boston and Memphis, RKO Television stations reach out with strong, on-target community programs. We know what our viewers want to know because we're out there...in the community...digging into the gut issues that vitally affect all people.

Responsibility, commitment, involvement. At RKO Television stations that's more than a slogan. It's a reality.
In Los Angeles: RKO Television's KHJ-TV reaches out by naming Stephanie Rank as the first woman news director in a major market.

Funny, she doesn’t look like a news director! But she is and she's ours. What's more, Stephanie Rank is the first woman news director in a major U.S. market. How did it happen? Simple. KHJ-TV decided to put its Women's Lib philosophy where its microphone was. And wound up with Stephanie Rank, a woman with the sense and skill needed to handle one of the most demanding jobs in TV. How's she doing? Just fine. Which proves a point. The right woman can make it as a TV executive. All she needs is the chance.

Stephanie Rank. You can call her a news director or a news directress. We'll call her one of the best things to happen to KHJ-TV newscasting since the invention of the tube.

Responsibility, commitment, involvement. At RKO Television stations that's more than a slogan. It's a reality.

RKO TELEVISION DIVISION OF RKO GENERAL, INC.
WOR-TV New York/KHJ-TV Los Angeles
WNAC-TV Boston/WHBQ-TV Memphis
Growth and TV "firsts" have characterized WNAC-TV during its 25-year telecasting history. The TV firsts have included the Joe Louis/Jersey Joe Walcott fight, the Boston Marathon and the inauguration of a Massachusetts Governor.

The station has also grown in program time from five hours a day to nearly 21 hours a day in the last 25 years. Certainly part of WNAC-TV's success may be directly attributed to innovative programming. Like Mass. Reaction. The new show is live. It's also full of surprises and it's on in prime time.

The premise is unique. Mass. Reaction gives a studio audience the opportunity to express their opinions and question WNAC-TV's newsmen. It's the kind of program that generates heat, light and an army of devoted viewers. Most of all, it's a "people program" that airs and explores the things that count...the relevancies of today. No wonder Mass. Reaction has been so successful. It talks to the people, not down to them or over their heads.

Responsibility, commitment, involvement. At RKO Television stations that's more than a slogan. It's a reality.

RKO TELEVISION DIVISION OF RKO GENERAL, INC.

WOR-TV New York/KHI-TV Los Angeles
WNACTV Boston/WHBQ-TV Memphis
In New York: RKO Television's WOR-TV reaches out to the public with Consumer on the Warpath.

Inflation. It's become one of America's thorniest problems. While WOR-TV can't solve the problem, we figured we could certainly do something about it—by showing consumers how to get more out of spending without spending more. We called the program Consumer On The Warpath, and picked consumer champion Betty Furness, now New York City Commissioner of Consumer Affairs, as host. The show was run in December, 1972, long before consumerism became a household word and a popular TV topic.

Produced in cooperation with Consumer's Union, publisher of Consumers Reports magazine, this two-hour TV first tackled a variety of topics: Child Restraints, Baby Food, Net Weight and Unit Pricing, and Consumerism and the Law.

To top things off, Betty had some very vocal members of CAN (Consumer Action Now) on a collision course with three supermarket executives. The result? A fiery forum where everybody had his say and the viewers got some answers.

Responsibility, commitment, involvement. At RKO Television stations that's more than a slogan. It's a reality.

RKO TELEVISION DIVISION OF RKO GENERAL, INC.
WOR-TV New York/KHJ-TV Los Angeles
WNAC-TV Boston/WHBQ-TV Memphis
Like every big city, Memphis is a city of problems, hope and potential. To spotlight all three, Public Affairs Director Gorden Lawhead and News Director Don Stevens hit upon the idea of bringing the elected members of the Memphis City Council to the people of Memphis via a prime time telecast special.

Of course the City Council members could have debated with each other. But WHBQ-TV decided to make this an open forum by encouraging viewers to call in their gripes, comments and questions. They did... by the thousands, jammed the switchboards for two hours and put the lie to the "apathetic voter" theory.

It was a phone-to-face confrontation with Stevens and Lawhead relaying the questions to the Council members. Most important, the program served as a refreshing throwback to those democracy-in-action public forums of the past when government was more accessible and better because of it.

Responsibility, commitment, involvement. At RKO Television stations that's more than a slogan. It's a reality.

WOR-TV New York/KHJ-TV Los Angeles
WNAC-TV Boston/WHBQ-TV Memphis
before sending it out again to uphold the law. . . . Still, Chase may catch on if there's a great deal of improvement in the acting and writing departments. It has a hit in it, including some wise and humorous flying that will be an integral part of the series." Jay Sharbutt, AP.

"... NBC's latest Jack Webb fantasy that glorifies a semi-literate investigative unit equipped with hot rods, helicopters and motorcycles. It's a great pity to watch with a roomful of good friends, beer, and pretzels. Mitchell Ryan, the alleged star of the show, could have phoned in his part. Any viewers who believe in such claptrap are also invited to bid on this dandy little bridge that's for sale in Brooklyn." Gary Deeb, Chicago Tribune.

"... should fill the void left by the demise of Mod Squad. . . . You can tell its a Mod Squad because all wear chambray work shorts. . . . It didn't have much of a script or strong direction. The thing that will keep viewers coming back is the rat-a-tat-tat action," Bob Brock, Dallas Times-Herald.

"They said it could never happen but Jack Webb's trusty police pum has finally run dry... Chase in the motorized mode is the only one for such day morning kiddo gentry—with cartoon sized characters, dummy dialogue and background music to bust the ear..."

"If you like all that roaring down the road in car or on motorbike and attacking helicopters, this is for you. It hasn't much else to command it. The acting is totally asphyxiated by the gasoline fumes." Jack Anderson, Miami Herald.

"With the combination of Jack Webb's track record and co-star Mitchell Ryan's magnificent jaw, who among us dares predict the fate of this series?" Barbara Holsopple, Pittsburgh Press.

"Despite the appeal of its many chase scenes, Chase is a botch from conception to execution. Norman Mark, Chicago Daily News.

". . . another one of those cops and robbers concoctions that roll off the commercial track line with such frequency... We found it faceless, a collection of ex-humans whose flesh and blood were concealed and metamorphosed into robots. We couldn't begin to care," Morton Moss, Los Angeles Herald-Examiner.

Lotsa Luck (NBC, Monday, 8-8:30 p.m.)

"... it ought to be one of the funniest of the season if the pace and writing hold up... sound, deep belly laughs is what this show has got." Dom DeLuise, the star, who really hasn't been a very good comedian, is hilarious in this as a comedy actor of exceptional talent." Rex Polier, Philadelphia Bulletin.

"Thanks principally to the splendid comedy performance of Dom DeLuise, Lotsa Luck already must be placed in the hit category. It's a less program to than in his variety-show appearances, DeLuise evoked laughs from lines and situations which might have fallen flat in less skillful comedy hands. His timing and his expressiveness were admirably professional even amid a succession of jokes and sequences dealing with individual sex lives and, yes, toilet bowls." Anthony LaCamera, Boston Herald-American.

"It's downright coarse, with its wisecracks about sex and other human fun and frolications, but the lines are legitimately laughworthy and DeLuise is first rate," Harry Harris, Philadelphia Inquirer.

"If its scripts hold up, Lotsa Luck will survive. Its debut show marked a turning point in sitcoms, the first to revive the belly laugh. To call it wild would be like calling Howard Cosell a mute. . . . It isn't precisely high comedy but it is precision low comedy, with a fast, crazy pace and lots of mugging and sight gags." Jay Sharbutt, AP.

"Like the first of our borrowed-from-Britain series, it's a bawdy borderline case, with lotsa laughs and lotsa moments to wonder why bathroom humor must be so prevalent in TV's new comedy trend. . . . Certainly Dom DeLuise has earned himself a regular spot on the home screen, and he is deft at this fast-paced, zany, visual style of comedy." Kay Gardella, New York Daily News.

"... the kind of show you laugh at in spite of yourself. It's inhabited by dopes and dummies with broad caricatures—but these farcical elements have jelled into a family situation that keeps you howling and whose woe you can relish, even in the face of their absurdities and stupidities." Percy Shain, Boston Globe.

"The humor is persistently low, running to bizarre situations and rapid-fire wisecracks. . . . At times, however, it verges uneasily on being cruel toward its lower-class characters. Otherwise, Lotsa Luck— a show one may call, if not unadventurous, often hilarious start." John J. O'Connor, New York Times.

"Series creators Carl Reiner, Bill Persky and Sam Denoff ought to be ashamed. Dom DeLuise deserves better." Barbara Holsopple, Pittsburgh Press.

"... Raucous slapstick . . . Dom DeLuise . . . is possessed of the most hideous family outside George Price . . ." Cecil Smith, Los Angeles Times.

"... NBC made a unique contribution to the advancement of video humor by flushing the first episode. It was a familiar but hardly edifying sound and it marked the advancement of the medium to the lowest level of public vulgarity. . . . U.S. television has kept the toilet off-limits as a setting for public laughter. If this episode points a finger toward the future it points to the bottom." Terrence O'Flaherty, San Francisco Chronicle.

"The basic situation is much more sad than funny, and the first episode was one long potty joke. . . . It reminds one of All In The Family except the humor is banal and beastly instead of earthy and human. And the constant high-volume bickering was reminiscent of the Honeymothers, except that there is no trace of affection behind the constant hostilities." Louise Lague, Washington Star-News.

"Lotsa Luck showed more promise than Diana . . . particularly if you like your humor coarse-ground. . . . The characters are broad but reasonably lovable, in a crude sort of way. . . ." Ed Swinney, Houston Post.

"Certainly they had to take Lotsa Luck to the bathroom . . . this series hasn't anywhere else to go." Jack Anderson, Miami Herald.

"Based on the opener, DeLuise is one of those down-to-earth TV characters who keeps aloft by yelling, and occasionally scoring off his inferiors. Archie Bunker is another, and his writers have so greatly expanded his emotional ties to the family that he's almost three-dimensional. The problem is that if they expand DeLuise enough he'll start to sound like a carbon copy of Archie. The prognosis is poor." John Carmody, Washington Post.

"Let's all devoutly pray that there was nothing prophetic in the fact that NBC opened its television season last night with a situation comedy out about a toilet." Frank Judge, Detroit News.

"Lotsa Luck may have set a new record for noise, unpleasantness and tastelessness." Bob Brock, Dallas Times-Herald.

"... Lotsa yuk. . . . Perhaps a minute of jokes about toilets is almost acceptable, but half an hour of toilet jokes being in only one place—the toilet." Norman Mark, Chicago Daily News.

"Lotsa Luck was its name, and that's just what it's gonna need—lotsa luck—to make it in the Monday night line-up." Barbara Zaunich, Los Angeles Herald-Examiner.

Continues on page 31
Special Fall Planning Guide: 
Doing the most good with your 1974 equipment dollar.

A survey of today's broadcast station with an eye to helping you get more overall performance at less overall cost.
In the studio

Toward better production: a new color camera and switching equipment.

A reel of professionally executed local commercials can be one of your station's best salesmen to prospective clients. And two pieces of RCA studio equipment introduced during the past year can help give your production work that attractive professional touch.

The first is our TK-45 Color Camera. It has all the advanced features of previous RCA cameras, plus new automatic production aids that help you get the most out of your equipment dollar by helping you get more production done in the time you have to do it.

Automatic iris, for instance. In the automatic mode it will adjust iris for you. And take care of those lighting vagaries which can often interrupt production. All automatically with little or no operator attention.

To handle differences in colorimetry in the scene there's automatic white balance. White balance can be restored instantly by focusing on an appropriate white section in the scene and pressing a button. So there's an attractive, natural consistency from scene to scene.

Black balance is even simpler. It's adjusted every time you use the electronic lens cap.

What it all means is fewer technical manipulations and greater consistency of performance. Production people pay attention to production values.

And you get noticeably better results to please the most demanding client.

"Our TK-45 Color Camera...helps you get more production done in the time you have to do it."

Another client-pleaser is the combination we call "The Producer". That's our TA-70 Mixing and Effects Amplifier/TE-70 Special Effects System package.

You can add excitement to production work with a virtually unlimited range of special effects, including 24 different wipe patterns.

With an exclusive nonrepeat feature that allows the operator to move a pattern completely off screen, change its shape and/or content, and move it back while on the air.

And a border mode for a halo effect in any color. Border width is adjustable, too.

Result: you can offer your clients the same kind of sophisticated visual wizardry they see in the leading productions.

So if your station is becoming as active in production as most are today, it could pay you to investigate RCA studio equipment for 1974.

When your budget is smaller than your imagination, there's our lower-cost line.

We believe that smaller stations, or stations with modest investment plans, should have a right to RCA broadcast-quality equipment, too.

So we've developed the midpriced TK-630 Live Color Camera and the new TK-610B Color Film Camera. These cameras don't match the TK-45's automatic features. But they do have many similarities to premium cameras that you won't find on other equipment in the medium price range.

The optics of our TK-630 Live Camera, for example, depend on a sophisticated, easily maintained one-piece sealed prism rather than the usual dichroic mirror arrangement.

Similarly, the TK-610B Color Film Camera was designed to reproduce color film with exceptional quality at moderate cost.

And we made it easy to operate as well.

It all adds up to clear, sharp color at low initial cost, low continuing costs. Either camera is a beautiful way to beat a low budget.
In the tape room

'74 should be your year for the automatic station break.

More than a hundred TCR-100 Cartridge Tape Recorders are making the automatic station break a daily reality at scores of stations throughout the country — and the broadcasting world.

The reasons for this are the same reasons why you should consider the Cart Machine for your operation.

Take finance. Not only is the Cart Machine the least expensive equipment of its kind. It can also be expected to save its owner in the neighborhood of $30,000 a year. In terms of labor, head costs and other recorder time that it eliminates.

But what the TCR-100 can do for you at station break time is the prime reason for ordering it now. You get a smooth, preprogrammed, professional station break with far fewer make-goods and a lot less hectic activity in the tape room.

“Our Cart/reel-to-reel package can at times replace a whole bank of conventional machines.”

Another advantage that has sold a lot of stations on the Cart Machine is the many ways it can be packaged to serve a user's particular needs.

It can be ordered with its own Signal Processing Unit. Or if you also need a reel-to-reel VTR, it can be ordered with an RCA TR-60 to time-share that machine's signal-processing electronics. In this case the Processing Unit is not required. Your RCA representative will be happy to point out many other special money-saving aspects of this combination.

Or the TCR-100 can be slaved to the top-of-the-line TR-70C. This package can at times replace a whole bank of conventional reel-to-reel machines.

There are other things to be gained by purchasing a TCR-100 now. Your RCA representative can explain them fully.

In the film room

Plan for better film reproduction, more automation.

Considering all the different sources of programming on film, it's no wonder your film room is presented daily with a whole raft of film problems in trying to see that a quality picture is broadcast. Variations in the film stock itself. Old films. Variations in density and contrast range. Low color saturation. Processing errors. Not to mention the problem of color changes in projector lamps.

These problems are what the TK-28 Color Film Camera is designed to correct. With a number of new features like Automatic Color Balance to correct for printing errors and color temperature variations. And Chromacomp, which is preset to deal with low saturation, scene-to-scene variations and dye transfer errors at the twist of a knob. Automatic black level and white level to compensate for variations in film density and contrast range.

The next generation of film automation is our new TCP-1624 Cartridge Film Projector.

So you can bring the same degree of automatic operation to short film segments that our TCR-100 brings to video tape.

“The next generation of film automation is our new Cartridge Film Projector”

Up to 24 film cartridges of up to two minutes in duration can be inserted into its carousel.

Since the cartridge positions are interchangeable in the carousel, and carousels are interchangeable in the machine, all the splicing and resplicing necessary to maintain a daily spot reel are eliminated.

And the TCP-1624 can be interfaced with other playback equipment for totally automatic film-and-tape station breaks.

Also, when used as part of a TK-28 Telecine System, the Cartridge Projector can take advantage of all of the TK-28's color-correction circuitry.

Ask your RCA representative for details of our "revolution in the film room".
At the transmitter site

Maybe now's the time to move up to the automated VHF Transmitter.

How old is the transmitter you're now using? If you can't answer that question precisely, you're not alone. Most managers can't.

That's why a short review of your transmitter situation can be valuable.

For instance, how much space is your present transmitter taking up? An RCA "F-line" Automated Transmitter fits into, on an average, less than 60% of the space taken up by transmitters only a few years old.

And how about that electric power bill? In light of today's rates, a modern, efficient transmitter could result in substantial savings.

How large a tube inventory do you have to keep on hand? F-line transmitters use fewer tubes, model for model, than any other transmitter. More possible savings.

How about remote operation? In the F-line, you'll find the features you need for hands-off operation, with automatic power level control and instant switch-over to the spare exciter.

Your RCA representative can discuss with you these and other ways in which the Automated Transmitter makes a good investment in the future.

For instance, more and more stations are considering the

"An RCA F-line Automated Transmitter fits into, on the average, 60% of the space of older transmitters."

case for dual transmitters in an "alternate/main" operation. As they find themselves operating longer and longer hours (some as many as 24 hours a day), they find little time for preventive maintenance.

In "alternate/main" operation they can service one transmitter while the other is in operation. And switch to full power alternate at any time without service interruption. Preventive maintenance adjustments are made at their convenience. No putting off minor problems until they become expensive emergencies.

In most cases their two new transmitters occupy less space than their former transmitter. And they've had the option to purchase and install the "main" transmitter first and to add the "alternate" at some future date—thus extending their investment over a planned time period.

There are many other transmitter offerings that can be tailored to your station, your operational plans, your future.

Every piece of RCA broadcast equipment is designed to be fully compatible with every other, so you don't make older equipment obsolete by adding new—you upgrade it. And maybe even give it capabilities it never had before.

Your best first step, of course, is a serious talk with your RCA representative.

Send me more information on the following equipment:

In the studio
☐ TK-45 Automatic Color Camera
☐ TA-70 Video Mixing and Effects Amplifier
☐ TE-70 Special Effects System
☐ TK-630 Midpriced Color Camera

In the tape room
☐ TCR-100 Cartridge Recorder
☐ TR-60 Highband Video Tape Recorder
☐ TR-70C Highband Video Tape Recorder

In the film room
☐ TK-28 Color Film Camera
☐ TK-610B Midpriced Color Film Camera
☐ TCP-1624 Cartridge Film Projector

At the transmitter site
☐ RCA "F" Line of Automated VHF Transmitters

Action form

Get in touch with the man with a plan.

Your RCA representative is the man with a plan for 1974. He'll be happy to expand on how RCA equipment will fit in with your plans for the future.

In the meantime, we have a selection of literature to help you formulate those plans. Please check off the items which most interest you, and we'll dispatch your literature packet by return mail.

RCA Broadcast Systems
Building 2-5
Camden, N.J. 08102

Attention: Editor, Prime Time
☐ Please have my local RCA representative call me for an appointment to discuss my equipment needs for the coming year.

Other interests ____________________________

Name/Title ________________________________
Company __________________________________
Address ___________________________________
City________________________ State__________ Zip__________
Telephone ________________________________
Continued from page 26

Diana (NBC, Monday, 8:30-9 p.m.)

"The writing is competent, but go more. . . . Miss Rigg has little more to do than recite ho-hum lines and look amused." Jay Sharbutt, AP.

"Diana's costumes and The Mary Tyler Moore Show are inescapable, but tall, beautiful, British-accented Miss Rigg provides a distinctive—and delightful—dignity. Harry Harris, Philadelphia Inquirer.

"At first Diana Rigg, as Lady Emma Peel, bowed out of that marvelous British-made series, The Avengers, I have been hoping Miss Rigg would make a return to the home screen in something worthy of her talents. Diana has returned her to TV: We must still wait for a show that is no longer a mere story. . . . Diana is a shapeless comedy that tries to make Miss Rigg something of a Mary Tyler Moore, but falls far short of its mark." Bob Brock, Dallas Times-Herald.

"Diana Rigg is the best thing so far above Diana, which suffered in the opener from more situation than comedy. . . . The worst thing about Diana is the awful laugh track. . . ." Ed Swinney, Houston Post.

"The pickings here are pretty poor for an actress as comely and sophisticated as Diana Rigg. In this case, she runs the risk of being England's answer to Sandy Duncan, the waif whose career foundered on such fragile TV programming. . . ." Jack Anderson, Miami Herald.

It's not easy to waste the talents of Diana, but the producers of her new show managed to eliminate all semblance of craftsmanship." Frank Judge, Detroit News.

"There are possibilities here, but we don't know whether the producers are going to be able to unify the contrast in rhythms between Rigg, an accomplished English actress, and the supporting bunch . . . who are pushing furiously to be funny. And the laugh track is practically insane with hilarity." Morton Moss, Los Angeles Herald-Examiner.

Special icing for the networks' new season cake

The 1973-74 network-TV season, which formally but only partially opened last week (story page 20), will be liberally sprinkled with specials. Through the end of 1973 alone, they'll average better than one every other night. Each of the three commercial networks has scheduled more than a score for that period and has dozens of others in preparation for the 1974 segment of the season. They'll also air an arm and a leg for daytime hours to reach children and women in particular.

Those already set for fourth-quarter prime time range from sports to children's fare, from serious drama to comedy and variety shows, blockbuster movies and Diana in some of the generous seasonings of repeats of seasonal favorites. Other new entries may yet be added to the roster. And although networks often are reluctant to identify sponsorships far in advance, the fall crop of specials already appears to have attained a high level of advertiser acceptability.

Following are prime-time specials already scheduled, some tentatively, through the end of 1973, with sponsors shown in parentheses where that information is available:

**NBC-TV**

Thursday, Sept. 20 (8-10) — Tennis match, Bobby Riggs vs. Billie Jean King (various).

Sunday, Sept. 22 (8:30-11:00) — Rosemary's Baby, theatrical movie.

Sunday, Sept. 23 (7:30-10:30) — Funny Girl, theatrical movie.

Thursday, Sept. 27 (8-9) — The Rock and Roll Years (various)

Sunday, Nov. 11 (7:30-10:30) — Airport, theatrical movie.

Monday, Nov. 12, or Tuesday, Nov. 27 (8-9) — Texaco Presents the American Heritage: Washington and Connelly at Yokohama (Texaco).

Friday, Nov. 16 (9-10) — First of three Julie Andrews specials, this one with Barry Comod and the Muppets (General Telephonc & Electronics).

Wednesday, Nov. 21 (9-11) — Doctor Dee, theatrical movie.

Thursday, Nov. 22 (9 to conclusion) — NCAA football.

Thursday, Nov. 27 (8-9) — Texaco Presents the American Heritage: The World Turned Upside Down (Texaco).

**CBS-TV**

Friday, Sept. 28 (9:30-11:00) — Don't Call Me Mama (various).

Monday, Oct. 1 (8:30-9:00) — The New Dick Van Dyke Show.

Monday, Oct. 15 (8:30-9:00) — Dr. Seuss on the Loose (various).

Monday, Oct. 15 (8:30-9:00) — Country Music Awards (Kraft Foods).

Friday, Oct. 19 (9-10) — The Shape of Things (various).

Friday, Nov. 2 (8-9) — Barbara Streisand and Other Musical Instruments (Singer).

Monday, Nov. 5 (8:30-11) — Country Music Awards (various).

Saturday, Nov. 24 (10-11:30) — Miss Teenage America Pageant (Dr. Pepper).

**ABC-TV**

Tuesday, Sept. 18 (8-9) — Bob Hope Special (various).


Sunday, Oct. 26 (8-9:30) — Peggy Fleming Visits the Soviet Union (AT&T).

Tuesday, Oct. 29 (8-9:30) — Repeat of Ann-Margret: When You're Smiling (various).

Tuesday, Nov. 13 (8-9) — Smokey and the Bandit (various).

Broadcasting Sep 17 1973

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FCC continues certain waivers of access rule for sports runovers, 'Geographic' series and early network news

Waivers of the prime-time-access rule abounded at the FCC last week. In separate actions the commission granted exemptions to permit CBS and NBC affiliates to carry certain sports events, renewed an existing waiver for top-50 market TV stations, and waived the off-network provisions of the rule to permit six TV's to carry the syndicated National Geographic series in prime time.

CBS and NBC affiliates were permitted to carry to completion professional baseball and regular-season football games until Dec. 16.

The FCC also permitted NBC stations in the mountain and Pacific time zones to present, subject to several conditions, network news after evening World Series telecasts without counting it toward the permissible limit of three hours of network programming per evening.

CBS and NBC had requested blanket waivers for coverage of football telecasts in the event of "runovers" beyond 7 p.m. (EDT). NBC's request also included runover waivers for afternoon baseball play-offs and World Series games and two or three weekday evening World Series games.

In granting the waivers (which the commission conditioned on the daytime baseball games starting by about 4:15 p.m.) the commission noted that no substantial change in the rule would be put into effect until the fall of 1974 and that it was continuing the waiver policies it adopted for the last two years.

In response to requests by CBS and WISH-TV Indianapolis, the commission also continued, until March 31, 1974, the existing waiver of the rule permitting TV outlets in the top-50 markets to carry a half-hour of network news at 7 p.m. preceded by an hour of local news or public-affairs programming.

Stations wishing to operate under this waiver must notify the chief of the Broadcast Bureau by Oct. 1, the commission said.

In the same action the commission authorized WPVI-TV Philadelphia to carry ABC's "Reasoner Report" at 7 p.m. on Saturdays without counting it toward the three-hour limit, provided the program is preceded and followed by a half-hour of local news or public-affairs programming. The waiver also runs until March 31.

The commission emphasized that the waiver applies only to WPVI-TV; other stations wishing similar waivers must apply to the FCC.

In still another action, the commission waived, through Sept. 30, 1974, the off-network provisions of the rule to permit six stations to carry the syndicated National Geographic series during prime time without counting it toward the three-hour limit on network and off-network programming.

Waivers were granted to KSTP-TV St. Paul; WCBS-TV Boston; WKBW-TV Buffalo, N.Y.; WWHO-TV Toledo, Ohio; WSOC-TV Charlotte, N.C., and WBB-TV Wilkes-Barre, Pa.

The series ran on CBS from 1965 to 1971, when it went into syndication. The off-network restriction prohibits programming that appeared on the networks from being carried in the one hour per night in which network programming is prohibited.

Since the over-all prime-time-access proceeding may not be decided until late September, the commission said, it would not be in the public interest to leave the licensees with their programing plans uncertain for the coming season. It stressed that the waiver was not a general one for the Geographic program and that other stations must file their individual requests.

Nielsen grinding out new fast nationals

Service debuts with start of fall TV season, but ABC still is not satisfied with it

The A. C. Nielsen Co. launched its new "overnight" network-TV ratings service last Monday (Sept. 10), on the dot with the start of the new fall season (see page 30). The Monday night ratings were delivered Wednesday morning, and Nielsen officials hoped to maintain or better that pace, providing deliveries on the first or second working day following a telecast. Ratings for all network-subscribing programs between 6 and 11 p.m., New York time, are to be covered each night of the year.

The service, based on a new Storage Instantaneous Audiometer (SIA) system, ties TV sets in the 1,200 Nielsen homes...
across the country into a central computer, permitting quick retrieval of viewing data and virtually eliminating potential data-collection delays and nonresponses from homes in the Nielsen sample.

The new service provides ratings and shares on the evening programs of CBS and NBC, which are subscribers, but not on those of ABC, which is not. ABC, which says it wants better data on "people viewing," rather than faster data on household viewing (Broadcasting, June 18), reiterated last week that it was still willing to wait the week or two required for the regular Nielsen services—to which it still subscribes, as do the other networks—but said it intends to initiate and support research to improve people ratings both nationally and locally.

Cost, ABC insisted, is not a factor in its nonuse of the new service. That cost has been estimated unofficially at about $300,000 a year per network subscriber, or top of approximately $1 million each network pays for the basic services. ABC said it would consider subscribing to the new service whenever Nielsen proposes "meaningful improvements" in the quality of national people ratings.

Start of the service was ahead of schedule. Originally Nielsen had targeted it to begin about Oct. 1. Pressures from CBS and NBC programing and research executives reportedly sped things up.

Protests increase against 25-mile exclusivity rule

The FCC has been hit with 17 additional petitions for reconsideration of its July 26 ruling placing a 25-mile limit on territorial exclusivity for nonnetwork TV programing. The latest pleadings, representing 26 broadcasting interests, brought the total challenges to the rule to 36 (Broadcasting, Sept. 10).

Among those filing the latest objections was the National Association of Broadcasters. Its arguments were similar to those of other broadcast interests. It said the ruling was made without regard for markets where no remedy for the problem the action was intended to solve—overshadowing of fringe-area TV stations—is needed. The NAB also claimed the ruling contradicts the 1972 CATV compromise's exclusivity provisions and is arbitrary, since the issue allegedly could be better handled on a case-by-case basis.

Others submitting the latest challenges included Belo Broadcasting Corp., Dallas, WAPA-TV San Juan, P.R.; KCRA-TV Sacramento, Calif.; McGraw-Hill Broadcasting Co.; WRX-TV Ponce, P.R.; KRAD-TV Wichita, Kan.; WCIA-TV Champaign, Ill.; WGN Continental Broadcasting Co.; WSPA-TV Spartanburg, S.C.; and WLOS-TV Asheville, N.C. A joint petition was also filed by King Broadcasting Co., Mount Mansfield Television Inc., Poole Broadcasting Co. and Times-Herald Printing Co.
THE MAKING OF 'LA RAZA'

MEXICAN-AMERICANS, Indios, Latinos, Hispanos, Chicanos, together they make up La Raza—the country's second largest minority.

The rest of America doesn't know very much about them. But a new documentary series—called "La Raza"—is going to change that. Because "La Raza" tells more of their story, more forcefully, than has ever been told before.

Why we are producing "La Raza"

As the fastest growing minority in the United States, La Raza (the people) already number approximately fifteen million. They are changing the complexion of the rural Southwest, and of major cities like Houston, Denver, and Los Angeles.

Within ten years they will no longer be a minority in many areas. They'll be the majority (estimated at 40 million) with new identity and a need for power. Their impact is already being felt. And there is no sign that it will stop growing.

The scope of "La Raza"

Obviously a project like "La Raza" cannot be handled in the usual TV documentary format. It can't be produced in a couple of weeks or months. Or even a year.

"La Raza" will be filmed over a three-year period. When complete, it will encompass nine full hours of television programming. Nine hours that will dramatically alter America's concept of a huge segment of our people.

Who is making "La Raza"?

The McGraw-Hill Broadcasting Company has commissioned Albert C. Waller, winner of practically every major television award, and Associate Producer Jim Estrada to head the production team.

Through the use of extremely flexible lightweight cameras and sound equipment, and by shooting entirely on location, they have been able to achieve an exceptional level of spontaneity and realism.

"La Raza is not one person or group, but many diverse peoples, many different groups. Their problems are complex and reflect the variety of any group this size. We have just begun to explore La Raza."—from the narration by Ricardo Montalban.

1221 Avenue of the Americas, N.Y., N.Y. 10019
KERO-TV, Bakersfield, KMGH-TV, Denver, WRTV, Indianapolis, KGT, San Diego.
Gleason jumps. Jackie Gleason, comedy star on CBS-TV for 20 years, has signed "a long-term separate agreement" with NBC-TV. Sources at NBC say that Mr. Gleason will shift from comedy to drama and star in two-hour made-for-TV movie during 1974-75 season, which will serve as pilot for proposed "continuing dramatic vehicle," either mini-series or weekly series. CBS reportedly pays Mr. Gleason $100,000 yearly on contract that expires Sept. 30, 1974.

Rocking along. Viacom Enterprises has added 22 new stations to line-up carrying Don Kirshner's Rock Concert, raising total number of markets sold to 105. Bi-weekly, 90-minute series has following new stations: Khou-TV Houston; KOTV-TV Tulsa; WILK-TV Lansing, Mich.; WUTV-TV Buffalo, N.Y. and WAPT-TV Birmingham, Ala.

Piling up markets. Viacom Entertainment reports that Hogan's Heroes has expanded its line-up to 107 stations with addition of WAPA-TV, Lynchburg, Va.; WCEE-TV Rockford, III.; KSBW-TV Salinas, Calif.; WATE-TV West Palm Beach, Fla.; KJTV-TV Bakersfield, Calif., and KGOM-TV Albuquerque, N.M.

Spreading to TV. As part of expansion into TV distribution, Cannon Group, New York, theatrical film producer-distributor, has acquired TV syndication rights to package of three Jerry Lewis features, "The Bellboy," "The Errand Boy" and "Cinderfella." Initial sales of package have been made to Metromedia Television for WNEW-TV New York, KTMY-TV Los Angeles, WTTG-TV Washington, WTCN-TV Minneapolis.

Pay the man. Peter Falk, star of highly-rated NBC-TV rotating series "Columbo," has signed new agreement with network that his agent claims is "largest contract ever negotiated by an actor in a continuing series." spokesman for Robinson & Associates, which represents Mr. Falk, said contract will net actor "more than $100,000 per episode." Mr. Falk will do eight "Columbo" episodes for 1973-74 season as part of NBC Sunday Mystery Movie. Sources at NBC-TV and Universal refused to comment on reports.

Production pact. Harry Ackerman Productions has signed contract with Paramount Television to develop TV series, specials and motion pictures on co-production basis. Mr. Ackerman, who has spent more than 30 years in television and films, has developed and served as executive producer on such series as Dennis The Menace, Hazel, Bewitched and Leave It To Beaver.

No secret. Four Star International announces signing of five TV stations for its new syndicated series, Secrets of the Deep, underwater exploration odyssey narrated by astronaut-aquanaut Scott Carpenter, and produced by Bruno Vaitati. Stations signed are KIRO-TV Seattle, KFMB-TV San Diego, WSB-TV Atlanta, KTV Salt Lake City and WCRV Charleston, S.C.

Lingual mix for telecasts. The FCC will study dual-language TV/FM programming in Puerto Rico and possibly adopt new rules applicable to such programming. Dual-language programming involves the telecast of a program with audio in one language with the simultaneous FM broadcast of the spoken material in a second language.

At the present time, WAPA-TV and WPRM-FM, both San Juan, P.R. share in a dual-language experiment limited to 10 hours per week. The commission, however, recently turned down WAPA-TV's request to extend operations and also rejected a proposal by WRKX-TV Ponce, P.R., to start its own dual-language programing in San Juan, Ponce and Mayaguez, all Puerto Rico. The commission agreed that WPKX-TV was entitled to an equal opportunity to present dual-language programing, but that it was reluctant to grant such permission until the results of its investigation of dual-language programing could be fully analyzed. In a broad-coded inquiry it announced last week, the commission said it would examine technological means, other than FM, for transmitting the audio portion of the programing, and possible effects of dual-language operations on the commission's multiple-ownership and joint-rate policies.

Comments are due by Oct. 26 with reply comments due Nov. 5.
Rozelle does win something

The FCC has turned down a request by the National Football League Players Association to examine provisions in network-NFL contracts which allow league commissioner Pete Rozelle to approve or remove sportscasters on NFL broadcasts. The players association contends that to give such authority to Mr. Rozelle is a relinquishment of licensee responsibility, is inconsistent with NFL’s antitrust exemption granted by Congress and discourages unbiased, objective sports coverage. The commission’s position is that it would be unfair to issue a ruling imposing new requirements on network contracts with program sources based on a single request. The commission said the petition could be handled more appropriately after all comments on a pending general inquiry into sports programing have been submitted and considered.

Pa. fairness verdict stands

The FCC has affirmed a Broadcast Bureau ruling that WGCW(AM) Red Lion and WXXX(AM) Media, both Pennsylvania (the latter, Dr. Carl McIntire’s station that has since lost its license) violated the personal-attack rules in connection with their broadcast of a Life Line program that was critical of United Church of Christ. The commission rejected the stations’ argument that the bureau’s ruling was unconstitutional.

Changing Formats

* KENV(FM) Oklahoma City is now offering a “fine arts” format to replace its MOR programing. The new format consists of classical and light classical along with “standard pops” selections. In addition to its new musical programing, the station plans to observe a new 12-minute commercial limit and a reduction in public-service announcements to provide longer segments of uninterrupted music.

* KKOP(FM) Redondo Beach, Calif., formerly offering easy-listening MOR, has switched to contemporary soft rock.

* WBUS-AM Miami Beach last month adopted a musical fusion of jazz, rock and blues, including some of the big-band sounds of the 1930’s and 40’s. Music consultant for the new format is Alan Grant, recently with KJAZ(FM) Alameda, Calif., the only all-jazz station in the San Francisco area.

* WWIN(AM) Rockville, Md., has adopted its own version of nostalgia radio with a new format that sticks strictly to “big” hits, records that made the top 15 over the past 20 years.

* WLIT(FM) Cleveland Heights, Ohio, which was programing a “top 60” format, is now featuring “standard pops” favorites from the past 18 years.

The players association contends that the FCC’s decision to grant NFL teams the right to approve or remove sportscasters is a relinquishment of licensee responsibility and discourages unbiased, objective sports coverage. The commission’s position is that it would be unfair to issue a ruling imposing new requirements on network contracts with program sources based on a single request. The commission said the petition could be handled more appropriately after all comments on a pending general inquiry into sports programing have been submitted and considered.

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Kirtland gets Cox presidency to succeed retiring Reinsch

But veteran Reinsch will stay on broadcasting board and in command at associated cable-TV company

J. Leonard Reinsch, broadcaster for five decades and industry figure for much of that time, will retire Dec. 31 as president of Cox Broadcasting Corp. Clifford M. Kirtland Jr., executive vice president, will succeed Mr. Reinsch. The changes were approved by the board last week, though forecast months ago (Broadcasting, March 26).

Mr. Reinsch, 65, will continue as a member of the board of directors of Cox Broadcasting. He will also remain as chairman of the board and chief executive officer of Cox Cable Communications Inc.

Mr. Reinsch entered radio in 1924 with WLS(AM) Chicago as an on-air personality and announcer while attending Northwestern University. He joined the Cox organization in 1934 when former Ohio Governor James H. Cox and James M. Cox Jr. asked him to put their station, WLOS(AM) Dayton, Ohio, on the air.

He went to Atlanta in 1939 when WSB(AM) there was acquired by the Cox interests. From that time he managed the expansion and development of all Cox-owned stations as executive director. He became director of Cox Broadcasting Corp. with the formation of that organization in 1964.

Under Mr. Reinsch, Cox Broadcasting expanded into other fields inside and outside broadcasting. Cox was among the first major broadcasting companies to get into cable television.

Mr. Reinsch served as communications adviser to Presidents Truman, Kennedy and Johnson. He handled arrangements for the Democratic candidate in the Kennedy-Nixon debates of 1960. Having served as chairman of the U.S. Advisory Commission during the Kennedy and Johnson administrations, he was recently appointed by President Nixon to a three-year term as member.

A climax to Mr. Reinsch's long industry, government and local service was his selection earlier this year to receive the Gold Medal of the International Radio and Television Society (Broadcasting, March 12).

Prior to joining the Cox organization in September 1963, Mr. Kirtland was with Price, Waterhouse & Co. and WCR-AM-FM-TV Buffalo, N.Y. He has worked closely with Mr. Reinsch and other key CBC officials in building the corporation's position as a major group broadcaster, cable-TV operator and entrepreneur in other fields.

Among the many affiliations of the 49-year-old Mr. Kirtland have been tenures on the labor-relations committee and the tax committee of the National Association of Broadcasters.

Headquartered in Atlanta, Cox Broadcasting owns and operates WSB-AM-FM-TV Atlanta; WHA-AM-FM-TV Dayton; WSO-AM-FM-TV Charlotte, N.C.; WIC-AM-FM-TV Pitts-burgh; KTVU(TV) San Francisco-Oakland; WOOD-AM-WAAL-FM Miami and KFI(AM)-Los Angeles. It also owns Bing Crosby Productions, the Tele-Rep and Henry I. Christal station-representation firms, business publishing, data processing and auto-auction services. It is publicly owned and traded on the New York Stock Exchange.

It is affiliated with Cox Cable Communications, which last week announced the signing of an agreement to absorb LVO Cable (see page 40).

WLAS fined, but renewed

FCC backs McClenning's proposal, despite Broadcast Bureau protest

The FCC has renewed the license of WLASS(AM) Jacksonville, N.C., but fined the licensee, Seaboard Broadcasting Corp., $10,000 for fraudulent-billing practices. In reaching this decision, the commission upheld a May 1972 initial decision proposed by Administrative Law Judge Forest L. McClenning.

The initial decision was protested by the Broadcast Bureau which recommended that WLASS's renewal be denied. The bureau argued that Judge McClenning did not take proper weight to several instances of WLASS's alleged billing misrepresentations and the use of an inaccurate coverage map by WLASS in a newspaper advertisement. The bureau also contended that Judge McClenning had issued the renewal on a restricted-term basis. However, the commission, in support of the initial decision, declared that a fine would be "the appropriate sanction to be applied" for any violations on the part of WLASS. The commission also found no evidence that Judge McClenning had issued the renewal on a short-term basis and said that consideration of the initial decision gave "no indication that the judge intended that the grant be other than on a regular basis." In the May 1972 decision, Judge McClenning specified December 1972 as the expiration date of WLASS's renewal; this, however, falls within the normal expiration period for North Carolina licenses.

Announced

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

- WENK(AM) Union City, Tenn.: Sold by Union City Broadcasting Co. to WENK of Union City Inc. for $626,000. Union City Broadcasting is owned by Harold L. Simpson, Frank M. Davis and trustees of estate of Aaron B. Robinson. Robinson
it was unofficially stated, however, that this termination was a result of Signal's desire to improve agreed-to stock-exchange provisions in deference to its improved financial outlook resulting from firm's discovery of oil reserves off coast of Great Britain. Company spokesmen denied that action had anything to do with attempts by group led by Canadian investment firm, Emp Investments Ltd., to assume control of 1.5 million of Signal's 19.7 million outstanding shares.

In CBS fold. WFNc(AM) Fayetteville, N.C., has affiliated with CBS Radio. Station is owned and operated by Cape Fear Broadcasting Co. and operates fulltime on 940 kHz with 50 kw-D and 1 kw-N.

Westen wants look into FCC's hiring procedures
Following reports that commission's new lawyers were flunking bar exams, he wants to know whether politics was involved in signing up attorneys

The Stern Community Law Firm plans to undertake a study of the practices followed by the FCC in hiring staff attorneys in an effort to determine whether political considerations are involved.

Tracy Westen, director of the public- interest law firm, disclosed the plans in a letter to FCC Executive Director John Torbert, requesting permission to examine...
certain documents. These involve the resumés or job applications submitted last year by attorney applicants, including those who received offers and those who accepted them.

Mr. Westen’s letter was written several days after the author was informed that the anti-trust press regarding the relatively high percentage of new FCC attorneys who failed their bar exams on the first try (Broadcasting, Sept. 3). The same stories quoted a congressional investigator as suggesting the hiring process may be involved in the selection of commission lawyers—a charge hotly denied by Mr. Torbet.

Mr. Westen said he had been planning to write his letter for the past several weeks, but that the stories in the press finally prompted him to act. He said he had been hearing “rumors” at the commission about the hiring of commission attorneys, and thought they should be checked out. He expects to be supported in the effort by volunteers from law schools in the Washington area.

Mr. Westen, in his letter to Mr. Torbet, cited commission regulations requiring strict adherence to impartiality on the part of those hiring agency employees. He added that it would be a gross abuse of power if problematic treatment were given to attorney applicants “who, for example, were members of the Republican party, or who announced unqualified support for the present administration and its policies.”

Killian stays put

Re-election to CPB comes in face of speculation that compromise with PBS would be cue for chairman’s exit

Dr. James R. Killian has been re-elected for a one-year term as chairman of the Corporation for Public Broadcasting. The action, taken at the annual meeting of the CPB board last Wednesday (Sept. 12), scotched rumors that Dr. Killian was preparing to step down from the top CPB post.

“I agreed to continue as chairman because I was interested in a commitment to help make public broadcasting what the American people wish it to be,” Dr. Killian stated. “I am greatly encouraged by the success of the partnership agreement between CPB and [the Public Broadcasting Service].”

Speculation about Dr. Killian's possible departure from CPB was based on an opinion by many public-broadcasting observers that Dr. Killian's agreement last March to accept the CPB chairman's post after his predecessor, President Jimmy Carter resigned in the face of alleged Nixon administration pressure tactics) was purely a temporary arrangement. The feeling had been that Dr. Killian, who had previously served as CPB vice chairman and who had been instrumental in the creation of Commission in the reports which led to the drafting of the 1967 Public Broadcasting Act, was prepared to step down when public broadcasting resolved its internal differences. With the signing of the March CPB-PBS compromise, it was thought that Dr. Killian had completed his mission.

But public broadcasting’s problems, obviously, are not over. It faces another year of purportedly insufficient federal funding if President Nixon vetoes appropriations for the Departments of Labor and Health, Education and Welfare (into which an already-passed $120 million CPB authorization is inserted), and all indications are that he will. The funding crisis is reflected in the fall Public Broadcasting Service schedule, which reflects little new programming.

At the same meeting last week, Henry Loomis was re-elected as CPB president and Robert S. Benjamin as vice chairman. Those moves came as no surprise.

Other significant re-elections were those of Keith Finley, executive vice president and Donald R. Quayle, as vice president and director of broadcasting.

The only major change was the election of Dr. Ben Posner, a professor of public administration at George Washington University, Washington, as vice president for finance and treasurer.

From Down East to way down South

AWRT to follow Boston series opener with Memphis session featuring Hooks

The second of seven area regional conferences of the American Women in Radio and Television is scheduled for Sept. 21-23 at the Holiday Inn Rivermont in Memphis. The Southern area conference will take a look at the past, present and future of broadcasting. Panelists Saturday morning include Wayne Hudson, general manager, WMPS-AM-FM Memphis; D. A. Noel, vice president and general manager, WHBQ-TV Memphis; Bill Shelton, vice president, Leader Federal Savings and Loan, Memphis, and Frank DiPrima, general counsel. Weekend attendees will include Charles Schering-Plough, Memphis-based group broadcaster. Business meetings are scheduled for Saturday afternoon and Sunday morning with FCC Commissioner Benjamn Hooks keynoting Saturday evening's formal meeting.

The AWRT conferences got under way last weekend in Boston with a discussion of area-level concerns as well as issues referred to the conference by the recent convention last May. Banquet speakers included Lois Seigel Schwartz, partner in the Washington law firm of Haley, Bader and Potts, whose subject was legislation and communications and Representative Margaret Heckler (R-Mass.).

The Saturday morning round-table discussions covered station finances, advertising, program formats and production techniques, while the afternoon was devoted to an affirmative action workshop conducted by Mary Jean Parson, president of National Women in Broadcasting and associate director of planning, ABC.

Cox-LVO merger: sixth largest MSO in the making

Assuming Justice and FCC approve, Cox's Reinsch and Harris will stay in top command as LVO's Schneider becomes executive vice president

Just a few months after its proposed merger with American Television & Communications was aborted under the pressure of Justice Department opposition, Cox Cable Communications, Atlanta, last week signed a letter of intent with LVO Cable Inc., Tulsa, Okla., looking toward a merger of LVO into Cox.

The agreement, which is subject to the execution of formal contracts by the boards of both firms, would be effected through the exchange of one share of Cox Cable stock for every 2.25 shares of LVO securities. The deal would make LVO Corp., parent and 59% owner of LVO Cable, the second-largest stockholder in Cox Cable. Cox Broadcasting Corp., Cox Cable's largest stockholder at present, would retain that status, although its ownership of the cable firm would be diminished from the current 56% to 45.5%. LVO Corp. would own 11.2% and the public at large would control the remaining 43.3%.

LVO Cable presently has 1.56 million shares of stock outstanding. The price has been hovering around $4.25 per share in over-the-counter trading. Immediately prior to the merger agreement, however, per-share value of LVO securities jumped to between $5.50 and $6. Cox Cable, which has about 3.6 million shares outstanding, has been trading on the American Stock Exchange at around $17 per share.

Last week's agreement also marks the second time this year that a merger affecting LVO Cable has been attempted. A proposed marriage of the parent LVO Corp. and the Clinton Oil Co., Wichita, Kans., was abandoned last February after the latter firm became the object of a Securities and Exchange Commission suit.

United Video Corp., a common-carrier microwave concern 85% owned by LVO Corp., will not be included in the proposed merger.

Although the Justice Department took no formal action against the late Cox-ATC merger attempt, which would have created the nation's second-largest cable firm, it is generally understood that Justice's investigation and avowed disapproval of that deal resulted in its cancellation.

Cox and LVO are taking no chances this time. Officials of both firms announced last week that they would seek a formal interpretation from the department as to the proposed transaction's legality under the antitrust laws. (FCC approval of certain microwave and CARS...
licenses would also be required.) And while spokesmen for both Cox and LVO last week said that they anticipate no problem with government intervention, neither firm was sure what steps it would take if the department decides to contest the move. Harris and Schneider initially reacted to the deal stated: "As to what happens if Justice burps, I couldn't say," adding, "Who the hell wants to contest Justice over a long period of time? They always win."

It was noted that Justice took no formal opposition to a merger several months ago of two major multiple-system-operators—Cypress Communications and Warner Communications.

The Cox-LVO transaction is the second major MSO combination to be announced within the past month. In late August, Communications Properties Inc. and Viacom International Inc. signed a $62 million agreement to merge (Broadcasting, Aug. 27).

John Gwin, vice president of Cox Cable and a former chairman of the National Cable Television Association, thinks the Cox-LVO deal will be completed without interference. "We're small companies trying to get a good base in the industry," Mr. Gwin said. "In order for the larger markets to be developed, we must obtain a broad financial base. It just makes sense for us to combine our resources."

The proposed merger would make Cox Cable, the surviving firm, the nation's sixth largest MSO, behind Teleprompter, Viacom, Warner Communications, Tele-Communications Inc., and American Television & Communications. (It would be fifth if a 20% interest in a 24,000-subscriber system in Toledo, Ohio, is included.) The company would have some 362,000 subscribers on 50 cable systems. Cox now serves some 241,000 subscribers with 30 systems (discounting Toledo); LVO serves 115,000 on 20. Cox now ranks seventh among the MSO's; LVO is 12th.

Under the merger proposal, Cox's present top-two chief executives would retain that status—Chairman and Chief Executive Officer J. Leonard Reinsch would remain in that position, as would President and Chief Operating Officer Henry Harris. LVO President Gene W. Schneider would become executive vice president of Cox as well as a member of the firm's board of directors. LVO Chairman Wayne Swearingen would join the Cox board.

Commenting on the proposed transaction last week, Messrs. Harris and Schneider said the action "should facilitate a more rapid growth and foster realization of the potential of cable television, and place the combined company in a strategic position to take advantage of the opportunities it has for expansion in the cable-television business."

Time Inc. absorbing Sterling

Stockholders of Sterling Communications have approved the sale of its assets to Time Inc. Cash will be distributed to shareholders, at $2.625 per share. Time already owns about 79% of Sterling. Spokesmen put net cost to Time at about $6.2 million, of which $3.1 million will be used by Sterling to redeem publicly held debentures due 1980.

Principal assets obtained by Time Inc. are Sterling's Mountain Cable Television Inc. in New York; Home Box Office Inc.'s pay-cable programming service, and CATV franchises on Long Island. Companies will be operated as subsidiaries of Time Inc.

More blasts on pay-cable trumpets

NCTA statement joins the issue with NAB; theaters get into act with new approach in New York

The National Cable Television Association's emerging countercampaign against the National Association of Broadcasters' anti-pay-cable campaign continued to pick up steam last week. In the midst of the foray, another voice—that of the National Association of Theater Owners—emerged to challenge pay cable on the state-government level.

Last Wednesday (Sept. 12), NCTA issued its first formal statement in response to the NAB campaign—a resolution enacted three weeks ago by NCTA's executive committee. It said that NCTA "condemns and is firmly opposed to attempts of the [NAB], the commercial networks and others to mislead the public about and stifle the development of subscription cablecasting." The statement was obviously in response to NAB's purchase of newspaper space to criticize pay TV and the alleged effect it would have upon free television programming. NCTA called upon "all groups, organizations and individuals committed to freedom of consumer choice and a wider variety of television programming to oppose these efforts to retard development of subscription cablecasting. The continued—and increased—development of pay cable—NCTA said, "will result in the availability to the American public of a wider choice of alternative entertainment, cultural, sports and educational programming."

Beyond that rhetoric, NCTA is proceeding on several fronts to counter NAB's activities. The first retaliatory move is expected to come this week, with issuance to association members of an advisory on the current pay-cable confrontation. Attached will be a "how to" guide on procedures in filing fairness-doctrine complaints with the FCC. That strategy will be recommended to NCTA members should broadcast stations take the NAB campaign to the airwaves. Further strategy is expected to be mapped out at a Sept. 25 meeting of the association's committee on pay cablecasting, headed by Bruce Lovett of American Television and Communications.

Theater owners, meanwhile, found a new string for their anti-pay bow. NATO, which has been campaigning against pay cable at the federal level for some time, petitioned the New York State Commission on Cable Television last week to rule that co-located conventional cable systems and pay-cable operations cannot come under common ownership in the state. The association said it would soon employ the same legal tack with pleadings before cable commissions in New Jersey, Connecticut, Massachusetts and Minnesota—the only other state jurisdictions in which cable commissions have been formed. A copy of the New York filing also was sent to the Massachusetts cable commission for informational purposes.

There is strong indication, NATO said, that pay cable "will soon overshadow all other services provided by cable systems." It noted recent reports that there are presently 20 pay-cable systems in the country serving 37,000 homes, and said this growth is only the beginning of a major cable-industry push toward pay transmissions.

One justification for state commission action, NATO contended, is the argument that pay cable "seriously threatens the development of free cable program origination." Pay cable, it claimed, "presents the cable franchisee with the temptation to shift the best programming provided as a part of its regular monthly subscription service to a pay-TV channel, where the very same programs will generate substantial amounts of additional revenue."

This temptation, NATO said, "may prove to be irresistible, especially in the cable

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**NOTICE**

Request for applications for a CATV Franchise for Portsmouth, Virginia

The Council of the City of Portsmouth, Virginia, is soliciting applications for a CATV franchise for the City. Bid proposal packages containing a copy of the City's CATV Ordinance, an application form and other materials may be obtained from the following official:

William J. O'Brien, Jr.
City Attorney
P.O. Box 820
Portsmouth, Virginia 23705

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Olean theater exhibited the animated film "Charlotte's Web." On the same day the film opened, the cable system ran a full-page ad in the local newspaper announcing that "Charlotte’s Web" would soon be available over the pay channel. "As a consequence of that ad," NATO said, "the film did not come close to realizing its financial potential and was in fact an economic disaster for the theater."

As a consequence of the Olean system’s activity, NATO also asked the state commission, in a separate pleading, to order the Warner system to cease its pay transmissions until it comes in compliance with New York’s regulations concerning the determination of cable fee schedules. It claimed that since the Olean system has never negotiated its pay-cable fee with any franchising body, the pay service is "patently unlawful."

NATO’s Washington counsel acknowledged last week that the association’s action in New York might well lead to a court test if the state commission grants the request and requires the FCC as plaintiff and the state commission as defendant. NATO, the attorney said, would be an intervenor on the state’s behalf.

The attorney disputed the argument that the state commission does not have authority to supersede the FCC in pay-cable regulation. "That’s a question that we don’t think is resolved," he said. "Our position is that the FCC cannot merely say that it is pre-empting [all authority over cable] and then pre-empt. Only Congress can do that. We don’t think that Congress approved of FCC pre-emption as it necessarily applies to pay cable. We’re not sure that the FCC has any jurisdiction over pay cable at all."

The NATO attorney claimed that the association’s New York filing does not indicate that it is abandoning its fight against pay cable at the federal level. "We intend to go down all roads at the same time," he said, adding, however: "But we can’t deal with the FCC because we can’t even get our feet in the door."

GE Cablevision may quit San Antonio
Recapitulation provision in '68 franchise is basis of disagreement; CPI-local group waits on sidelines

General Electric Cablevision is studying its next move after the San Antonio city council two weeks ago unani mously rejected the firm’s petition to have its cable franchise there revised.

GE had asked two forms of relief from its original franchise agreement. It sought modification of a provision in the 1968 contract which stated that the city could at any time buy the GE system at cost minus depreciation. GE sought an alternative clause which would have obligated the city to pay the original price plus $200 per subscriber, or an average of three private appraisals of the system, whichever is greater (Broadcasting, Aug. 20).

The company also sought to renegotiate the terms of its franchise. It was given a 10-year commitment from the city in 1968 with an additional five-year option. But GE’s decision to await the outcome of two court decisions on whether the FCC had authority to regulate cable (ultimately resolved in the commission’s favor) caused repeated delays in the construction of the system. Its efforts in the city have thus far been limited to establishing an office there and conducting research.

The San Antonio council’s decision to reject the GE request has, however, prompted the company to reconsider whether it would be worthwhile to go ahead with construction under the terms of the original franchise.

“We are studying our alternatives,” Samuel Balenger, vice president of GE Cablevision, said. GE Cablevision offi-
RTNDA to seek solutions in Seattle

Convention agenda puts twin focus on internal problems as well as external issues besetting newsmen

While the International Conference of the Radio Television News Directors Association is preparing to grapple with issues of continuing concern to its members—newsmen's privilege, fairness, freedom of information and news objectivity—an equally high priority at the Oct. 8-13 convention will be placed on basic organizational problems of RTNDA itself.

With the resignation of president-elect Travis Linn (Broadcasting, Aug. 13), RTNDA must fill both the president and president-elect posts at its Seattle convention. In addition, it must select three directors at large. Bos Johnson of wsaz-tv Huntington, W. Va., RTNDA treasurer (who ran unsuccessfully against Mr. Linn for vice presidency last year) will face RTNDA director-at-large Dick Gottschald, of wso-rv Duluth, Minn., in the presidential contest. Tom Frawley, of Cox Broadcasting, and Wayne Vriesman, with kwgn-tv Denver, will square off in the vice-presidential contest.

The business sessions, scheduled for Wednesday, Thursday and Friday mornings, will start with a keynote speech Wednesday by Bill Small, CBS Washington bureau chief. Along with nominations and elections, the business meetings will take up the question of the future of RTNDA's Washington office. The office was established in June 1972 on an 18-month experimental basis as watchdog on regulatory actions of concern to journalists. The RTNDA board voted last month to continue the Washington office. But with the retirement of Washington director Theodore F. Koop at the end of the year, the structure and directorship of the "Washington presence" is up for discussion at the Seattle convention. Recommendations on ways to maintain continued RTNDA effectiveness in Washington are being prepared by a special committee appointed by RTNDA President Charles F. Harrison, wgn-tv Chicago.

While costs of the Washington office—one item high on last year's convention agenda—have been largely defrayed by the establishment of a special nonvoting "supporting" membership composed of station groups, financial questions will again come up in October. Mr. Harrison cited increased expenditures in support of shield laws and other legislative matters, and said that the organization must make some "basic decisions" in Seattle.

Other matters to be brought up during business sessions include a report by the freedom-of-information committee headed by Tom Frawley. The report will review efforts directed toward the enactment of both federal and state

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Globetrotter Communications, Inc.

has acquired the assets and license of Radio Station WDEE, Detroit from

Storer Broadcasting Company

The undersigned acted as agent for Storer Broadcasting Company in negotiations leading to this transaction

R. C. CRISLER & CO., INC.

Cincinnati, Ohio

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TVN to introduce news show for cable

Television News Inc., New York, electronic news-film service to TV stations, has reached an agreement with Fourth Network Co., Philadelphia, to produce, market and distribute to cable systems a weekly half-hour news program.

Fourth Network Co., which has been supplying TV programing to cable systems since last December, will take the on-line nightly color feed from TVN and produce the weekly series, with overall editorial responsibility resting with TVN. The start of the service for CATV is scheduled for Oct. 15.

Fourth Network has about 100 CATV clients and will begin a sales effort to sign them and other systems for the news service. TVN, which began operations last May, has nine TV-station clients.
Women to analyze shield law

Annual national meeting of Women in Communications Inc. (formerly Theta Sigma Phi) will be held Oct. 4-7 in Portland, Ore. The shield law for journalists will be subject of special mock judicial hearing scheduled for Oct. 6. Convention speakers include Anne Armstrong, counselor to President Nixon, and Elizabeth Janeway, author of “Man's World, Woman's Place.” Seminars will also cover such topics as the progress made by women, minority markets, public broadcasting, cable and consumerism.

No politics found in ABC News break-in

The possibility that the burglary of an ABC newsman's office in Washington might have been related to Watergate-type activity has evaporated with the arrest by metropolitan police of two youths in connection with the break-in. The 17- and 15-year-old boys were apprehended by an ABC security guard on the second floor of ABC's Washington, D.C. building, Aug. 25, and turned over to police. The subsequent investigation turned up a number of items that ABC had reported missing from the third-floor office of correspondent Bill Gill in the earlier break-in (Broadcasting, Aug. 27).

The items Mr. Gill reported missing included a folder containing material the newsman said was "politically sensitive" on a Watergate related investigation he was conducting and a folder of notes on the same subject. All told, he reported missing five cassettes, two tape recorders, a portable radio and a bottle of bourbon.

Detective Sergeant Herbert Wannamaker of the metropolitan police said last week that both tape recorders had been recovered and that he thought he would be able to recover the radio. But as for the tapes, they apparently had all been erased and recorded with music.

He also said the boys claimed any knowledge of the folder of notes. And he doubted that the boys took the bottle of bourbon.

As for Watergate—there is no connection, he said. Once he turned the case over to the District of Columbia's corporation counsel for presentation to juvenile court, the officer said, he would consider the investigation closed.

Freedom House seminar concludes that regulation hampers broadcasting’s role as a news medium

There is an increasing need for deregulation of the broadcast media, particularly with respect to its journalism function, according to a part of a report issued last week by Freedom House, New York.

As a result of a "News Media/Government Consultation" it sponsored last June at the University of Maryland, Freedom House drew up a number of guidelines to help correct what it called the "deplorable" relationship existing between the news media and the executive branch.

One of those guidelines states that the public is entitled to "the free flow of news in the broadcast media, unregulated by government. With the increasing diversity of radio stations, television channels and cable-TV technology, the original rationale for government regulation is passing. We hope the day will soon arrive when the fairness doctrine and other regulatory procedures may be eliminated."

Some of the guidelines advocate protection of confidential sources, more investigative reporting and freedom to publish any information that comes into the media's possession. Others, however, call on the media to give adequate treatment to both sides of controversial issues, to label opinion and advocacy journalism and to be sensitive to complaints from those who feel they have insufficient access to the media. There are also guidelines stating that journalists should assume full responsibility for the accuracy of their news reporting and should avoid situations that could create a conflict of interest.

Boats rock in the wake of Teleprompter but no one is sinking

Cable industry buzzes over SEC suspension of trading in TPT stock; Shafer says action was pro forma, others see no impending disaster but point to company's over-extension in area of system construction

The cable industry was aflutter last week in the wake of an announcement by the Securities and Exchange Commission that it was suspending all trading of the securities of Teleprompter Corp., the nation's largest multiple-system operator, until Sunday, Sept. 16.

Officials at the SEC refused to comment on the situation beyond the perfunctory language of a statement released by the commission Monday (Sept. 10). That statement said the suspension was ordered to "explore fully the circumstances which gave rise to a release issued by the company Sept. 4 concerning rumors circulating about adverse corporate developments."

Indeed, rumors were the only information concerning the situation available last week to anyone outside of Teleprompter or the SEC.

The Sept. 4 Teleprompter release announced that the company was implementing a 20% cutback in its 1973 construction schedule—a cutback that will amount to $15 million—and is reviewing its entire system-construction procedure (Broadcasting, Sept. 10). At the time, Teleprompter Chairman Raymond P. Shafer stated that the announcement was being made to "categorically deny there are any adverse developments concerning Teleprompter's business assets or earnings."

One development that undoubtedly served as a catalyst for some of those rumors was the issue last month of a report on Teleprompter's finances by the New York firm of Tucker, Anthony & R.L. Day. Officials of the firm acknowledged that the report was "fast" on the current Teleprompter situation.

The analysis concluded that Teleprompter's "relationships between financing, new system construction, saturation levels and current profitability are out of balance and need to be brought under better control."

Specifically, the analysis said, the company has been concentrating too much on building new systems and too little on adding revenue-producing subscribers, with the result that its profitability is declining while its debt is going up. Against 1972 per-share earnings of 86
cents, the Tucker, Wayne study estimated 60 to 65 cents for 1973 and 45 to 55 cents for 1974.

The analysis, prepared by Dennis B. McAlpine, said that "by the end of 1973 Teleprompter stock will have substantially increased" and, "with profit under pressure, equity financing, in terms of dilution, will be costly."

The report said it did not mean to "detract from the ultimate viability of Teleprompter," but that "over the near term, we feel that any purchase of Teleprompter stock must be based on a change in management's philosophy from one of building systems to one of adding subscribers." What such a change could mean was described in this way:

"Building additional plant costs about $125 per home and results in short-term operating losses while adding a subscriber costs about $25 and adds to operating profits. Thus, for the same amount of capital required to extend cable past one home, Teleprompter could hook up five paying subscribers. These new subscribers would add to both earnings and cash flow, which could be used to construct additional plant at some later date. The higher earnings would probably also lead to a higher stock price, which would make the sale of additional equity a far more attractive financing alternative than it is currently."

In addition, the report said, management "will also have to exert tighter controls to improve profit margins of the older, more mature systems." But, it continued, "on the positive side, the new management has indicated its awareness of these problems and has become far more open about its operation than has been the case in the past."

As its then-current price of $12 a share, the report estimated, Teleprompter stock was selling at "about $375 per subscriber, substantially below its prior valuations of up to $1,000 per subscriber. Based on our 1974 earnings and cashflow estimates of $0.50 and $1.35, Teleprompter is selling at 24 times earnings and nine times cash flow, both well below being substantially below prior valuations."

"We believe that these statistics are less significant than the broader and more important question of the company's policies on capital spending, adding new systems, increasing penetration and profitability. Although the stock is low relative to future potential, we would not recommend purchase until these issues are resolved."

As for the SEC inquiry, Teleprompter is withholding formal comment pending resolution of the situation. Representatives of the company, including Chairman Shafer and President William Bresnan, journeyed to Washington last Monday. Teleprompter's chairman, Shafer commented: "What the procurement has not sufficiently corresponded with the number of new homes passed by its cable. That statement led some industry figures to conclude that Teleprompter had moved too fast in the past, adhering to its belief that the procurement of subscribers is inevitable, and that emphasis should be placed on obtaining the physical plant to serve them as soon as possible."

As one executive with a major multiple-system owner asserted last week: "Teleprompter was trying to grow just a trifle faster than their resources allowed. I think they have realized this and have done the right thing in putting on the brakes" (Teleprompter has stated that it is placing streamlining emphasis on subscriber solicitation).

If "build now, sell later" was previously Teleprompter's credo, it is no longer, according to Mr. Shafer. "I'm not going to take on the previous plans in the company," he said. "That is not our philosophy. No blueprint is fixed in the cable industry. Obviously, there has to be adjustment from time to time."

In any case, Wall Street's reaction last week to Teleprompter was wait-and-see. By the end of the trading day, Teleprompter stock had lost only a little choice, since no trading occurred last week by SEC edict. But financial analysts close to the CATV industry were betting that whatever happens, Teleprompter's securities can be expected to dip when trading resumes. How much will depend on the outcome of the SEC inquiry, they indicated. One said if the SEC inquiry proves inconsequential, "the stock will probably go down, but not a great deal. But if there's a re-statement of assets, it'll go down substantially." It has been reported that final determinations that some institutions have recently been selling their Teleprompter securities in blocks. A problem could ensue, analysts assert, if those vacancies are snapped up by "hedgers"—the kind of investors who buy stock at 10 and sell at 11. The theory is, it was speculated, would make for a less viable trading market.

While some cable observers have expressed fear that the Teleprompter cutback in construction is indicative of a trend among the entire CATV industry, MSO representatives contacted last week by BROADCASTING found this to be the case. "It hasn't really changed our plans. Ours were made much later than Teleprompter's," was the reaction of one, with which others concurred. "As far as we're concerned, we always have been a rather conservatively operated company with a planned rate of growth," said another. "Therefore, there's no chance that we would be making any cutback."

One staffer within the National Cable Television Association feels the problem lies in the fact that the FCC's present cable rules do not permit many systems to import attractive independent distant TV signals. In the absence of pay cable in many markets (and pay cable itself, they point out, is still a virtually untested commodity) many systems currently lack a salable product. "When you come right down to it," said one source, "there are an awful lot of cable systems that are not going to be viable for the next two or three years. They just don't have anything to sell in some markets."

One staffer within the National Cable Television Association feels the problem lies in the fact that the FCC's present cable rules do not permit many systems to import attractive independent distant TV signals. In the absence of pay cable, he said, the heavy sports schedules of major-market independents is currently cable's most attractive selling point. "Unless something comes on the horizon to make cable more attractive, any building that goes on, particularly in major markets, is going to be a very expensive proposition." There's no question in my mind that cable is going to have some major problems in the next few years."

Pay cable, of course, could be the answer. But even as cable entrepreneurs were considering their minority interest, pay cable, and other communications interests and particularly the National Association of Broadcasters and the National Association of Theater Owners last week were actively seeking government limitations that would quash the pay possibility in its infancy (see page 41).
What IBFM plans for New Orleans

If it's in any way connected with money, it's on the agenda.

Panel discussions on a broad range of financial topics will be among the highlights of the 13th annual conference of the Institute of Broadcasting Financial Management, Sept. 30-Oct. 3 in New Orleans at the Marriott hotel.

Sessions on Oct. 1 will cover the responsibilities of business managers, publicly held broadcast corporations, agency-station relations, expense controls and cable-system management. In addition, Ron Lewis, president of the National Association of Broadcasters' broadcast management department, will moderate a panel on complying with requirements of the Occupational Safety and Health Act.

On Oct. 2 panels will deal with taxation, union activity, wage-price controls, proposed federal changes in pension and retirement plans, music-license fees and equal-employment responsibilities.

"Computer—The Nursing Problems" is the title of two concurrent sessions scheduled for the morning of Oct. 3. One will examine the computer's application to television, the other to radio.

### Broadcasting's index of 143 stocks allied with electronic media

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<th>Stock symbol</th>
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48
**CITIZENS FINANCIAL**

**COOP**

**COMMUNICATIONS PROPS.**

**COX CABLE**

**ENTRON**

**GENERAL INSTRUMENT**

**GENERAL TELEVISION**

**HERITAGE COMM.**

**LVD CABLE**

**SCIENTIFIC-ATLANTA**

**STERLING**

**TELE-COMMUNICATIONS**

**TELE-PROMPTER**

**TIME INC.**

**TOGOM**

**UP-COLUMBIA CABLE**

**VIACOM**

**VIKOA**

**VIKA**

**Programming**

**COLUSA PICTURES**

**DISNEY**

**FILMWAYS**

**GULF & WESTERN**

**MCA**

**MGM**

**MUSIC MAKERS**

**TAPE-TELE**

**TELE-DOM EST®**

**WALTER READ**

**WJAMER**

**WHRATHE**

**Service**

**JOHN BLAIR**

**COMSAT**

**CREATIVE STAM**

**DOYLE DANE BERNH**

**ELKINS INSTITUTE**

**FODE CORNE & BELLING**

**CLINTON E. FRANK**

**GREY ADVERTISING**

**INTERTRADE GROUP**

**MARVIN JOSEPHSON**

**MC AFFREY & MCCALL**

**MCI COMMUNICATIONS**

**MOVIELAB**

**MPCV**

**NEEDHAM, HARPER**

**A. C. NIELSEN**

**OGILVIE**

**PKL CO**

**J. WALTER THOMPSON**

**UNIVERSAL COMM.**

**WELLS, RICH GREENE**

**Electronics**

**ADMIRAL**

**AMPX**

**CARTRIDGE TV+**

**CCA ELECTRONICS**

**COLLINS RADIO**

**COMPUTER EQUIPMENT**

**CONRAD**

**GENERAL ELECTRIC**

**HARRIS-INTERTYPE**

**INTERNATIONAL VIDEO**

**MAGNAVOX**

**M Mod**

**MOTOLOKA**

**OAK INDUSTRIES**

**RCA**

**RSC INDUSTRIES**

**SONY**

**TEKTRONIX**

**TELELAMATION**

**TELEPRO INDUSTRIES**

**WESTINGHOUSE**

**ZENITH**

**Standard & Poor's Industrial Average**

**A-Amer Stock Exchange**

**M-West-Mid Stock Exchange**

**N-New York Stock Exchange**

**O-Over the counter (bid price shown)**

**P-Pacific Coast Stock Exchange**

A blank in closing price columns indicates no trading in stock.

**Approx. Shares Out (000)**

**Total market capitalization (000)**

**Broadcasting Sep 17 1973**

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**Note:** Hemphill-Noyes Inc., Washington.
Five domsat firms get FCC approval to head for space

Full range of satellite services promised by the chosen ventured

The FCC last week pushed the button on its open-skies domestic communications-satellite policy, and the doors swung open for five companies ready to gamble millions on developing the new service.

The companies are American Satellite Corp., owned 80% by Fairchild Industries Inc. and 20% by Western Union International; a joint venture of GTE Satellite Corp. and National Satellite Services Inc., a subsidiary of Hughes Aircraft Co.; AT&T; Communications Satellite Corp.; and RCA Global Communications Inc. and RCA Alaska Communications.

Among them, they will provide the full gamut of communications services—television transmission, cable-television interconnection, telephone and telegraph, data and private line.

The commission rushed the actions through to final completion on Wednesday to meet a deadline in the AT&T-Comsat contract. The deadline had already been extended once, from Sept. 1. But the separate actions, which were adopted by unanimous votes although some commissioners concurred in some of the results, were not the first the commission has taken in the domestic-satellite field. In January, it granted Western Union Telegraph Co. construction permits to build a system consisting of two 12-transponder satellites that the company said would be in operation by the summer of 1974 (Broadcasting, Jan. 8).

And the actions did not dispose of all proposals for domestic systems. An application filed by Space Communications Corp.—a consortium of Comsat, MCI Communications and Lockheed Aircraft—is not yet ready for commission action.

ASC and the RCA companies plan to lease space in the Canadian satellite system, Telesat. And both systems will offer television-telephone service. ASC will provide closed-circuit television as well as television-program and television-system interconnection services.

NSS was authorized to build three 12-transponder satellites—one would be a spare—for use in conjunction with GTE. While GTE would lease 10 transponders in one satellite and backup rights to 10 in the second for telephone and private line service, NSS would use the remaining capacity to provide interconnection service to public broadcasting interests without cost and, as a private venture, for distributing programming to the cable-television industry.

AT&T was authorized to build five earth stations for use in the satellite service it will lease from Comsat. But in authorizing a new Comsat subsidiary, Comsat General, to build four satellites—one to be held in reserve—and two track-
Video-tape recorders have become more portable, with many portable quarter-inch systems available. Akai America Ltd., Compton, Calif., will begin marketing this month a portable, color video-tape recorder-camera system that weighs 22 pounds. Akai has been marketing a portable quarter-inch system, but in monochrome. New unit will retail for $6,000.

### Technical Briefs

#### Down under

Preparing for the start of color programming in Australia in 1975, Ansett Transport Industries, Melbourne, has ordered $1.8 million in RCA color TV broadcast equipment. Joseph Ulasewicz, division vice president, international operations, RCA Communications Systems Division, said last week the Ansett purchases cover video-tape recorders, studio cameras, film-originating systems and other related equipment for its stations in Melbourne and Brisbane.

#### Picture corrector

Goldmark Communications Inc., Stamford, Conn., subsidiary of Warner Communications Inc., reports it has granted nonexclusive licenses to Applied Electronics, Toronto, Canada, and Dayton Communications, Dayton, Ohio, to manufacture and market its new automatic skew-correction system.

#### Switcher

VSP-1200 is latest video production switcher from Central Dynamics Corp. Effects include soft-chroma keying, soft-edge wipes, hard or soft spotlight and borderline titles or keys with black or white edge. P.O. Box 116, 230 Livingston Street, Northvale, N.J. 07647.

#### New lens

Varotal XXQC10:1 Rack Focus lens has been developed by Rank Precision Industries Inc. for use on International Video Corp. model 500A and 150 color cameras. Rank claims new lens is only one available providing "rack focus zero minimum object distance, allowing focus to be thrown from a caption on the front glass of the lens to a long-distance shot providing a mixing effect using one camera." Lens weighs 18 pounds and contains servo-operated iris. 411 East Jarvis Avenue, Des Plaines, Ill. 60018.

#### For effect

Dyma Engineering Inc. has introduced Resonator, a new broadcast reverberation unit. Priced at $315, device has unity gain with front panel adjustments for reverberation level, sustain and tone. It's rack mountable and may be remotely controlled. Route 1, Box 51, Taos, N.M. 87571.

#### Midget

Ampex Corp. has announced development of Miniscan helical scan video-tape recording system for closed-circuit and military applications. System uses five-pound recorder, MS-1 ($39,000), which has 20-minute recording time on one-inch tape and can be operated by nickel cadmium battery pack, and MX-1 playback unit ($120,000). MiniScan will be available early next year. 401 Broadway, Redwood City, Calif. 94063.

#### Pact

American Videoetics Corp., Sunnyvale, Calif., has contracted with CBS Laboratories, to supply digital tape memory for TV graphic display system. Tape cartridge memory unit, for use with CBS's vidifont titling system, will allow broadcasters greater title storage capacity and ability to develop extensive program files, according to J. Bryan Sullivan Jr., AVC president. Memory is capable of storing variety of type fonts and graphic designs and also allows for telecast of titles in multiple colors.

#### No pegging

Auditronics Inc., Memphis, has announced new solid-state, dual-active program equalizer, model PEQ-82. Two independent equalizers are transformer-isolated and operate at levels from -20dbm to -4dbm. Circuits operate at unity gain with maximum output level of +24dbm and controls can be infinitely adjusted from -12 to +12 db simultaneously at each of four frequencies. Unit is priced at $325.

#### Faceplate version

RCA Electronic Components, Harrison, N.J., is marketing new fiber-optic version of RCA 8541A vidicon TV camera tube which is electrically and mechanically interchangeable. New tube is priced at $400.

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### Music

#### Breaking In

**Space Race**—Billy Preston (A&M) *Space Race* is another electronic, purely instrumental number from the keyboard virtuoso who came to fame as the only genuine sideman the four Beatles ever used. There seems to be a noticeable contemporary-radio trend toward this type of electronic music record; "Frankenstein" (Edgar Winter Group) and "Rocky Mountain Way" (Joe Walsh) both found success with these unknown sounds. In fact, Billy Preston broke that ground himself with "Outta Space" last year.

Mr. Preston's new self-written and self-produced record was playlisted last week on the following stations: KYA(AM) San Francisco, WAYS(AM) Charlotte, N.C., WQXI(AM) Atlanta, WFFR(AM) Harrisburg, Pa., WOOL(AM) Columbus, Ohio, WDAI(AM) Memphis and WIRE(AM) Peoria, Ill.

**"Redneck Friends"—Jackson Browne (Asylum) *"Redneck Friends"* Jackson Browne's fresh voice has been absent from top-40 radio for over a year now. That long a hiatus, coupled with the success of "Doctor My Eyes," his last single, adds up to hit potential for "Redneck Friends."

"Redneck Friends" starts out high with a fuzz, slide-guitar intro and is a fast-moving country rocker. The record was released only two weeks ago and

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#### BEELINE RADIO

**BIGGER THAN 43 STATES IN EFFECTIVE BUYING INCOME**

Only California, New York, Illinois, Pennsylvania, Texas, Ohio and Michigan have more EBI than the combined coverage area of the four Beeline Stations. *Smart advertisers buy the Beeline*

**KFBK SACRAMENTO • KBEE MODESTO**

**KMJ FRESNO • KOH RENO**

Sources: Sales Management, Survey of Buying Power, 7/72. Map showing composite 0.5MW/M Daytime contour of McClatchy Beeline Stations. *McClatchy Research Dept. estimate.

**McCLATCHY BROADCASTING**

REPRESENTED NATIONALLY BY KATZ RADIO
reports on airplay are scattered, mostly from the West. 


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

- ANGEL SPREAD YOUR WINGS, Danny O'Keefe (Atlantic).
- AS TIME GOES BY, Nilsson (RCA).
- BABY, I'VE BEEN MISSING YOU, Independents (Wand).
- BILLION DOLLAR BABIES, Alice Cooper (Warner Bros.).
- CHECK IT OUT, Tavares (Capitol).
- DREAM ON, Aerosmith (Columbia).
- FAREWELL ANDROMEDA, John Denver (RCA).
- FUTURE SHOCK, Curtis Mayfield (Curtom).
- GOD KNOWS I LOVE YOU, Tradewinds (Avco).
- HELLO IT'S ME, Todd Rundgren (Bearsville).
- HEY GIRL, I LIKE YOUR STYLE, Temptations (Gordy).
- HURTS SO GOOD, Millie Jackson (Spring).
- I'M COMING HOME, Johnny Mathis (Columbia).
- JESSE, Roberta Flack (Atlantic).
- JUST YOU N' ME, Chicago (Capricorn).
- LIFE AIN'T EASY, Dr. Hook & the Medicine Show (Columbia).

Continues on page 52

Tracking the "Playlist." Those nine bulleted records in the midchart positions last week promised an active chart this week. Seven records enter the top 40 positions this week and 13 records are bulleted. The new number-one record this week, replacing Storries' "Brother Louie" (two), is Marvin Gaye's "Let's Get It On." And "We're An American Band" by Grand Funk (seven) enters the top 10 for the first time, also Grand Kunk's first top-10 hit record. New to the top 40 this week are Art Garfunkel's "All I Know" (31), in only its second week ("Breaking In," Sept. 3), "Yes We Can Can" by the Pointer Sisters (32) ("Breaking In," Aug. 27), "Heartbeat, It's a Love Beat" by the DeFranco Family (33), "Freedom For the Stallion" by the Hues Corp. (34), "Theme from Cleopatra Jones" by Joe Simon (36), "Knockin' On Heaven's Door" by Bob Dylan (38) and "Rhapsody in Blue" by Deodato (40) ("Breaking In," Aug. 20.

Two records new to the chart are bulleted: Ed Kendrick's "Keep on Truckin'" (47) and Cheech and Chong's "Basketball Jones" (60). Four other records are also new this week: "We May Never Pass This Way Again" by Seals & Crofts (68), "Paper Roses," a country song by a new Osmond sibling, Marie (71), "Rubber Bullets" by 10 C.C. (73) and "Space Race" by Billy Preston (75) (see "Breaking In," p. 49).

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.

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Over-all rank

Last week This week

Title (length) Artist-label

Let's Get It On (3:58) Marvin Gaye-Tamla
Brother Louie (3:55) Stories-Kama Sutra
Delta Dawn (3:08) Helen Reddy-Capitol
My Sweet Gypsy Rose (2:51) Dawn-Bell
Touch Me in the Morning (3:51) Diana Ross-Motown
We're an American Band (3:25) Grand Funk-Capitol
Live and Let Die (3:10) Paul McCartney and Wings-Apple
Half Breed (2:42) Cher-MCA
The Morning After (2:14) Maureen McGovern-20th Century
Higher Ground (3:10) Stevie Wonder-Tamla
Feelin' Stronger Every Day (4:13) Chicago-Atlantic
Saturday Night's Alright for Fighting (4:55) Elo-John-MCA
Get Down (2:38) Charlie Daniels-Kama Sutra
Here I Am (4:10) Al Green-Soul
My Maria (2:32) B.W. Stevenson-RCA
Ramblin' Man (3:36) Allman Brothers-Capricorn
That Lady (3:09) Isley Brothers-T-Neck
Gypsy Man (5:22) War-United Artists
Uneasy Rider (3:53) Charlie Daniels-Kama Sutra
Monster Mash (3:00) Bobby Boris Pickett-Parrot
Bad Bad Leroy Brown (3:02) Jim Croce-ABC-Dunhill
Free Ride (3:05) Johnnie Taylor-Stax
I Believe In You (3:58) Jimmy Lovel Maryann (3:25)
Looking Glass (3:45) In the Midnight Hour (3:14)
Are You Man Enough (3:24)
Four Tops-ABC-Dunhill
All I Know (3:48)
Art Garfunkel-Columbia

Broadcasting Sep 17 1973

50
PLEASE TAKE NOTICE, THAT THE ISSUING AUTHORITY OF THE CITY OF FALL RIVER

Bristol County, Massachusetts, hereby solicits and invites all interested persons to apply for a franchise to provide CABLE Television Service to the City of Fall River, Bristol County, Massachusetts. Market designation—33rd.

(a) The area for which a franchise is proposed to be awarded shall include the entire area circumscribed by the corporate limits of the City of Fall River as said limits now are or hereinafter at any time and times may be established.

(b) The desired system shall provide the maximum CATV service in accordance with the FCC’s CABLE Television report and order and reconsideration adopted February 2, 1972. The CABLE System must conform to stipulations set forth in G.L.C. 166 A, 5.5 of the Commonwealth of Massachusetts and pertinent sections of the procedural regulations promulgated by the Massachusetts CATV Commission.

(c) Applications for the franchise shall be submitted in writing to the issuing authority of the City of Fall River on or before the 1st day of December, 1973. All applications shall be notarized and in conformance with the prescribed standard application form #110 promulgated by the Massachusetts CATV Commission pursuant to G.L.C. 166A, 5.4 and 16. When received all applications will be made available for public inspection during normal business hours at the City Clerk’s office. Copies may also be obtained at a reasonable fee from the Clerk’s Office.

(d) All persons interested in additional information concerning the proposed award may contact Joseph Arruda, CATV Advisory to the issuing authority of Fall River, 617-674-4626 (telephone).

Wilfred C. Driscoll, Mayor
City of Fall River, MA
Issuing Authority

Broadcasting Sep 17, 1973
# Mobile DJ charged in extortion scheme

A disk jockey at black-oriented W戈0K (AM) Mobile, Ala., and three other men have been indicted by a grand jury in Mobile on charges of extorting from performers in return for protection and favorable concert dates at the municipal auditorium.

Maynard H. Williams, afternoon-drive personality on W戈0K, along with a local club owner, the operator of a local chain of drug stores and the auditorium manager were named in an indictment dated Aug. 17. The four were partners in Soul Productions Inc, and were charged with shaking down performers, their agents and booking agencies in exchange for favorable dates at the auditorium and to prevent the obstruction of radio and placard advertising, as well as organized boycotts and picketing of the performances. Artists reportedly threatened, as stated in the indictment, were Isaac Hayes, The Staple Singers, Joe Simon, and James Brown. The alleged extortion scheme took place from mid-1970 through last February. Additional indictments were also handed down against the four on charges of conspiracy to manufacture and distribute heroin. All pleaded not guilty at a Sept. 5 arraignment and were released on bail. No trial date has been set.

## MG МG Records' Curb quits

Michael Curb, the 29-year-old president of МG Records, resigned Friday (Sept. 7). Mr. Curb had been one of the youngest record executives in the industry and was appointed president in 1969 at the age of 25, when the company was owned by Metro-Goldwyn-Mayer Inc. (МG Records was purchased by Polygram Corp. slightly more than a year ago.) No permanent successor has been named. John Fruihn, head of Polygram's United Kingdom operation is serving as acting president.

There were unconfirmed reports as long ago as last June that Mr. Curb, along with another chief executive of a major record company, were slated for replacement. But in the weeks following the dismissal of Columbia Records Group president Clive Davis, "nobody wanted to do anything that would make them look bad," as one industry source put it. A Polygram spokesman denied any connection between Mr. Curb's resignation and the current investigations into alleged illegal practices in the recording industry. Mr. Curb's contracts as a performer with the МG Curb Congregation and as producer of the Osmond Brothers remain intact.
Media

Philip L. Williams, VP-finance, Times Mirror Co., Los Angeles, named group VP-newspapers and TV. Times Mirror owns KDFW-TV Dallas-Fort Worth, and has FCC approval to acquire KTBC-TV Austin, Tex.

James H. Manion, general sales manager, WETH-TV Evansville, Ind., named general manager.

Clarence E. Kilcrease, former program director, WYHY (AM) Berry Hill (Nashville), Tenn., named VP and general manager. LaRue M. (Bud) Coursey, production manager, National Association of Broadcasters, promoted to special projects manager, with primary responsibility for arrangements for conventions and meetings.

Robert Ewing Brown, VP, International Broadcasting Corp., licensee of KWKH (AM)-KXOK (FM) Shreveport, La., elected chairman of parent company, Times Publishing Co. In addition to newspaper properties, Times has interests in KTHV (TV) Little Rock, Ark.

Stan Barrett, station manager, WHYD-AM-FM Columbus, Ga., named general manager, WTIQ (AM) Massillon, Ohio.

Robert M. McDaniel, manager, WPBS-FM Bridgeport, Conn., named to same post, Nassau Broadcasting's WPST (FM) Trenton, N.J. WPBS was recently sold by Nassau Broadcasting.

Frank P. Cantino, with McGavren-Guild, New York, joins WPRO-FM Providence, R.I., as station manager.

John Petri, executive producer, KGO-TV San Francisco, named operations manager, KWKH-TV there.

John Horn, national press editor, Group W, named director of information services for Group W, succeeding George Hoover, who recently joined CBS News as director of information services.

Stanley J. Schweiger, creative services director, WINS (AM) New York, joins McCormick Communications Inc., Boston, as manager of advertising and sales promotion for four McCormick radio properties, WEZE (AM) Boston, WLKW-AM-FM Providence, R.I., and WBNY (FM) Buffalo, N.Y.

Paul A. Bissonette, promotion manager, WGR-TV Buffalo, N.Y., joins KXW-TV Philadelphia as director of creative services. He succeeds Owen S. Simont, appointed creative services manager, Group W Productions.

Horace Collins, communications intern, National Urban League, New York, joins WFLD-TV Chicago as community-affairs director. Tom Spitz, graduate of Northwestern University, Evanston, Ill., named promotion coordinator, WFLD-TV.

Sue-Ann Krakover, with own company, Instructional Programs and Systems, New York, joins NBC as manager, organization development.

Alan Latjay, manager, field credits, Columbia Records, named manager, accounts receivable, credit and collection, CBS-TV, New York.

John W. Betts, general manager, WFTM-AM-FM Maysville, Ky., retires after 27 years with stations.

Broadcast Advertising

Richard Zagrecki, former VP and director of media information services, Needham, Harper & Steers, New York, named VP-media, Radio Advertising Bureau there. William H. Kennedy Jr., senior VP-media director, Campbell-Ewald, Detroit, joins RAB as VP-Detroit and director of automotive advertising.


James Hayman and Sheldon Schachter, creative supervisors, Compton Advertising-New York, elected VP's.

Robert Katz, account group head, and Robert Mallin, copy supervisor, BBDO, New York, elected VP's.

Marv Watnick, formerly partner in Madison & Wall, New York agency, joins Chester Gore agency there as VP-creative director succeeding Chester Gore as creative director. Mr. Gore will continue as president. Frank Fucito, marketing services manager for Smirnoff Vodka at Heublein, New York, joins Chester Gore as VP-account supervisor.

Glenn Goldstein, local sales manager, KGMB (AM) Honolulu, appointed sales manager.

Mary Ann Kingston, with sales staff, WRGC-TV Rochester, N.Y., appointed assistant sales manager.


Donald Howard, with Sudler & Hennessey, New York, named senior VP, international division, S&H.

Gilbert L. Dannehower, account executive, Pepper & Tanner, New York, joins James Neal Harvey, New York-based agency, as VP.


A. H. Christensen, general manager, KPSJ (FM) San Jose, Calif., and promotion director, licensee, PSA Broadcasting Co., group station owner, appointed regional manager, William B. Tanner Co., San Francisco.

Martin A. Ryan, senior VP-media director, North Advertising, Chicago, appointed VP, Media Bureau International there, media buying service.

Warren W. Spellman, director of marketing, CBS Broadcast Group advertising and design department, New York, named executive VP and account supervisor, Nadler & Larimer agency there.

Earl McNulty and David Romano,
with Hume-Smith-Mickelberry Advertising, Miami, named VP-broadcast director and VP-executive art director, respectively.

Programing

Ruth Denmark, director of programming, Universal Communications Inc., television production and syndication firm, New York, named VP-syndication. Louis R. Capone, independent personal manager for vocalists, joins Unicon Entertainment Corp., subsidiary of Universal Communications, as VP.

Allen Ash, with Warner Brothers Television, joins Independent Television Corp., New York, as Midwest division manager based in Chicago.

Jack Merker, with KDEN (AM) Denver, joins WDAF (AM-FM) Kansas City, Mo., as program director.

Jack Hayes, formerly with KNBR (AM-FM) San Francisco, named program director, KNOE (AM) Sacramento, Calif.

Jim Tuerson Jr., executive producer, WLS-TV Chicago, named assistant program director.

Robert Wolpert, director of photography, WXIX-TV Cincinnati, appointed production manager there.

Clark Anthony, on-air personality, KMFB-AM-FM Mendocino, Calif., appointed assistant program director.

Milt Pappas, with Chicago Cubs, joins WLS-TV Chicago as sportscaster.

Liz Bishop, sportswriter, Albany (N.Y.) Times Union, joins WRGR (TV) Schenectady, N.Y., as sportscaster.

Broadcast Journalsm

Richard Hunt, NBC News' Middle East correspondent based in Beirut, returns to New York to join NBC's Northeast bureau.

Morry Alter, with news staff, KFMB-AM-FM San Diego, joins KSDO (AM) there as news director. Paul Oscar Anderson, with KROQ (AM) Burbank, Calif., Richard Hart, with WWJ-AM-FM Detroit, and Lee Miller, with Spottmaker, San Diego-based production firm, joins KSDO to anchor station's new-all-news format. Bob Vasquez, with UPI, San Diego, appointed managing editor, KSDO.

Dan Fischer, news director, WADR (AM) Remsen, N.Y., named to same post, WSKN (AM)-WHUG (FM) Jamestown, N.Y.

Bill Huff, sports director, WOBM (FM) Toms River, N.J., appointed news director.

Peter Burns, reporter and anchorman, KGO-TV San Francisco, appointed anchorman, weekday evening news, WISN-TV Milwaukee. Donald Pomeday, general assignment reporter, WISN-TV, named managing editor.

Gloria Rojas, feature reporter, WNEW-TV New York, and co-host, WNEW-TV's Midday Live, joins WLS-TV Chicago as on-air reporter.


Anne Doyle, with news staff, WDEE (AM) Detroit, joins WZZM-TV Grand Rapids, Mich., as general assignment reporter.

Victor Locke, news director, WGOM (AM)-WMRI (FM) Marion, Ind., joins WMEF (AM)-WMER (FM) Fort Wayne, Ind., as reporter. Mr. Locke is succeeded by Terry McCorvie, reporter with stations. Russ Kennedy, news director, Marion Cable Television Inc., joins WGOM-WMRI as reporter.

Yvonne Beltzer, formerly with Associated Press, appointed news writer, KNX (AM) Los Angeles.

Cablecasting
Earl T. Ake, manager, Cox Cable Communication's The Dalles, Ore., system and Northeast regional engineer, named to Cox's corporate engineering staff, Atlanta. John D. Jones, with Cox, succeeds Mr. Ake as manager of Dalles system. Jerry L. Raines, with Cox, named Cox's Northeast region engineer.

James B. Fenney, formerly with NBC Sports, New York, joins Warner Cable Corp. as program director, Warner's Columbus, Ohio, cable system, now under construction.

Ray E. Oliver, director of origin and advertising sales, LVO Cable, Tyler, Tex., appointed central-states-region sales representative, Cable Network Television, Dallas.

Equipment & Engineering
Fletcher R. Smith, chief engineer, Triangle Broadcasting Corp.'s Winston-Salem, N.C., cable system, appointed director of engineering for Triangle. In addition to cables interests, Triangle owns WJJS (AM)-WTOQ (FM) Winston-Salem.

Raymond C. Gauthier, with GTE Sylvania, Stamford, Conn., appointed Northeast regional sales manager, GTE's cable equipment and installation operation.


Richard C. Gall, with Oak Industries Inc., named technical director, Oak's development labs, Madison, Wis.

Bernard Brannigan, formerly assistant to general manager, Philharmonic Hall and Alice Tully Hall, New York, joins Imero Fiorentino Associates, New York, television lighting consultants.

Allied Fields
Sander Vanocur, formerly senior correspondent, National Public Affairs Center for Television, Washington, and one-time NBC White House correspondent, appointed to faculty of Duke University, Durham, N.C., on part-time basis.

Basil J. Mezines, consultant to Federal Trade Commission since resignation as executive director last June, joins Washington law firm of Stein & Mitchell (soon to be changed to Stein, Mitchell & Mezines).


Judy Wallace and Heather W. Bischoff, with Department of Communications, University of Miami, Coral Gables, Fla., appointed associate professor and assistant professor, respectively.

Deaths
John B. Harrington Jr., 62, co-founder of Harrington, Richter & Parsons, New York, died Sept. 11 at New York hospital following arterial operation. Mr. Harrington joined James O. Parsons Jr. and Volney (Turk) Richter in forming HRP as first TV-only station sales representation company in 1949 and was active in firm's leadership until he retired in 1970. He started his career with McCann-Erickson and was with Edward Petry & Co. for eight years—along with Messrs. Richter and Parsons—before formation of HRP. Survivors include his wife, the former Dorothy Harrison, and four children.

Francis Coit de Wolf, 78, State Department telecommunications chief for 20 years, died Sept. 9 of apparent heart attack. A lawyer, Mr. de Wolf entered legal staff of State Department early in his career. He served on secretariat of League of Nations in 1920's and later returned to State Department on telecommunications staff. In 1944 he was named chief of telecommunications there and retained that position until retirement in 1964. He is survived by two sons.

Seymour Goldes, accountant who was indicted last December on charges of embezzling more than $1.2 million from his client, Allen Funt, creator of Candid Camera series (Broadcasting, Dec. 11, 1972), died on Sept. 9, an apparent suicide. Mr. Goldes, 41, pleaded guilty last May to stealing $1,285,000 from Mr. Funt and was to have been sentenced last Monday (Sept. 10). Chief medical examiner's office said that Mr. Goldes, whose body was found in hotel room, had died of overdose of sleeping pills.

Jerry Quinn, 62, market analyst on KMBX-TV Los Angeles News Television 34 program, died of leukemia Sept. 1 at Pacific Century City (Calif.) hospital. He began broadcasting role as financial analyst in 1966 when he joined KWHY-TV Los Angeles. He moved to KMBX-TV earlier this year. Surviving is his wife, Eddy, and one son.
New TV stations

Final actions

- Detroit-FCC denied request by Association of Maximum Service Telecasters Inc. for reconsideration of May 31, 1971 grant of construction permit to WABC, Inc., for CP for new UHF channel 16 to operate at 484.401 MHz, with primary service to Detroit, Mich.
- Bonnville, Miss-Mississippi Authority for Educational Television, Broadcast Bureau granted UHF channel 12, with primary service to Jackson, Miss.
- Gulfshore Television Corp., Knoxville, Tenn., granted UHF channel 6, with primary service to Knoxville, Tenn.
- WOUC-TV, Cambridge, Ohio, Broadcast Bureau rescinded Aug. 16, 1972, action which granted license to convert station to non-commercial UHF (BLST-3).
- WCPO-TV, Cincinnati-FCC denied petition by Penny Manes, Democratic nominee for House in 2nd congressional district of Ohio in 1972 election, for reconsideration of Nov. 1, 1972, action denying her fairer candidate status to non-commercial UHF (WCPO-6).
- FCC denied request of National Football League Players Association for ruling on certain provisions in network-National Football League contracts as to selection, approval and removal of TV sports announcers.

Initial decision

- Montgomery, Birmingham, et al., Alabama-Administrative Law Judge Chester F. Naumowicz Jr., in initial decision, proposed grant of applications by Alabama Educational Television Commission for renewal of licenses for following educational television stations: \( *WFAQ(TV)\), Montgomery; \( *WBIQ(TV)\), Birmingham; \( *WCQI(TV)\), Mt. Vernon, State Part; \( *WDEQ(TV)\), Doxizer; \( *WEIO(TV)\), Mobile; \( *WFQ(TV)\), Florence, \( *WGU(TV)\), Louisville and \( *WHU(TV)\), Huntsville, all Alabama (Docs. 19425-19430). Aug. 22.
- California - Kern, Cal.-Administrative Law Judge Forest L. McClenning in initial decision, proposed grant of applications by California (Orange County) Broadcasting Co. et al., TV proceeding, denied request by Golden Orange Broadcasting Co. for postponement of hearing date (Docs. 18295, 18297A, 18300). Action Aug. 23.

Actions on motions

- California - Kern, Cal.-Administrative Law Judge Frederick W. Dennis in initial decision, proposed grant of applications by California (Orange County) Broadcasting Co. et al., TV proceeding, denied request by Golden Orange Broadcasting Co. for postponement of hearing date (Docs. 18295, 18297A, 18300). Action Aug. 23.
- Montana - Butte, Mont.-Administrative Law Judge Chester F. Naumowicz Jr., in initial decision, proposed grant of applications by Montana Educational Television Commission for renewal of licenses for following educational television stations: \( *WALQ(TV)\), Great Falls; \( *WBBQ(TV)\), Missoula; \( *WAKC(TV)\), Kalispell; \( *WDOG(TV)\), Missoula; \( *WCGQ(TV)\), Butte; \( *WGBK(TV)\), Missoula; \( *WGQ(TV)\), Butte and \( *WUHT(TV)\), Helena, all Montana (Docs. 19425-19430). Aug. 22.

Call letter action

- Rockford, Ill.-KQRX-TV, Rockford, Ill., granted call letters KMRT-2 and KMRT-3.
- Austin, Texas-KWIH-TV, Austin, Tex., granted call letters KMRT-2 and KMRT-3.
- Baltimore, Md.-WMAR-TV, Baltimore, Md., granted call letters KMRT-2 and KMRT-3.
- Honolulu, Hawaii-KOOL-TV, Honolulu, Hawaii, granted call letters KMRT-2 and KMRT-3.
- Kansas City, Mo.-KCTV-TV, Kansas City, Mo., granted call letters KMRT-2 and KMRT-3.
Summary of Broadcastings According to the FCC, as of Aug. 31, 1973

| Commercial AM | 4,388 | 4 | 18 | 4,390 | 46 | 4,438 |
| Commercial FM | 2,417 | 0 | 41 | 2,458 | 123 | 2,581 |
| Commercial TV-VHF | 505 | 0 | 6 | 512 | 7 | 520 |
| Commercial TV-UHF | 189 | 0 | 0 | 189 | 171 | 187 |
| Total commercial TV | 694 | 1 | 9 | 704 | 49 | 755 |
| Educational FM | 590 | 0 | 21 | 611 | 82 | 693 |
| Educational TV-VHF | 87 | 0 | 4 | 91 | 3 | 95 |
| Educational TV-UHF | 123 | 0 | 0 | 123 | 9 | 133 |
| Total educational TV | 210 | 0 | 18 | 228 | 8 | 238 |

* Special temporary authorization.

Call letter actions
- Collier Broadcasting Corp., Marco Island, Fla.—Granted WRGI.
- Bay Broadcasting Corp., Bay St. Louis, Miss.—Granted WPUP.

Existing AM stations

Applications
- KDHI Twenty-nine-Nails, Calif.—Seeks CP to change anti-trans. site to Northwest corner of intersection of California Highway 62 and Mission Road and change main studio location to 73464 Dinosaur Park, Indio, Calif., and change trans. by remote control from studio location. Action Sept. 4.
- WZYE Atlanta—Seeks CP to change anti-trans. site to northeast of Woodcliffe Drive and Wildwood Road, Atlanta, and decrease ant. height to 166 ft. Aug. 19. Action Sept. 3.
- WSWG Greenwood, Miss.—Seeks CP to change trans. site to 1.5 miles east of city limits on Broadway, Greenwood. Action Sept. 3.
- WEGA Vega Baja, Puerto Rico—Seeks CP to change hours of operation from D to U with 500 w. Action Sept. 3.
- KKSU Osage, Okla.—Seeks CP to change station location from RTZ-RM 39 H1, Vega Baja. Action Sept. 4.

Final actions
- KPSE (AM) San Diego and KPSA (AM) Los Angeles—Persuasively affirmed staff actions of June 21 and 25 which granted applications of PSA Broadcasting Inc., licensees, to change call letters of KPSE(AM) to KELZ(AM) and KPSA(AM) to KEZL(AM). Motion for stay and application for review by KEZL Radio Inc., licensee of KEZL-AM-FM Atlanta, Calif., requesting reversal of staff actions were denied. Action Sept. 2.

New FM stations

Applications
- WZAY Jacksonville, Ill.—Seeks CP to change of operation from D to U with 500 w. Action Sept. 3.
- WKIZ Red Lion and WXUR Media, both Pennsylvania—FCC denied application by WGBC and WKIZ for approval of_ a special temporary authorization to broadcast from a temporary location. Action Sept. 3.
- KDK-AM, Rudolph, Wis.—Seeks CP to change station location from RTZ RM 39 H1, Vega Baja. Action Sept. 4.

Initial decisions
- Administrative Law Judge David I. Kraushaar in Carrolton, Ga. (Radio Carrollton and Faulkner Radio Inc.) regarding DBB, AM proceeding, on request of Carrollton extended until Sept. 4 and Sept. 18 respectively, for filing proposed findings of fact and conclusions of law and replies thereto (Docs. 19636-7). Action Aug. 9.
- Administrative Law Judge David I. Kraushaar in Carrolton, Ga. (Radio Carrollton and Faulkner Radio Inc. (WLBB)) AM proceeding, on request of Carrollton extended until Sept. 4 and Sept. 18 respectively, for filing proposed findings of fact and conclusions of law and to Oct. 2 in time to which to file replies (Docs. 19636-7). Action Aug. 12.
- Administrative Law Judge David I. Kraushaar in Carrolton, Ga. (Radio Carrollton and Faulkner Radio Inc. (WLBB)) AM proceeding, on request of DBB, AM proceeding, on request of Carrollton extended until Sept. 4 and Sept. 18 respectively, for filing proposed findings of fact and conclusions of law and to Oct. 2 in time to which to file replies (Docs. 19636-7). Action Aug. 28.
- Administrative Law Judge David I. Kraushaar in Columbus, Ohio—Proceeding tramformed by WOIC to amend application to report common carrier for sale of WOIC(AM) Columbus (Doc. 19674). Action Aug. 28.

Call letter application
- KGUD Santa Barbara, Calif.—Seeks KTGD.
- KBVM Lancaster, Calif.—Granted KKZX.
- WBYG Savannah, Ga.—Granted WQQT.
- WHIL Medford, Mass.—Granted WWEL.
- WHMR Memphis—Granted WGGW.

Final actions
- Searcy, Ark.—Initial decision released July 10, proposing grant of application of Horse Industries Inc., for new FM on ch. 275A, 97.9 MHz, at Searcy, became effective Aug. 29 in accordance with rules (Doc. 18989). Action Sept. 5.
- Ogallala, Neb.—FCC denied petition for rule making submitted by D. W. H. Phillips, Ltd., licensees of KOGA(AM) Ogallala for assignment of FM channel, or authority, to KOGA(AM). Ogallala Broadcasting and Industrial Business Corporation, licensee of petitioning applications for hearings, each seeking use of ch. 228A, only FM ch. now assigned to Ogallala. Action Sept. 5.
- Denver—Agape Broadcasting Foundation Inc. Broadcast Bureau granted 96.9 mhz, 41 kw, HAAT 461 ft. P.O. address 3520 Cedar Springs, Dallas 21 (estimated cost $45,500; first-year operating cost $23,062; revenue none. Principals: Grace & George, president; G. E. Kruse, corporate secretary of Agape Broadcasting Foundation Inc. Action Aug. 27.
- El Paso—KHEY Inc. FCC granted 96.3 mhz, 59 kw, HAAT 225 ft. P.O. address 2419 North Piedras St. P.O. No. 1790. Estimated construction cost $18,955; first-year operating cost $48,000; revenue none. Principals: Jim R. Phillips (60%), Charles L. McKenzie (35%), and president and manager owns 5% of KHEY(AM) El Paso. Mr. M. also owns majority interest in KHEY(AM) Amarillo, Tex. Mr. Jordan is president and manager of stations 33/9. KFUR El Paso has minority interest in KHEY (BPH-8156). Action Sept. 6.

Actions on motions
- Administrative Law Judge Frederick W. Dennis in Grandview and Sunnyside, both Washington (Williamson Broadcasting Inc. and Bennett Broadcasting Co.) FM proceeding, granted joint request for approval of agreement by applicants; agreement, in which joint ownership of $1,623.25 by Bennett Broadcasting to Prosor Broadcasting is granted for Joint operation of broadcasting new FM on Grandview at 96.7 mhz, 3 kw, HAAT 137 ft. P.O. address 3491 Sunny- side 98944. Estimated construction cost $17,800; first-year operating cost $3,000; revenue $5,000. Principals: Paul Bennett and Dennis (40% each). Bennett owns KREW(AM) Sunnyside (Docs. 19655-6). Action Aug. 29.
- Administrative Law Judge John H. Conlin in Winchester, Ky. (WWKY Inc. and Clark Communications Inc.) FM proceeding, on petition of Clark to amend application by further clarifying certain information and to make certain allegations of certain principals (Docs. 19748-9). Action Aug. 29.
- Administrative Law Judge Basil P. Cooper in Albuquerque, N.M. (KZIA Tele-Communications Inc. and Aspen Broadcast Inc.) on filing of correct petition to correct contents page of July 31 hearing to reflect fact that certain ZIA exhibits were offered in evidence and that administrative law judge sustained objections to said exhibits; proposed findings if fact and conclusions of law are to be filed on or before Oct. 5 and reply findings on or before Oct. 29; closed record to proceed (Docs. 19716-8). Action Aug. 30.
- Administrative Law Judge William Jensen in Dun- can, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, granted joint petition for approval of agreement of applicants; agreement, in which joint ownership of $1,623.25 by Bennett Broadcasting to Prosor Broadcasting is granted for Joint operation of broadcasting new FM on Duncan at 96.7 mhz, 3 kw, HAAT 137 ft. P.O. address 3491 Sunny-side 98944. Estimated construction cost $17,800; first-year operating cost $3,000; revenue $5,000. Principals: Paul Bennett and Dennis (40% each). Bennett owns KREW(AM) Sunnyside (Docs. 19655-6). Action Aug. 30.
- Chief, Office of Opinion and Review, in Urbana (Commercial Broadcasting Inc. and Fine Arts Broadcasting Co.), FM proceeding, granted joint petition for approval of agreement by applicants; agreement, in which joint ownership of $1,623.25 by Bennett Broadcasting to Prosor Broadcasting is granted for Joint operation of broadcasting new FM on Urbana at 96.7 mhz, 3 kw, HAAT 137 ft. P.O. address 3491 Sunny-side 98944. Estimated construction cost $17,800; first-year operating cost $3,000; revenue $5,000. Principals: Paul Bennett and Dennis (40% each). Bennett owns KREW(AM) Sunnyside (Docs. 19655-6). Action Aug. 30.
- Chief, Office of Opinion and Review, in Cayce, S.C. (Lexington County Broadcasters Inc. and William S. Hagara), FM proceeding, granted joint petition for approval of agreement by applicants; agreement, in which joint ownership of $1,623.25 by Bennett Broadcasting to Prosor Broadcasting is granted for Joint operation of broadcasting new FM on Cayce at 96.7 mhz, 3 kw, HAAT 137 ft. P.O. address 3491 Sunny-side 98944. Estimated construction cost $17,800; first-year operating cost $3,000; revenue $5,000. Principals: Paul Bennett and Dennis (40% each). Bennett owns KREW(AM) Sunnyside (Docs. 19655-6). Action Aug. 30.

Other action
- Review board in Sacramento, Calif. (Rokey Inter- national Communications Inc.), FM proceeding, denied petition by Edward Royce Stolz II to add legal qualifications and other issues

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against Intercast Inc. in proceeding involving applications of Intercast and Royal International for new FM stations in various locations, all in California (Docs. 19515, 19516, 19611). Action Sept. 4.

Rulemaking petitions
- St. Helena, Calif.—Young Radio Inc., seeks permission to amend FM table of assignments to assign amateur band to St. Helena. Sept. 7.
- Aguada, Puerto Rico—Auro Matos seeks amendment of FM table of assignments to assign ch. 28A to Aguada. Sept. 7.

Rulemaking actions
- Columbus, Ind.—FCC amended FM table of assignments with assignment of ch. 25A to Columbus (Doc. 19674). Assignment was proposed in rulemaking notice adopted March 6 in response to petition by Rush County Broadcasting Co. Action Sept. 6.


Call letter applications

Call letter actions
- Brannen and Brannen, Key West, Fla.—Granted W268AT-FM. Action Sept. 6.

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following stations: Chicago—WFRM-AM, both in Chicago; WBOZ-AM (Evergreen, Ala); WBRT-AM (Bardstown, Ky); WBOO-AM (Woodstock, Ill); WDN-AM (Boyceville, Wis); WOLR-AM Jackson, Ala; WFNX-FM, Franklin, Ind.; WIVR(VAM) Irvine, Ken; WOJAB-AM Hammond, Ind; WJVB-AM Grafton, Wis; WQKY-AM Shelbyville and WQMG(AM) Memph.; WQRM-FM Mt. Sterling, Ken.; WQYK(AM) Tampa, WQYK-FM St. Petersburg, both Fla.; WQYK(AM) Fort Lauderdale; both Fla.; WQYK(AM) Berry Hill, Tenn.; WWIC(FM) Hamilton, Ala.; WTMQ-FM Paris, Ill.; WYWW(AM) Bay City, Mich.; WYFR(AM) Hammond, Ind, Action Aug. 31.

Modification of CPs, all stations
- KJLZ McNeil and Ely, both Nevada—Broadcast Bureau granted mod. of CP to change type of translator of VHF translator to a correct trans. location; change input (BMPTV-782). Action Aug. 30.

Other action, all services
- FCC, in combined inquiry and rulemaking notice, proposed extension of formal ascertainment requirement, currently applicable only to commercial broadcast applicants (RM-1851, 1874). Action Sept. 6.

Ownership changes

Application
- WTKR(AM) Union City, Tenn.—Seeks assignment of license from Union City Broadcasting Co. to WENK of Union City Inc. for $50,000. Sponsors: National Broadcasting Co., owner; James F. Jackson, trustee of estate of late Aaron B. Robinson (70%). Grant contingent on pending assignment of ch. 23, directed tocompetent authority in Com- monwealth. Mr. Late Robinson and Mears. Simpson and Davis. Action Sept. 6.

Actions
- KAL(M) tola, Kan.—Broadcast Bureau granted assignment of license from Liddle C. Mc- Kenney to a (a) Broadcasting Co. to Wáo Broadcasting Co. all in Lawrence Co. KAL an FM license in KEMD(AM) (BRMT). Mr. McKenney owns KROM(AM) Monroe, Mo. and 25% interest in KEMD(AM) (BMRT). Mr. McKenney owns 50% interest in KEMD(AM) (BRWT). Howard W. Chapman (34.8%) and Robert B. Cole (23.2%). Mr. Russell is field representative for New York chemical manufacturer, Mersco. Cole and Chapman have management and real estate interests in Houston (BAE-7995). Action Aug. 31.
- WFP(R)(AM) Hammonds, La.—Broadcast Bureau granted transfer of control of Airweb Inc. from (Airweb Group), both in New Orleans, to International Group, both in New Orleans (6690%). After no objection to John A. Chavron (73%) effective Dec. 1, 1961 (2 percent of 7525). Principal: Mr. Chavrin is manager of WFP(R)(AM). Action Aug. 31.
- WWKC(AM) Abilene, Tex.—Broadcast Bureau granted assignment of license from Texas Commerce Co. to WFP(R)(AM) for $45,000. Sponsors: Charles E. Klusmeyer, president; Mr. Klusmeyer is 99% owner of Texas Commerce Co. and KK(AM) Sinton, both Texas. Buyers: Mihung Enterprises Inc. (99%). Raymond O. Milhun is president and 97% owner of Mihung Enterprises, these subsidiaries include: Campbell-Mihung Inc. Minneapolis, and Minneapolis-Central agency (BAM-7914, BALR-2529). Action Aug. 31.
- KCAM(AM) Canton, Tex.—Broadcast Bureau granted license of license from Courtesy Broadcast Co. to Palo Duro Broadcasting Co. for $80,000. Sponsors: Wesley E. Nernunder, president; et al. Buyers: Ernest Coker Jr. and Cerriola Jr. 75% (Joe W. Jordan Jr. 9%) (TPR-17113). Principal: Mr. Coker is attorney, with Coker, Field & Moxey in Conroe, Tex. Mr. Cooper is in partnership with WTVK(AM) Waco, Texas (BAM-7906). Action Aug. 29.

Cable

Applications
- The following operators of cable television systems have completed or partially completed the FCC Notices of apparently satisfactory compliance: Lake County Cable TV Inc. (CA-1057) and Cary Communications Group Inc. (CA-1547), both Cary, Ind. Actions Sept. 6.
- Perris, Calif.—FCC denied petition by Video Communications of Perris requesting that Riverside County Cable Inc., competing operator in same community, be dissolved. Show cause why it should not be ordered to cease and desist cable/television operations (CA-35) Action Sept. 6.

Action on motion
- Administrative Law Judge Ernest Nash in Allen Township, Michigan (Service Electric Cable TV Inc.), in a case to cease and desist, dismissed the petition from Premiere Cable TV Inc., arguing that it be reimbursed for expenses; granted motion by W BRE-Wireless Barre, Pa. to cancel hearing and order licensee, claiming that parties file proposed findings of fact and conclusions of law on the merits. Motion granted. Motion may be re-plied to proposed findings and conclusions on or before Sept. 25 (Doc. 19321). Action Aug. 9.
Help Wanted Management

Exceltent future for a bright, creative, production-oriented individual who knows station operation, modern-day programming techniques, how to satisfy people, and who sincerely expects to earn a top management opportunity. Send tape and resume, Box J-17, BROADCASTING.

New AM radio, Boulder Colorado, now hiring sales manager requires: Experience in product placement, promotion, program staff. Salaries plus incentives. Send confidential resume to Box J-175, BROADCASTING.

Help Wanted Sales

50 KW Northwest has established list for knowledgeable professional. Box J-122, BROADCASTING.

Successful medium market MOR-AM needs aggressive experienced salesman with proven track record. Opportunity to become sales manager. Commissions and benefits. Box J-116, BROADCASTING.

Country oriented salesman. Work small market in fast growing area. Adding FM soon. Not looking for snow bird. Possible raise and opportunities. We'll send complete details in return mail. Write WAPE, P.O. Box 1390, Avon Park, Fl. 33923.

WBUR-Trenton needs local retail sales manager—Does not have to be a disk jockey for this $40,000 salary. Send resume to Box J-219.

Experience Radio Time Salesman. Highest Family Income County in USA, Montgomery County, suburban of Washington, D.C. Write WWDJ, Wheaton, Md. 20090 or call 301-946-0431.

Experienced, aggressive, competent Radio Sales Person to handle northeastern Wisconsin, including Green Bay area. FM station in Milwaukee. Send resume to Box J-226.

Selling wanted. Take over top account list with 15% commission. Draw. Move in and grow in high growth suburban N.Y. Rush resume to Box J-183, BROADCASTING.


Help Wanted Announcer

Southeastern medium market, NBC affiliate with MOR up-tempo image is looking for announcer to handle late afternoon traffic MOR format. Excellent salary for right person. Salaries and resumes returned. Box J-8, BROADCASTING.

This could be the best move you’ll ever make. If you’ve got the goods, light approach, like night shifts with contemporary and acid music, send a newscast resume, salary and picture. We’re in the greatest section of New England. Single preferred. Write Box J-119, BROADCASTING.

Drive AM-opening to promotion at highly rated good music station, top 50 market, group owned, benefits and good money. Must be solid individual, experienced mature sound, personable, good voice and production. Excellent opportunity for advancement. Phone’s only. Full resume and tape to Box J-120, BROADCASTING.

West Texas Contemporary station needs good voice, copy and production. Advancement opportunities. Send tape to Box J-123, BROADCASTING.

Excellent opportunity at suburban New Jersey station for midday MOR personality. Send photo, tape and resume. Box J-130, BROADCASTING.

New England: Leading adult music station would like to hire a full-time staff announcer interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Excellent Opportunity. Send resume to Box J-135, BROADCASTING.

Wanted: Announcer who can read...prefer experienced MOR personality in West. Good pay, possibility of sales. Box J-162, BROADCASTING.

We need a good sounding announcer who knows how to use a production studio. He will be our morning man. Send resume to one of the most unusual automation systems in the country. Salaries or hourly pay depending on skill. We’re at 5000 watt modern country station in Vinolsbro. Send tape and resume. E.O.E. Box J-163, BROADCASTING.

Help Wanted Announcers Continued

Experienced announcer with first ticket, Program Director and Station Manager’s approval. AM-FM operation, small market with gigantic opportunity. Send complete resume, at once. Box J-166, BROADCASTING.

Adult Contemporary in Central Florida needs a professional with at least three years experience in an audience-oriented, adult contemporary format, with computer station. Require experience and picture. Box J-174, BROADCASTING.

Top Montana station needs experienced announcer in lively MOR-CW format. Must have adult voice, good interview, with friends and delivery, aggressibility. Must be open 5 KW, Extra benefits. Salary open. Send tape and resume to Box J-185, Missouri Radiation.

"WBBO, Augusta, Georgia, top rated adult rocker, has an opening for a young and enthusiastic personality. Excellent working conditions as a team operation. Non-returnable tape and resume a Harley兄弟, Box J-1443, 30093. Minority applications encouraged.

Top rated 5 KW Contemporary Station is looking for early nite 7 p.m. to 12 mid. Personality with first class voice, great image, WCGO Radio, Greensboro, N.C. 919-599-0365.

Personality plus morning man for Michigan Top 40. Immediate opening for enthusiastic production pro with mature voice, good image, with potential for responsible, community-minded individual. Bush tane, photo, resume, send Box 1450, Jackson, MI 49204 or call 517-787-1450.


Selling wanted. Take over top account list with 15% commission. Draw. Move in and grow in high growth suburban N.Y. Rush resume to Box J-183, BROADCASTING.

Help Wanted News

Newsman/announcer wanted in top rated small eastern market station. Must be experienced. Equal Opportunity employer. Box J-73, BROADCASTING.

Newspaper, good head and strong delivery for adult contemporary mid-west station. Send resume and photo. Box J-165, BROADCASTING.

WOBM: Tom's River, N.J., needs a full time news- caster for our very aggressive 24 hour local news operation. Must have journalism experience. Must have 3 years experience. Box 201-269-0927, Equal Opportunity Employer. Some of our best references have worked for us.

Mr. News, We Need You. Immediate opening for night time news writer who can do it all in the morning. Duties include daily interview show. If you’re a pro with a mature voice, writer/radio person with a real desire to get involved in the community, rush tape, photo, resume to John Litchfield, WJBC, Box 1450, Jackson, MI 49204 or call 517-787-1450.

We want a lot for $9,100. We want a reporter for our news and public affairs unit who has a genuine interest in the nation, international news, and the ability to write, edit, and air newscasts in a professional manner. Must have experience. Contact Bob Crabtree, WJBC, 1-734-489-8893. Salary negotiable. Contact Ed Allen, Jr., for personal interview, 414-743-4411.

Newsman: Immediate opening for experienced man, preferably a father, with up-to-date on-air technique, and the on-again, off-again work, Salary negotiable. Contact Emanuel Minton II. WNOO radio, Charleston, Tennessee. 1-615-696-8518. Equal opportunity employer.


A pool of on-the-air talents help making find a job easier. Broadcasters helping broadcasters. 814-734-5418.

Help Wanted Technical

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.

Chief Engineer for 5kw directional in border Mid-Atlantic State. Good salary and working conditions. E.E. Send resume and references. Box J-81, BROADCASTING.

Engineer strong on maintenance—NYS—AM-FM—Good opportunity—immediate opening—send resume. Box J-270, BROADCASTING.

Engineer/Announcer needed immediately for a clean AM-FM station in South Carolina. Must be dependable and very good copy writer. Must have ambition and want to settle and become a part of good personal staff. Send resume to Box J-80, BROADCASTING.

Engineer for growing major group owned Chicago radio station. Must have first experience, in maintenance and construction. Box J-154, BROADCASTING.

Experienced engineer. WKEU, Box 1001, Griffin, Ga. 30224. Inquire WKEU 227-5500 or WKEU Box 1615, Griffin, Ga. 30224.

KGMR AM-FM, top rated station in Honolulu, Hawaii, has a professional, take charge Engineer. Good salary and benefits. Send resume with letter and references. Box J-169, BROADCASTING.

All stations in Arizona. Send your resume to Box J-157, BROADCASTING.

Opportunity for experienced engineer. A new, beautiful, state of the art, FM station is looking for an experienced Engineer. Send resume to Box J-158, BROADCASTING.

Production Director needed for AM-FM in Midwestern market. Must be creative and capable of producing audio and video commercials. If you're creative and detail oriented, send resume to Box J-170, BROADCASTING.

Programmer/Morning Announcer for production, nighttime, weekdays, on an established, well known radio station. Must have a good script writing and telephone ability. Send resume to Box J-170, BROADCASTING.

5th Major Market, Group-owned, oldies-powerhouse. Top salary, 5th major market job. Enjoy your work. Write Box J-176, BROADCASTING.

Help Wanted Production

Creative copywriter with ability to announce, large northeastern station. No beginners. Box J-128 BROADCASTING.

Wanted: Black program director for Mid-Western day- timer. Must know how to promote the new, contemporary sound and must also be able to pull an air shift. This is a permanent position. Box J-152, BROADCASTING.

Program Development Manager and fund raiser for public radio and television stations in eastern major market area. Responsibilities include development of program ideas in conjunction with program directors of station's radio and television departments; developing budgets and writing proposals for funding projects, soliciting funds from private and foundation and government sources for implementation of programs. Applicant must have background in television and radio. Send resume to Box J-158, BROADCASTING.

Production Director needed for AM-FM in Midwestern market. Must be able to write and produce. If you're creative and detail oriented, send your resume to Box J-170, BROADCASTING.

Programmer/Morning Announcer for Production, nighttime, weekdays, on an established, well known radio station. Must have a good script writing and telephone ability. Send resume to Box J-170, BROADCASTING.

Producer/Engineer for commercial radio station in the south. Must be creative and able to write and produce. Write Box J-172, BROADCASTING.
**Help Wanted**

**Production Continued**

My production director may be leaving for another job. He's been on the air for 31 years at station KELK, Stillwater, Minnesota. He even has the chance to leave on his own. In the meantime, we're looking for the job and the man who can keep 'em fed. Only award winners need apply. Resumes, taped copies of tape & video, or person will have a chance to leave on his own. In the meantime, we're looking for the job and the man who can handle press, get along with people and keep cool under pressure, who can manage a broadsheet of thousands of words, and who can type. If you are a蓓elady, we will consider you for this position. Write: Mary Doe, KELK, Stillwater, Minnesota.

**Situations Wanted**

**Management**

I need a person who can write copy that sells, who can do simple production, who can plan ahead and schedule. Must have personality, who can get along with people and keep cool under pressure, who can keep track of a thousand details and who can type.

If you are a蓓elady interested in this position, please write: Mary Doe, KELK, Stillwater, Minnesota.

**Personal**

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

Looking for management with group ownership, experienced in all phases of their business. Will consider Box H-87, BROADCASTING.

Angie Rosenblum, 22 spot, WKBW, Main Street, Buffalo, New York 14209, WKBW is an E.E. station.

**Situations Wanted Announcers**

DJ, right board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-156, BROADCASTING.

DJ, right board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-156, BROADCASTING.

**Situations Wanted Announcers Continued**

Personal: Director with ten years top business back. Wishing to return to the field. Let's talk. Box H-187, BROADCASTING.

First phone, MOR personality, 6 years radio-TV, creative imagination. Box J-50, BROADCASTING.

Professional: Personality Top 40 cooker. Four years, voice, talent, creative production. Can follow directions. Every show prepared. Box J-50, BROADCASTING.

MOR Communicator. 5 years small and medium markets. Good, versatile, self-starter. Prefer west coast. Box J-105, BROADCASTING.

Deep voice, speech trained, three days as D.J., newspaper, endorsements, presents, acting, voice background. Box J-106, BROADCASTING.

Imaginative DJ/Copy Writer seeks Contemporary Top 40. Currently employed, experienced AM and FM. Experienced in all capacities of broadcasting. This is a permanent news director position. Prefer Southwestern or West Coast. Excellent references. Box J-115, BROADCASTING.

First phone, up-tempo contemporary sound, 1/2 voice. Prefer Connecticut area. Box J-104, BROADCASTING.

Radio-Continued

First phone, morning personality available immediately. Former PD Top 50 market. Any contemporary-type programming, mileage considerations reasonable and reliable. Box J-140, BROADCASTING.

Sincere, warm announcer, family man. Want to settle. Box J-144, BROADCASTING.

Country Jack with six years and excellent references. Looking for stable position. Will go anywhere. Box J-147, BROADCASTING.

First Personality. 5 years experience, 3 years major market country. Interests: country rock, MOR. Knowledge of country music a plus. Any good, major market. Box J-159, BROADCASTING.

P.D.-Morning Jack with top ratings—personally and for the station. Prefer station that offers锤up opportunities. Current salary is five-figure—current market is $170,000. Deep voice, good topical wit, warm personality, top 40 or MOR. Tape and resume, if desired. Box J-168, BROADCASTING.

College grad, married, currently on the air, looking for sweet sound of success in larger Eastern Market. Top 40 or MOR. Responsible, Creative production. Right board, 3rd endorsed. Sound" knowledge of music back to the '50s. Box J-172, BROADCASTING.

Seek radio or TV position Los Angeles area. 20 years AM radio experience mostly 3rd P.O. Will consider shift while leading to management position. Age 51 first phone. Box J-172, BROADCASTING.

"3rd endorsed, limited experience. Right board, can follow directions. Prefer Underground. Will relocate. Box J-177, BROADCASTING."

Experienced combo man, first phone, progressive/top-40 DJ, audio engineer, presently employed medium market. Box J-179, BROADCASTING.


Tired of working long hours for shot pay. Top 40, mod country music experience, first ticket, good in S.B.S. Currently working 100 market. Some body, please give me a good job!! Jeff Moulton, Box 589 Davis Road, New Haven, N.H., 13414.

Nominated for top market medium jack. Looking for major or medium market Top 40 or probably lower. Mature voice, low key personality style. MD for 2 years, currently in sales and production. Solid 10 years, contacts/friends. Box 1043, Brookdale, Apt. C-2, Peoria, Ill., 61614. Ph. 309-685-8774.


1st phone, 2 years experience, seeking rock or up tempo MOR position. West preferred, but will consider all. HeavyDRRS. Have references. Box 1, Spokane, Wash. 080/month minimum. Upper Midwest only. Box J-155, BROADCASTING.

1st phone, 2 years experience, seeking rock or up tempo MOR position. West preferred, but will consider all. HeavyDRRS. Have references. Box 1, Spokane, Wash. 080/month minimum. Upper Midwest only. Box J-155, BROADCASTING.

Broadcasting Sep 17 1973
Situations Wanted

News Continued

Six years broadcasting experience, major college sports. Currently announcing at 50,000 watt Chicago FM radio station. Masters degree, radio-TV. Michigan State, B.S. 1st place, heavy on repair of TV & control room equip.VTR’s. Pay & conditions good. Equivalent community Employer. Reply Box J-136, BROADCASTING.

Sports Director, 30 seeks challenge where sports reporting is regarded as Journalism. Major market experience. Box J-180, BROADCASTING.


Newsmen, most ambitious, recent B.S., Howard graduate. 3rd phone, will relocate. Gary Tinchuck, 313-584-9637. 5431 Mead, Dearborn, Michigan.

Sports director: Experienced sports photographer and sportscaster 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 challenging day-to-day room. Strong market administrative, on-air. Interesting success story. Great ideas. Recent station team man. Looking for permanence. Box H-59, BROADCASTING.

Highly successful rock program and music director presently at number one FM station in top 10 market. Expert at DJ and station employee relations. Box J-77, BROADCASTING.

Copywriter/Production Man—College grad, English major, good voice, strong production, with heavy emphasis on creativity. Looking for solid East Coast station with imagination. Tapes, copy samples, and resume available. Box J-191, BROADCASTING.

High literary quality writer, MFA, nine years experience. Production director two years. Commercial, voice-over, and jingle work. Not a production man who claims creative strength. A creative man who has production strength. Box J-108, BROADCASTING.


Help Wanted

Management

Communications Analyst: For this you'll need a TV news background, em.M.A., a creative imagination, the ability to think and write clearly. You should be personable, responsible, persuasive, flexible. Ambition comes in handy. So does a way with people and a flair for management. Write H-229 BROADCASTING.

Help Wanted Sales

Feature/syndication salesman. Large feature and syndication company is expanding. Major interest in Midwest and Southeast, also open to discuss other areas. Must have college education and television experience with contacts at station level. Opportunity for advancement. Excellent starting salary plus commission and expenses. Send resume to: Box J-116, BROADCASTING.

Help Wanted Technical

Technicians. 1st phone required with 2-3 years audio switching experience. Equal opportunity employer. Box H-595, BROADCASTING.

Studio engineer needed for NHL TVaffiliates for tape operation-camera control and light maintenance. 1st phone and 1 year exp. required. Box J-99, BROADCASTING.

Wanted: TV transmitter engineer mountain job with living quarters provided. First phone required. Write full resume, including work experience. Address and phone number to Box J-100, BROADCASTING.

Help Wanted Technical

Continued

Needed at once, Maintenance Supervisor, Independent UHF FM station, 1st, 2nd, 3rd phone, heavy on repair of local & control room equipment. Pay & conditions good. Equal opportunity employer. Reply Box J-136, BROADCASTING.

Have openings for Chief Engineer and good maintenance engineer with solid background in transmission, studio, vid/trial. Excellent opportunity. Good benefits. Send resume to: Ken Warren, KMST, Box 1277, Monterey, CA 93940.

Central Room Operator, Experience and first phone desireable. Excellent opportunity. Good benefits. Send complete resume to Chief Engineer, WTVL, Box 121, BROADCASTING.

Technician needed for CCTV facility. Experience on RCA TR-32 VTR and TK-42 cameras desirable but not a necessity. Excellent benefits and working conditions. Box J-191, BROADCASTING.

Staff Engineer at PTN Station in Virginia's Shenandoah Valley. Color studio experience and First Class license required. E.O.E. 703-434-5391. David Barnes.

Help Wanted News


Situations Wanted

Sales


Situations Wanted, Announcers

1st Phone. 6 years radio-TV; booth, news, interviewing, creative college grad., 26, $700. Box J-34, BROADCASTING.

Young staff announcer with Tom station looking for more on camera exposure in small-medium market. Prefer East, $100/hr. Send resume to: Jeff Matthews, University of Md, Fine Artes Blvd, Radio-TV Division, College Park, Md. 20742.

Announcer/Anchorman seeks more challenging position in medium-large market. 27, 1st phone. College degree. Box J-107, BROADCASTING.

Weather-caster/Staff Announcer, featured top nine. TV/AM/FM. 15 years experience. Excellent knowledge of growing company and benefits. Excellent appearance. Top references. All markets considered. Send resume to: John Douglas, 5005 Lamar Road, Washington, D.C. 20016, 301-320-4664.

Situations Wanted Technical

Engineer: first phone, experienced AM, FM, TV, Maintenance, construction, RCA grad. Box J-133, BROADCASTING.

Situations Wanted News

Seek news director's position. Excellent credentials. Valuable experience with recognized NBC-TV affiliate. H-211, BROADCASTING.

Sportscaster-newscaster: . . . Experienced and hard-working, slot available. Also circle, looking to join an effective news team. Write Box J-53, BROADCASTING.

Experienced field reporter wants similar position in television. College grad, 5 years experience. Heavy news, photos and sports background. Ambitious; able, willing to travel. Looking for a future, not a figure. Box J-109, BROADCASTING.

Meteorological personality. A good solid meteorological weathercaster doesn't have to be boring, mine isn't 32 years old and ready to move up. Box J-120, BROADCASTING.

Medium market anchors looking for move to majors. Very professional and highly motivated. Box J-109, BROADCASTING.

Help Wanted Technical

Continued

Experience shows, energetic male on way up, 4 yr. on major-market radio and TV. Excellent sales skills. Looking for TV news reporting or good radio news operation. Excellent, position in growth. Box J-191, BROADCASTING.


News writer; Los Angeles television, radio experience. MJJ; seeking writing, editing, or producing position. Box J-141, BROADCASTING.


Solid broadcast reporter/anchor experience. Relocate in major market. Excellent references. Box J-146, BROADCASTING.

Situations Wanted

Programming, Production, Others

TV trainer exp'd. film and news production. 1973 college graduate, BA communications, Age 22. Typing, shorthand, experience in editing and camera. Box 301. BROADCASTING.

Young Orientals with announcer-director experience medium-market. BA, TV experience completed. Seek TV director position, West Coast. Box J-122, BROADCASTING.

Award-winning producer/director now in management position in top Southeastern station wants further challenge and advancement. Age 30; married; 10 years experience, director/writer in small cases of TV production. Box J-118, BROADCASTING.

Director/Producer desires position with medium television market. Experience in all phases of television production, including management. Box J-121, BROADCASTING.

Producer-Director-Writer-major market. Two years experience. ABC,cable, TV, network. UCLA. Commercial, remotes, film. Seeking long term and advancement position. Location open. Box J-145, BROADCASTING.

Producer/Director, two years plus CATV Program Manager wants into Broadcast TV programming, production, news, aggressive, dedicated, BA, MA, married, looking for challenge. Excellent references. Box J-148, BROADCASTING.

Now employed as staff weatherman/weather production mgr. Thorough knowledge; Member American Meteorological Society. Desire better facilities and opportunities. Box J-156, BROADCASTING.

Dependable creativity; documentary or entertainment. Commercial film and PTV experience. MA, TV and Film, Fordham R. R. 2, Mansfield Center, CT 06250. 203-429-3622.

Experienced, mature director in Top Ten market wants Director/Producer-director position. Top references from fine, major broadcasting firm. Seven years experience. 201-1108.

Recent broadcast graduate, B.S. in TV, desires position in production. 2 years experience, Avaliable immediately. Write: Joel Latefish. 2923 S.E. Claybourne, Portland, Oregon 97202.

CABLE

Help Wanted Technical

Wanted person capable of managing and operating Cable TV color studio facilities. Must be able to produce taped, filmed, and live shows. Research and script shows. Thin and train small staff. Metropolitan N.Y. or N.J. Requires Director-production. Salary open. Send resume to: P.O. Box 158, Hoboken, N.J. 07030.

WANTED TO BUY EQUIPMENT

Remote unit complete. Color equipped four (4) camera heads. Negotiate information and best price to Box J-59, BROADCASTING.

We need used 250, 50, 1 kW, 10 KW AM and FM transmitters. No junk will raise Radio Supply Corp., 3134 Hurbide St., Laredo, Texas 78040.


56137685

WANTED TO BUY EQUIPMENT

Remote unit complete. Color equipped four (4) camera heads. Negotiate information and best price to Box J-59, BROADCASTING.

We need used 250, 50, 1 kW, 10 KW AM and FM transmitters. No junk will raise Radio Supply Corp., 3134 Hurbide St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

RCA 50,000 KW, model BTA-5OG AM Transmitter. Immediate condition. Now tuned to 720 KHz, $22,500.00. Call J-25, BROADCASTING.

RCA 77-A transmitter, channel 2 thru 6, air cooled modified condition, excellent condition. Box J-66, BROADCASTING.

Two Gates CB-77 turntables. Five hours use on each turntable. Factory containers. Perfect condition. $180.00 each. KANN/IFU, 913-864-4536.

—Bell & Howell Model 616 16mm TV Film Projectors, Mag/Opt, sound, suitable for color operation, asking $2,500.00. Arnold April, Chief Engineer, KORN-TV, Mitchell, S.D. 57301.

8 Schafer Spotters, Stereo with new decks and tape. You own guarantee, $1,000.00 each. Hold 100 commercials. Call Ross Knife collect, Broadcast Automation Assoc., 305-776-4703 or write to 519 N.E. 12th Avenue, Fort Lauderdale, Fla. 33308.

Automation, complete McCarri eight channel mono. 4 Carousels, time announce, net join, audio logger, $11,000.00. RCA BTF-5D transmitter, $6,000. Contact Bill Hyden, 918-251-5822. KTKA, Box 550, Broken Arrow, Okla. 74012.

Cartridge tape equipment—New and rebuilt guaranteed. Dr. Bob in Box 1004, Rockville, Maryland 20850, (301) 762-7262.


Hellaist-stylotreflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Wireless, P.O. Box 23872, Oakland, Calif. 94628.

Complete Schafer 800-Stereo Automation System, including Stereo Brain, All Solid State 4-Stereo Ampex Playbacks, 2-Stereo Spotters for 200 Commercials, Stereo Announcer, 200 watt Master, Slow Speed Logger, 25 Hz Tone Generator and Rack. One year guarantee—$1,500—Ships Today. Call Ross Knife collect, Broadcast Automation Assoc., 305-776-4702 or write to 519 N.E. 12th Avenue, Fort Lauderdale, Fla. 33308.


1 Slow Speed Logger Recorder Schafer $1,000.00. Call Ross Knife collect, Broadcast Automation Associates, 305-776-4702 or write to 519 N.E. 12th Avenue, Fort Lauderdale, Fla. 33308.

COMEDY MATERIAL

Deejays: New, sure fire comedy! 11,000 classified as first time and over auditions. $100.00 each. Call Dr. Bob in Box 1004, Rockville, Maryland 20850, (301) 762-4530.

INSTRUCTION

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

First Class FCC License theory and laboratory training in six weeks. Be prepared—let the masters in the nation’s largest network of first class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write to help you locate the most convenient to you. Elkins Institute in Dallas.*** 2272 Inwood Rd. 214-637-4001.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.
Elkins in Denver**, 420 S. Broadway.
Elkins in East Hartford, 800 Silver Lane.
Elkins in Houston***, 3518 Travis.
Elkins in Minneapolis**, 1362 Union Ave.
Elkins in Minneapolis***, 4103 E. Lake St.
Elkins in Nashville**, 2106-A 8th Ave. S.
Elkins in Oklahoma City, 501 N.E. 27th St.
Elkins in San Antonio**, 303 S. Main.

INSTRUCTION Continued


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

Licensed by New York State, veteran approved for FCC 1st Class License and announcer-disc-jockey train. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) 45-5-9245.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. 11750 W. Fullerton Ave., Chicago, Ill. 60652.


REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 8, 1973. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4271. (Formerly Elkins Inst.)


FCC First Class License in six weeks. Theory and laboratory training, Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.

Enrollment applications now being considered for courses in Broadcasting-Radio Licensing and Communications Engineering. State Technical Institute, 3443 North Central Ave., Chicago, Ill. 60634. 312-286-0210.

MISCELLANEOUS

Prizell Prizell National brands for promotions, contests, programing. No barter, or trade. In St. Louis. Contact Dr. Bob in Box 1004, Rockville, Maryland 20850, (301) 762-4530.

Having trouble producing good revenue with your present format? I may be able to help as I have many stations. Call Dr. Crews, 912-833-4906.


“Free” Catalog. Write for everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

RADIO

Help Wanted Sales

NATIONAL SALES DIRECTOR

Major radio group organization, based in New York, seeking an aggressive, imaginative, experienced and productive self-starting National Sales Director. Must be a leader with a record in major market radio willing to sacrifice his time and energies to mold and direct a successful sales force. Send photo, resume, references to Box J-149, BROADCASTING.

Help Wanted Announcer

VICE PRESIDENT-SALES NEW ENGLAND-PA. & OHIO


Help Wanted Announcer

#2 STATION IN TOP 10 MARKET with M.O.R. format needs super combination Production Director/Personality. We'll give the right man artistic freedom and a great working atmosphere. Send resume and tape to:

Box J-113, Broadcasting

#2 STATION IN TOP 10 MARKET with M.O.R. format needs super mid-day personality to suit himself with someone who can be warm, innovative, creative, and fun. Must know music, production, and humor. Send resume and tape to:

Box J-114, Broadcasting

Top money for clever Humorous, Mature Morning Man to make us no. 1 in competitive Midwest Multi-Station Market. Not a time and temperature man but a personality able to create audience interest and participation by communicating directly with listeners. If we like your air check will arrange personal meeting.

Box J-129, BROADCASTING

ANNOUNCER/PROGRAMMER

Growth opportunity for experienced broadcast at Texas medium market contemporary station. Hospitalization, retirement, excellent salary and benefits. Complete confidence.

Box J-134, BROADCASTING

MAJOR MARKET

News/Play-by-Play man with first phone. Only experienced need apply. Tape and resume to Tom Wynn—WLOL—730 Midwest Plaza—Minneapolis, Minnesota 55402.

Broadcasting Sep 17 1973

62
HELP WANTED

KFRC/KXO/SAN FRANCISCO
Is searching for two of America's finest disc jockeys. We expect to hear from experienced professionals. All tapes will be reviewed. Salary equated to ability. Full, tightly edited aircheck required with BIO, picture with complete reference list. The backgrounds of people we hire will be screened thoroughly.

Mail to: Hal Martin
Program Director
KFRC Radio
415 Bush St.
San Francisco, Calif. 94920
KFRC is an Equal Opportunity Employer.

HELP WANTED, PROGRAMING, PRODUCTION

We need: MOR P.D.
- mature and creative
- experienced with success
- demographic oriented
- requires station involvement
- values short airshift
- wants long term association

We'll pay: $18,000 plus incentive

Contact: J. C. Amaturo
FL Lauderdale, Fla. 33310
WFTL 5333
Our consultant: Ken Burkhardt

HELP WANTED, MANAGEMENT

"I AM THE MAN"

If your company needs an experienced Radio Executive, age 35, with a proven record of successful station management, who is profit oriented, then "I AM THAT MAN."

Box J-146, BROADCASTING

HELP WANTED TECHNICAL

TOP MANAGEMENT TEAM
Major Market GM & PD with Proven Track Records Are Available To Manage And Program An AM/FM Combination In A Top Thirty Market.
Target... FM: 12-34
AM: 25-49
Only Serious Inquiries, Please.

Box J-171, BROADCASTING.

HELP WANTED ANNOUNCER

TWO-WAY ENTERTAINER
CURRENTLY AT TOP-10 MARKET GIANT
Top ratings with audience Involvement. Light talk... unusual Interviews... snick... much, much more.
All-talk or music format.
Box J-137, BROADCASTING

HELP WANTED ANNOUNCERS CONTINUED

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Is searching for two of America's finest disc jockeys. We expect to hear from experienced professionals. All tapes will be reviewed. Salary equated to ability. Full, tightly edited aircheck required with BIO, picture with complete reference list. The backgrounds of people we hire will be screened thoroughly.

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Program Director
KFRC Radio
415 Bush St.
San Francisco, Calif. 94920
KFRC is an Equal Opportunity Employer.
Situation Wanted News

TAX SHELTER
News & Sports Team
"Guaranteed to loose your audience!"
We've Failed before—
watch us repeat in your market.
Box J-117, BROADCASTING

Miscellaneous

SUPER personalized sports Christmas greeting cards! Plus football and basketball stat sheets, spotting charts and other broadcast supplies.
Free Brochure
SUPER/STAT, Box 7, Conklin, N.Y. 13748

UNIQUE TV FILM SERIES
Featuring Sports Hi-Lites followed by candi-
did interviews with outstanding American
athletes and personalities high in human
interest on location . . . . Baseball . . . . . .
Football . . . . Basketball . . . Produced for
public service and local origination pro-
gamming to focus America's youth toward
faith in God and the Holy Bible. Non-
sectarian, headed by Dr. Gordon S. Anders-
on, acclaimed by TV stations across the
nation. Available free of charge in 13 week
or 26 week sequence, 16mm color TV
prints, none longer than 15 minutes. Write
for audition print and scheduling info.
FOCUS ON FAITH' FILMS,
P.O. Box 22, Nyack, New York 10960

Miscellaneous continued

Employment Service

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

BROADCAST PERSONNEL AGENCY
Sherry Barish, Director

Wanted to Buy Stations

Group interested in purchasing
Radio Property in East-Northeast
up to $500,000. We are ready to
move quickly. Replies Confidential.
R/T Associates,
P.O. Drawer K, Norwood, N.J. 07648

For Sale Stations

Mid Atlantic small profitable
beaches golf hunting fishing.
Ideal for owner operator. Re-
 sponsible parties address
Box J-150, Broadcasting

For Sale Stations

S.W. small daytime $185M cash
South metro power 750M 30%
Gulf major fulltime 2MM nege

D. PAPPAS
222 BRENTWOOD CIR.
ANDERSON, S.C. 29621

Chapman Associates
business brokerage service
Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

For Sale Stations

George Moore
A. ASSOCIATES
BROKERS AND APPRAISERS

TV OPPORTUNITY
TENSA—Fulltimer, single station market,
same owner 23 years, profitable. $105,000
including real estate. $30,000 down, bal-
ance ten years.

AM RADIO METRO-MARKET
KANSAS—Fulltimer, excellent growth po-
tential, good real estate. Price $190,000.
Terms $65,000 down, balance ten years.
Ideal for owner-manager.

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

Brokers & Consultants to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmhurst, New York 1402
(P.O. Box 946) • (207) 793-7138

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 en-
closed, where the ad should be placed. No makes
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.

Rates, classified listings ads:
—Help Wanted, 40¢ per word—$5.00 weekly minimum.
(Billing charge to run one year $1.00).
—Situations Wanted, 30¢ per word—$5.00 weekly
minimum.
—All other classifications, 50¢ per word—$6.00 weekly
minimum.
—Add $1.00 for Box Number per issue.

Rates, classified display ads:
—Situations Wanted (Personal add) $25.00 per inch.
—All others $40.00 per inch.
—More than 4th billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employ-
ment Agencies and Business Opportunity advertising
requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city
(Des Moines) or of 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 %, $, 20, #, 0, GM, etc. count as one word.
Hyphenated words count as two words.
Profile

A muscle man behind the television scenes: Marvin Josephson

As an experienced and highly successful talent agency executive, Marvin Josephson knows that one of the tenets of his profession is to operate at high velocity and low visibility. It's the client who must grab the plaudits and the headlines.

But some intimate friends and business competitors thought it strange in the summer and fall of 1972 that Mr. Josephson did not acquire a suntan even though he professed to be visiting Bermuda every weekend.

"What I actually was doing was flying up to Montreal each weekend trying to talk the Montreal Organizing Committee into giving my company, Marvin Josephson Associates, the world TV rights to the 1976 Olympics," Mr. Josephson explained with a wide grin. "I just didn't want any word to leak out to my competitors. They'd be breathing down my back."

Mr. Josephson's undercover mission to Montreal was successful. MJA landed the rights to the 1976 Olympics and negotiated the sale of U.S. rights to ABC for the record amount of $25 million. "This figure is almost twice the amount ($13.5 million) that ABC paid for the 1972 Olympics in Munich," Mr. Josephson pointed out. "Our pitch to the organizing committee was: If you have a legal problem, get a lawyer; if you have TV rights to sell, get an agent."

Mr. Josephson is a tall, trimly-built man of 46 who exudes quiet confidence and self-assurance. He built his company over the past 18 years from a one-man operation (himself) into an organization that now employs about 250 persons in New York, London and Los Angeles. MJA grossed more than $11 million in fiscal 1973 (ended last June 30) and is regarded as the second largest talent agency (behind William Morris Agency) and asserts it is the largest television-packaging representative.

Mr. Josephson confesses that his original ambition was to be a journalist, but he decided to study law, reasoning he could advance more rapidly in the entertainment-media sector through legal training. After graduating from Cornell University in 1949, he enrolled at the New York University Law School and received an LLB in 1952.

Mr. Josephson worked in the CBS law department for three years and in 1955 set up his own personal management company in New York, Broadcast Management Inc., with $100 in cash. In a few months, he landed his first major client, Bob Keeshan, the star of Captain Kangaroo. Today, Bob Keeshan Associates, owner and producer of the series, is a division of MJA.

In 1962, as Broadcast Management Inc. expanded rapidly in the personal management sphere, the opportunity for more accelerated growth emerged. Mr. Josephson arranged a merger of his company with a West Coast talent firm, Roen-berg, Coryell Inc., to form Artists Agency Corp. A few years later he bought out his partners and formed Marvin Josephson Associates.

Already a formidable agency by 1969, MJA took a giant step into the big leagues that year by acquiring the Ashley-Famous Agency, then part of Kinney. Today, MJA consists of the International Famous Agency, which represents talent (writers, directors, performers), television producers and packagers, and the Bob Keeshan Associates division.

Mr. Josephson explains that a talent agency is compensated by receiving 10% of an individual's remuneration or 10% of a TV producer's or packager's receipts (the full income on a network sale deferred until syndication funds are collected).

Mr. Josephson also notes that the role of an agent is not solely in the sales area. This function is an important one, he said, but the versatile agent serves as the catalyst for developing a series or a motion picture, for example.

"We may have a situation where we know a TV network is looking for a particular type of series or special and we have a writer, actor or director who can put the project together," he noted. "On the other hand, one of our clients may have a book or an idea that we consider appropriate for television. Our intimate relationship with top network personnel is a big plus in this instance."

Marvin Josephson Associates is a publicly held company, with its shares traded over-the-counter. In the fiscal year ended last June 30, revenues amounted to $111,162,900 and net income totaled $1,368,300, up from $10,687,100 and $1,252,400 in the previous fiscal year. Mr. Josephson is confident that the 1974 fiscal year will surpass the 1973 performance.

"We are unquestionably the leading representative in the television program packaging field," Mr. Josephson claims "Through our International Famous division, we prime-time renewals include a seventh season of Mannix and the sequel of M*A*S*H. We are involved in the seventh season of The Flip Wilson Show, the third year of McMillan and Wife on NBC, and the fifth season of Love American Style on ABC."

In addition, IFA has sold and will represent two new series, Calazac's Department and Diana on NBC. We also have been involved in a number of summer variety series and continue to be active in the areas of specials, mini-series, midseason replacements and off-network syndication, including Daniel Boone, Hogan's Heroes, Mission: Impossible and Star Trek."

Mr. Josephson emphasizes that MJA's activities blanket all sectors of the entertainment-communications sphere. In addition to television packaging, the company functions in the theater, motion pictures, variety and personal appearances and the literary fields. He estimates that in all, MJA represents more than 2,000 persons and companies in all facets of the entertainment business.

Among the producers-packagers handled by MJA are Talent Associates/Norton Simon Inc., Filmways, Bing Crosby Productions and Playboy Productions. In addition to a wide range of entertainment personalities, the firm has represented a large number of television newscasters and commentators including Chet Huntley, Harry Reasoner and John Chancellor.

Mr. Josephson is an avid reader of books and particularly enjoys history. He likes to ski and to travel (case in point: a recent trip to the Middle East with his children last year).

His is a pressure-cooker job. He works from 9 in the morning until about 6 or 7 in the evening and invariably takes mountains of paper work home with him. For relaxation during the week he lifts weights at a midtown club every other day.

"I find weight-lifting clears my mind," he says, "because it requires all your attention and all outside pressures vanish. I didn't start to lift weights until I was past 30—I don't think age is a factor in beginning this exercise."
Editorial control

In all the whither-Watergate talk that can be heard these days, particularly about how the next round of Senate hearings should be conducted, a vital point is in danger of getting lost. A lot of plans have been advanced; the one thing they all have in common is awareness of the effects of television coverage. Some, wanting to restrict or exclude TV, advocate limited or secret sessions; others not only advocate wide-open sessions but contend TV is obligated to carry every minute of them.

The point that all those conflicting advocates overlook is that television is a news medium and must be free to operate as one. If the hearings are open to any medium, television must have equal access. And TV news executives must be their own judges of what to present and how to present it. They are under no more obligation to carry every moment than newspapers to print every word. But they must be free to do so, or not, according to their independent judgment of what the news is worth.

Next, please

In his management of legislation lifting television blackouts of professional sports, Chairman Torbert Macdonald of the House Communications Subcommittee has proved himself capable of swift and decisive action. Broadcasters wish the Massachusetts Democrat would apply the same talents to license-renewal relief.

More than 200 congressmen have put their names to bills that would be acceptable to broadcasters in their attempts to restore reasonable stability to the renewal process. None of those congressmen can be given the chance to put his name to a vote until a bill goes to the House floor. It is up to Mr. Macdonald and his subcommittee to get a bill drafted. If they get on with it, there is a chance for passage at this session of Congress, and they are reminded that the cause is at least as just as an antiblackout bill.

That drop-in caper

According to competent witnesses, the FCC came within an inch of falling for the slickest trick a noncommercial, educational television operator has thought up since one of them invented the noncommercial commercial for commercial sponsors of noncommercial shows. As a “Closed Circuit” item in this magazine reported a week ago, four of the seven commissioners were on the verge of voting to approve a petition by WETA-TV Washington, a noncommercial UHF, for “experimental” operation on a dropped-in channel 12.

The four that had been taken in by the WETA propaganda were said to be Chairman Dean Burch and Commissioners Nicholas Johnson, H. Rex Lee and Benjamin Hooks. A definitive vote was put off only because Chairman Burch developed second thoughts about procedural difficulties.

The beguilement of three of the four is perhaps explainable. Mr. Hooks, a black, must have listened with a special ear to the WETA promise that inner-city residents with inferior UHF receiving gear would be immediately emancipated by a conversion of WETA to VHF status. Rex Lee had an educational system installed for a wholly captive audience when he was governor of American Samoa and has been disposed toward that kind of thing ever since. Mr. Johnson would vote for anything that made a dent in commercial-television effectiveness, such as the interference that would be caused three stations in Richmond, Va., and Baltimore if WETA went to channel 12. (Presumably Mr. Johnson figures that to be an acceptable trade-off for the interference that would also be caused the noncommercial WHYY-TV Wilmington, Del.) Mr. Burch’s gulling is harder to understand, unless it can be attributed to an urge to do good works—as all actions taken in the name of noncommercial broadcasting are presumed to be— in the waning days of his tenure.

As this publication has observed before, the WETA request for an “experimental” drop-in to be abandoned a year later if significant interference were created sounds like a high-minded venture in scientific research. It is a real-world device to obtain permanent use of the VHF facility. If WETA ever got a channel-12 station on the air and built any sizable audience, no FCC would have the political nerve to take it off the air—never mind how much trouble it caused in Baltimore, Richmond and Wilmington.

Mr. Burch has said the matter will be called up after Oct. 26 when Robert E. Lee, an unswervable opponent of the drop-in, returns from an international telecommunications conference in Spain. (The “Closed Circuit” item erroneously indicated a vote while Mr. Lee was away.) The commission may have changed by then; surely Mr. Johnson will have been replaced by his successor. Whoever is there to vote ought to bear in mind that permanent occupancy is what WETA is after and that one drop-in will lead to another—and another. If any action is to be taken here, except an outright rejection of the WETA case, it ought to be in the form of general rulemaking.

Burch’s seat

President Nixon’s announced determination to get the White House back in business extends, we hope, to the consideration of a successor to FCC Chairman Dean Burch, whose intention to return to private life in six weeks or so is now accepted as fact. The chairmanship, it is widely supposed, will go to Commissioner Richard Wiley, who deserves and can handle it. The membership will be available to someone else.

If Mr. Nixon wants to look tidy in his resumption of command, he will be ready with a successor on the date Mr. Burch wants to leave, as he was not way back on June 30 when Nicholas Johnson’s term ran out. Mr. Nixon’s search would be simplified if he started in within the government itself. Several young and attractive prospects come at once to mind.

"Relax. He’s just working in one of those Kellogg cereal spots."

Drawn for Broadcasting by Sid Hix
12,000,000 visitors bring their wallets to Central Florida every year. They break them out to buy beverages, groceries, clothes, make-up, deodorants, escutcheons, fedoras, girdles, etcetera, right on down to zippers. Add their bucks to the millions spent by Central Florida's 1,577,200 full-time Floridians and you'll soon see what keeps Florida green.

More retail sales bucks were spent in the Orlando-Daytona Beach market in 1972 than in San Antonio, Syracuse, Toledo, Rochester or Norfolk.

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

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

*SRDS, July '73
If you lived in San Francisco...

...you'd be sold on KRON-TV