That radio-TV boom looks to be larger in 1973
Whitehead brandishes the stick, extends the carrot

Broadcasting Jan 1

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973

Washington football's greatest comeback this year had nothing to do with the Redskins.

For years, the annual city high school football championship was a big event in Washington. But the 1962 game ended in a riot that injured many persons. And the event was suspended indefinitely.

In 1972, WMAL-TV and the D.C. Federation of Civic Associations joined forces in an effort to revive the game. They received the support of The White House, Mayor Washington, and Redskins Coach George Allen, who acted as Honorary Chairman of the game.

On Dec. 2, 1972, 18,000 spectators watched in total harmony as Coolidge High School defeated St. John's College High School 28-21 to become city champions.

But the real winner was the city of Washington.

WALTER E. WASHINGTON
Mayor-Commissioner

THE DISTRICT OF COLUMBIA
WASHINGTON, D.C. 20004

SPORTSMANSHIP DAY

December 2, 1972

BY THE MAYOR OF THE DISTRICT OF COLUMBIA

A PROCLAMATION

WHEREAS, it is fitting that the citizens of Washington, D. C. pause to reflect on the importance of the renewal of the City Championship Games between the D. C. Public and Catholic High Schools and its social significance to the climate of this city; and

WHEREAS, the restoration of these exciting and colorful contests offers our youth and adult citizens a chance to experience the finest in athletic competition; and

WHEREAS, the D. C. Federation of Civic Associations, Inc. and WMAL-TV have taken the lead in rallying public interest and concern for this important occasion:

NOW, THEREFORE, I, THE MAYOR OF THE DISTRICT OF COLUMBIA, do hereby proclaim December 2, 1972 as "SPORTSMANSHIP DAY" in Washington, D. C., and ask the residents of our city to join with me in giving support to the efforts of the D. C. Federation of Civic Associations, Inc. and WMAL-TV so that such a unique and important affair may become an annual event in our city.

Walter Washington

WALTER E. WASHINGTON
MAYOR
DISTRICT OF COLUMBIA

November 27, 1972

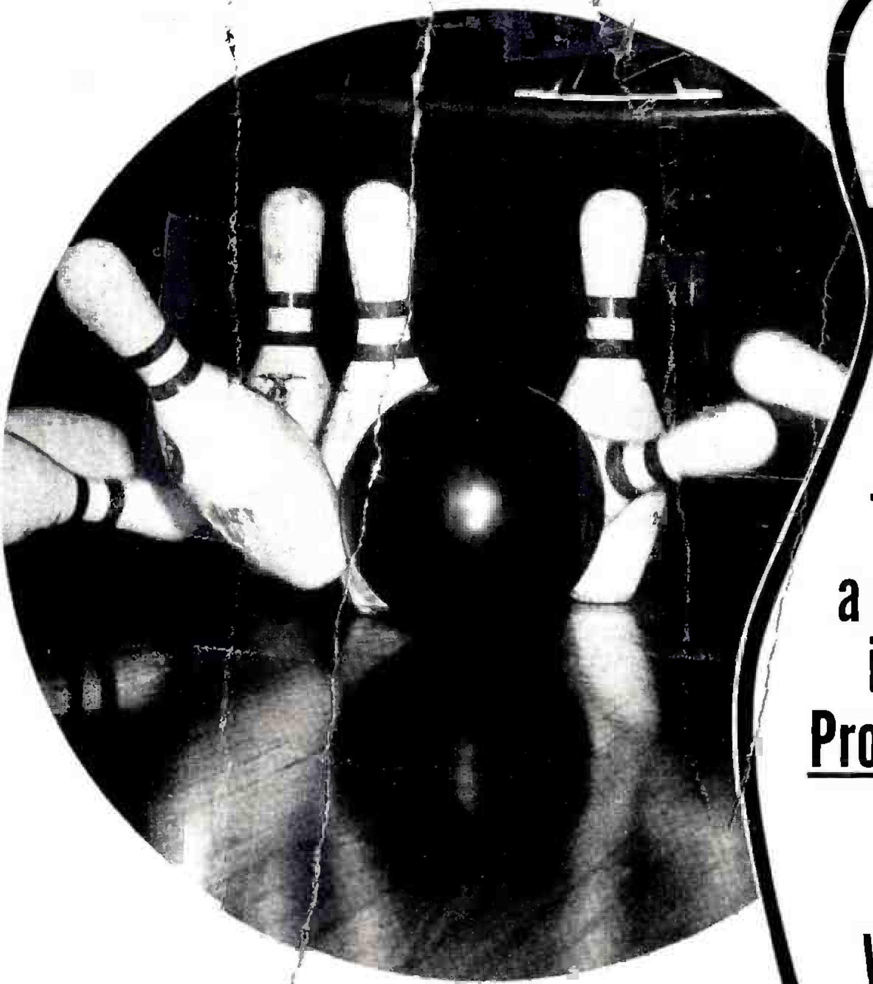
WMAL-TV was proud to be a part of bringing the city high school championship back to Washington. It was truly Washington football's greatest comeback of 1972.

And anyone who watched the first Redskins-Dallas game knows what a strong statement that is.

WMAL TV 7

Broadcasting Jan 1

Published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices. Single issues $1. Subscriptions: one year $20, two years $37.50, three years $50. Add $52 yearly for special delivery, $65 for air mail, $4 for Canada, $6 for all other countries. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $14.50, *Cable Sourcebook* $8.50.



To be
a winner
in the
Providence
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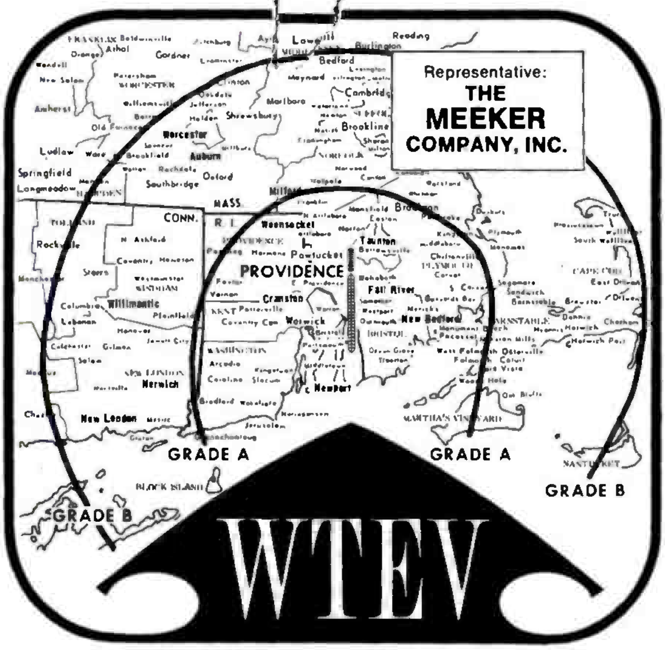
Buy
WTEV



In this burgeoning area - **PROVIDENCE, NEW BEDFORD, FALL RIVER** and other important cities and communities - be sure to use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver an unusually responsive audience.

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Providence—New Bedford—Fall River
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Serving the Greater Providence Area

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STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Architects

Who were men behind Clay T. Whitehead's "divide and conquer" speech, broadly interpreted as seeking to set affiliates against network (see story page 18, editorial page 82)? Though it's doubted President Nixon had direct hand in it, it's known he was not averse to jolting some network newsmen. That seemed apparent at June 22 conference at White House with 30 broadcasters (BROADCASTING, June 26).

But main thrust is believed to have been inspired by outgoing special counsel, Charles W. Colson (who sat in on Nixon visits with brass of each of three major networks), and special assistant, Patrick Buchanan, who had tossed invective at networks and their commentators during recent months.

Little give

Indications are that FCC will leave virtually intact its rule barring television and cable-TV crossownership in same market. Commission discussed matters in week before Christmas, and Chairman Dean Burch's position in favor of merely inviting requests for waiver was said to have hardened and to have attracted majority support. Only alternative that some thought still viable—grandfathering—seemed doomed. However, plan to invite waivers could result in extension of present Aug. 10, 1973, deadline for divestiture, to permit requests to be filed and processed ("Closed Circuit," Nov. 20, 1972). Commission is expected to take up matter early this month.

Contenders

Competition for leadership of radio board of National Association of Broadcasters is getting brisker, with two candidates each for chairmanship and vice chairmanship. Latest candidate is Harold Krelstein, Plough stations, Memphis, for vice chairmanship. He will oppose Philip Spencer, WCSS-AM-FM Amsterdam, N.Y. ("Closed Circuit," Dec. 18, 1972). Vying for chairmanship are Dan Kops, Kops-Monahan stations, New Haven, Conn., and Clint Formby, KPAN(AM) Hereford, Tex., whose candidacies were also made known earlier last month. Top radio-board positions are filled in spring at first meeting of new board, after elections of new directors this month.

Inflation

Government salaries, which were in paltry-to-pitiful category until decade or so ago, are comparable to those in private sector and going higher, particularly in upper echelons. Top staff pay at agencies such as FCC and FTC (Grades 16, 17, 18), now pegged at maximum of $36,000, could jump to $39,683 when executive pay-increase schedule is evolved under White House executive order, possibly next spring.

Members of Congress and of independent agencies, as well as judiciary and cabinet, would be slated for increases. Senators and representatives, it is thought, would jump from $42,000 to $46,000; members of independent commissions from $38,000 to possibly $43,000 and chairmen of agencies from $40,000 to $45,000. Increases in lower levels of government previously had been authorized by President Nixon.

Deadline

Merger agreement between Cox Cable Communications and American Television and Communications, which government has sued to enjoin (see page 47), runs out automatically on March 1, unless parties agree to extend it. As of now, both express determination to resist Justice Department's antitrust suit in hope of consolidation into second biggest cable complex.

Air grab

Near crisis is developing in many areas over efforts of local and regional civil-defense authorities to obtain free access to stations in event of emergencies. Under Part 73 of FCC rules and regulations, participation in Emergency Broadcast Service is voluntary and comes under federal rather than city or state jurisdiction. FCC Executive Director John Torbet is coordinator.

Inspired by regional civil-defense officials, such access (including suggested "hot lines") has been initiated, to chagrin of licensees, in Kansas, Oregon, Nebraska, Florida as well as in District of Columbia (BROADCASTING, Dec. 11, 1972). Mr. Torbet shortly is expected to seek clarification of procedures, premised on protection of life and property in emergencies.

Money talks

C.I.T. Financial Services, New York, may become one of network radio's more important customers in 1973. This year's network budget (ABC Radio) reportedly has been upped substantially from 1972's outlay to about $1.5 million by adding FM and Contemporary network services to two ABC network services used in 1972. Handling for C.I.T.: Hodes-Daniel, Elmsford, N.Y., and SFM Media Corp., New York.

Noneducational

Like most other District of Columbia stations, noncommercial, educational WETA-FM Washington is hung up on license renewal while FCC considers wholesale petitions to deny, filed by local blacks. All stations are charged with discrimination in hiring and programing. But nobody has challenged WETA's promise and performance in educational broadcasting, for which its noncommercial allocation is reserved. In renewal form, WETA-FM states intention to devote zero percent of total schedule to instruction (for which school credits may be earned), zero to general education.

Now it's basketball

Black Associates Sports Enterprises, Beverly Hills (Calif.)-based program producer and distributor, is talking to advertisers about sponsoring weekly hour, *Black College Basketball Game of Week*. Proposed program, which would include video-tape highlights of basketball games of such schools as Howard University, Morgan State College, and Grambling University, would be patterned after half-hour weekly *Grambling College Football Highlights*, which BASE has produced and distributed for three seasons. Pitch to advertisers is for five minutes in each program, with five additional commercial minutes and 42-second station break available to local stations for sale on barter basis. BASE is talking about schedule of 12 programs, starting with game from Chicago invitational tournament, Jan. 6 and ending March 24. Football highlights series was carried last season on line-up of 83 TV stations.

Favored nation?

Arrangement that American Research Bureau has made with Katz Radio to supply rep with computer tapes containing audience research data covering 150 markets in U.S. has come under fire from another rep, Avery-Knodel, which has complained arrangement implies exclusivity. ARB denies charge, saying similar deal has been available to others. Also under fire is ARB-Katz agreement providing extra 2.5% marketing commission, or discount, to Katz beyond regular maximum discount of 10%, earned by rep for delivering all its radio-clients as customers of ARB service.

ARB has asked all reps to rethink arrangement. If objections turn out to be widespread, ARB may not renew Katz contract which runs out this month. Katz, meantime, says it continues to have positive attitude toward arrangement.

Haitian hideaway

Robert E. Kintner, president of ABC in 1944-56 and NBC, 1956-66, will begin dividing time between Washington and Haiti. He has been living in fashionable Georgetown, keeping private contact with Democratic circles (Senator Edward Kennedy is his choice for President in 1976). Now he's building winter home in remote part of Haiti, where several friends are also developing exclusive retreats.

At Deadline

8 challenged stations win renewals from FCC

Two-year old Columbus case, 18-month old Fort Collins proceeding finally resolved

Three of longest license-renewal disputes on record at FCC have been resolved by commission, all in favor of licensee. In separate actions involving eight stations, commission granted renewal of WBNS-AM-FM-TV and WTVN-AM-FM-TV, all Columbus, Ohio (which have been deferred since October 1970) and KIIX-AM-FM Fort Collins, Colo. (on deferred list since April 1971). In all cases, objections of local citizen groups were dismissed.

In its action regarding WBNS stations, commission ruled petition to deny filed in November 1971 by predominantly black Columbus Broadcasting Coalition lacked specificity. Petitioners had alleged numerous violations of FCC rules by stations, including charges that WBNS stations had failed to ascertain needs of community in general and of blacks in particular, failed to program for blacks, discriminated against blacks in employment and were guilty of anticompetitive practices.

Commission, however, found stations' ascertainment procedures to be adequate, concluding that there is no "magic formula" for determining precise number of ethnic leaders to be surveyed. It said petitioners have not provided any significant evidence to verify its employment and programing allegations, expressing belief that those policies did not reflect abusive tactics on part of licensee, but rather mere departure from what petitioners feel they should be. Agency declined to view certain video tapes submitted by WBNS licensee to counter charges of discrimination because, it said, petitioners have not shown on surface that such discrimination exists.

Allegations against WTVN stations, which were also made by Columbus Broadcasting Coalition, were essentially same as those against WBNS stations, and commission disposed of them in same manner. It noted that while blacks comprise only 11.8% of Columbus's population, WTVN licensee Taft Broadcasting had devoted 20% of its ascertainment survey to members of that race.

In answer to petitioners' charges that WTVN stations' advertising is racist because blacks are portrayed in stereotyped roles, commission commented that "the vast majority of all commercial announcements, black or white, utilize stereotyped middle-class occupational roles," and that such portrayal does not signify intentional racist slur on part of licensee.

KIIX-AM-FM had been challenged by Colorado Committee on the Mass Media and Spanish Surnamed Inc., which last year unsuccessfully sought to block renewals of several stations in Rocky Mountain area. It claimed KIIX licensee Fort Collins Broadcasting Co. had surveyed inadequate number of chicanos in its ascertainment study, had used threats and harassment in attempt to thwart challenge, had discriminated against Spanish-speaking persons in employment and had permitted time brokerage by stations' employe that allegedly charged higher commercial rates to chicano advertisers.

Dismissing all those accusations as unfounded, FCC noted that KIIX stations employ two chicanos and two American Indians on staff totaling nine persons. It concluded that editorial aired on stations criticizing petitioners was not attack, as had been contended, but rather statement of licensee opinion, and noted that petitioners had refused reply time. And alleged time brokerage contract between KIIX and announcer Larry Mendoza, commission said, was not brokerage at all, but rather agreement in which Mr. Mendoza received commission for selling time on his program.

Regarding ascertainment complaint, commission noted that petitioners had failed to raise objections when Fort Collins acquired stations year prior to filing of challenge, and that stations' programing proposal was relatively unchanged over that period. Petitioners, it said, have not shown any justification for reevaluating licensee's ascertainment efforts at this time.

Commission vote on all three cases was 5 to 2, with Commissioners Nicholas Johnson and Benjamin Hooks dissenting.

In Brief

Radio summitry. Radio Advertising Bureau is planning "think force," made up of 10-12 broadcasters initially, to study spot radio from point of view of what can be done to build it as viable medium in marketing and distribution. Lester M. Smith, managing director, Kaye/Smith Radio Stations, has accepted chairmanship of TF and meeting is tentatively set to be held in the New York area by the end of this month. ▪ **Back to FCC desk.** Wallace E. Johnson, FCC Broadcast Bureau chief, expects to return to work about Jan. 15, after two-month absence following intestinal surgery. Mr. Johnson lost 30 pounds on post-surgical diet, but is now gaining weight. Harold Kassens, deputy chief, continues as acting head. ▪ **Quake help.** WFAB(AM), Miami Spanish-language station, reacted to news of Nicaraguan earthquake by suspension of normal programing and presentation of around-the-clock coverage of the disaster. In response to two-day marathon appeal, packages of food and clothing and money poured into WFAB over holiday weekend. At last count, the station has raised $92,000 and mobilized 21 doctors and 50 nurses to help in disaster area. ▪ **Gearing up.** International Telecommunications Satellite Organization comes into being Feb. 12, following ratification by required number of nations last month (*Broadcasting*, Dec. 18). First meeting of ITSO board of governors is scheduled in Washington March 14. ▪ **Rep pact.** Signing by HR Television of KHOL-TV Kearney, Neb.; KHQL-TV Albion, Neb.; and KHTL-TV Superior, Neb.; composing the Nebraska Television Network reported last week.

Final HST rites draw heavy radio-TV coverage

Three networks start with specials on Tuesday, culminate with services in Independence Thursday

Aside from specials, bulk of network television coverage of President Truman's death centered last week on funeral and burial ceremonies (also see page 25).

At Mr. Truman's own request, final services were kept relatively limited by comparison with rites in recent years for other prominent Americans.

ABC, CBS and NBC covered motorcade from 2 to 3 p.m., NYT, Wednesday (Dec. 27, 1972) in which Mr. Truman's body was transported to Truman Memorial Library in Independence, Mo. President Nixon's arrival in Independence, where he laid a wreath on Mr. Truman's coffin, was covered live by networks from 4 to 4:15 that day. Thursday's coverage of funeral and burial in Independence lasted on all three networks from 3 to 4:30 p.m. No further special reports were planned. Howard K. Smith (New York) and Herb Kaplow (Independence) anchored ABC's coverage, Walter Cronkite (New York) and Charles Kuralt (Independence) anchored for CBS, and NBC's reports were presided over by Edwin Newman (New York) and Jack Perkins (Independence).

Network radio coverage was mostly sporadic, with live coverage during the motorcade on Wednesday and burial on Thursday presented five or ten minutes at a time rather than continuously.

Networks put coverage into motion on Tuesday morning following death of Mr. Truman—ABC had nine-minute report at 11, and that evening, 7:30-8:30, presented news program *About Truman*. CBS put two specials on air Tuesday from 7:30 to 8:30 p.m. and from 11:30 p.m. to 12:30 a.m., both recapping Mr. Truman's career in film and taped interviews with intimates and political associates of

the late President. NBC telecast 13-minute tribute to Mr. Truman Tuesday at 9:17 a.m., and that evening, 11:30-midnight added further tributes. Wednesday's *Today* show devoted its entire two hours to Mr. Truman's career, and to events leading up to his death.

Parker says NAB campaign involves fairness doctrine

Is "free" broadcasting a controversial issue of public importance, so that broadcast discussion of issue is subject to FCC's fairness doctrine? Dr. Everett Parker, director of Office of Communications of United Church of Christ, thinks so, and has indicated willingness to test his position in litigation.

Dr. Parker gave such indication in letter to National Association of Broadcasters President Vincent T. Wasilewski, which Office of Communications circulated to every radio station in country. In it, Dr. Parker refers to NAB-sponsored campaign to publicize broadcasters' efforts toward achieving revised license-renewal legislation, relief from government attacks on newsmen and other issues threatening industry. (NAB was reported to be distributing to radio stations tapes of message emphasizing significance of "free" broadcasting.) According to Dr. Parker, NAB campaign centers on "considerable public controversy," for which fairness doctrine dictates that both sides be heard. In letter to NAB president, he requested advance of scripts and information about NAB campaign and revealed that his organization plans to distribute to stations taped "responsive discussions" to counter NAB spots.

In response, Mr. Wasilewski wrote Dr. Parker declining request and stating that "we do not envision this program as being one involving a controversy of public importance. In fact, we do not believe it will be controversial at all."

Dr. Parker then responded with second communication, in which he stated: "Your letter indicates that you prefer a course of action in which litigation with one or more of your member stations will be required to settle the issue you raise."

13 posts at stake in NAB board voting

Ballots for election to radio board of National Association of Broadcasters go into mail Jan. 10, with Jan. 31 deadline for return to association. At stake are 13 directorships—odd-numbered districts plus class A, B, C and D at-large memberships. Radio board has 29 members, including four named by networks.

There are two candidates for each vacancy; those receiving largest number of votes in "primary" among all NAB radio members held last month. Several vacancies, however, have more than two because of ties in earlier balloting: District 7 and class B and C markets.

Nominees follow:

District 1—Frank B. Estes, WKXL-AM-FM Concord, N.H.; Donald A. Thurston, WMNB-AM-FM North Adams, Mass.;

District 3—Victor C. Di[illegible]D-(FM) Hazleton, Pa.; Lou[illegible]M) Altoona, Pa.;

District 5—Clyde W. Price, W[illegible]s-caloosa, Ala.; James We.ley, WIO[illegible]A-(FM) Miami;

District 7—Bill Carson, WYWY(AM) Barbourville, Ky.; Allan H. Land, WHIZ-AM-FM Zanesville, Ohio; James T. Morgan, WHLN(AM) Harlan, Ky.;

District 9—Richard D. Dudley, WSAU(AM)-WIFC(FM) Wausau, Wis.; Ben A. Laird, WDUZ-AM-FM Green Bay, Wis.;

District 11—George L. Brooks, KCUE-AM-FM Red Wing, Minn.; Donald Schiel, KLGR(AM) Redwood Falls, Minn.;

District 13—Tom Whitehead, Jr., KWHI-AM-FM Brenham, Tex.; Stan Wilson, KFJZ(AM)-KWXI(FM) Fort Worth, Tex.;

District 15—Lawrence S. Berger, KHVH(AM) Honolulu; William D. Shaw, KSFO(AM) San Francisco;

District 17—J. Birney Blair, KHQ-AM-FM Spokane, Wash.; Wally Nelskog, KIXI-AM-FM Seattle.

Class A Market—Bill McKibben, WEBR(AM) Buffalo, N.Y.; Mrs. Virginia Pate Wetter, WASA-AM-FM Havre de Grace, Md.;

Class B Market—Ted Arnold, WHBF-AM-FM Rock Island, Ill.; Herbert Crosby, WCSH(AM) Portland, Me.; Daniel W. Kops, WAVZ(AM) New Haven, Conn.; Bob H. Walker, KNIN(AM) Wichita Falls, Tex.;

Class C Market—Charles R. Dickoff, WEAQ-(AM)-WIAL-FM Eau Claire, Wis.; Simon Goldman, WJTN-AM-FM Jamestown, N.Y.; Lester G. Spencer, WKBV-AM-FM Richmond, Ind.;

Class D Market—Edward D. Allen, Jr., WDOR-AM-FM Sturgeon Bay, Wis.; Raymond A. Plank, WKLA-AM-FM Ludington, Mich.

RKO General's buy of FM in Florida clears FCC

RKO General Inc.'s efforts to realign its radio properties was helped Dec. 22 when FCC approved firm's purchase of WAXY(FM) Fort Lauderdale, Fla., from Broward County Broadcasting Co. Price is $500,000.

RKO is engaged in large-scale reorganization of broadcast holdings aimed at breaking up its AM-FM combinations. It has contracted for several transfers in recent months, including acquisition of WCAR-FM Detroit from H. Y. Levinson, sale of WHBQ-FM Memphis to group owner Southern Broadcasting, and sale of WROR-FM Boston to Cecil Heftel organization. Of these, only WHBQ transaction has received commission approval.

In authorizing WAXY transaction, commission dealt with issue that has been troubling RKO for several years—allegation that RKO and its parent firm, General Tire & Rubber Co., engaged in unlawful reciprocal-trade practices. That issue has clouded two FCC proceedings to which RKO is party, comparative hearings involving renewal of firm's WNAC-TV Boston and KHJ-TV Los Angeles. In WAXY decision, two commissioners—Nicholas Johnson and H. Rex Lee—found that unresolved questions regarding RKO's qualifications to be licensee should have led agency to withhold action on sale pending disposition of Boston and Los Angeles cases—at very least. But majority disagreed. In approving sale, it merely placed condition on outcome of those proceedings and said its action is subject to whatever measures it deems appropriate upon conclusion of WNAC-TV and KHJ-TV matter. Vote was 4-to-2, with Commissioner Benjamin Hooks not participating.

'72 to be one of RCA's best sales years—Sarnoff

RCA sales for 1972 are expected to reach record levels and net profits will be more than $2 per common share, according to year-end statement released by RCA Board Chairman Robert W. Sarnoff.

He reported that RCA's diversification into vehicle rentals, convenience foods, home furnishings and publishing has given company wider profit base. But he said company's longer established elements, such as broadcast operations of NBC and worldwide communications system of RCA Globcom "continue to grow and prosper."

Mr. Sarnoff said that in final quarter of 1973 company will introduce RCA Selectavision Magtape system of home video recording and playback, which he said would be first major new RCA consumer product since commercial advent of color TV 19 years ago.

SESAC's Heinecke dies at 87

Paul Heinecke, 87, founder-president of SESAC Inc., New York, music performance licensing organization, died Dec. 23 in Holy Name hospital, Teaneck, N.J. He founded SESAC in 1931 to make European music available in America, and in recent years SESAC also handled music composed in U.S. Mr. Heinecke helped popularize in America compositions and performances of Maurice Ravel, Enrico Caruso, Erno Rapee, Jan Sibelius and Victor Herbert. He is survived by his wife, Ruth Collin Heinecke; two daughters, Mrs. Alice H. Prager, VP and management director of SESAC, and Mrs. Erika Frenzke.

Time weighs TV monthly

Time Inc. is considering publication of new monthly consumer magazine, *View*, which would cover television and motion-picture fields. Company spokesman said limited staff is preparing several dummy issues of *View* prior to decision on whether Time will proceed with regular publication. He said *View* is one of several publication projects Time has under consideration.

Walkout in Philadelphia

Ten staff members of WIFI(FM) Philadelphia, progressive top-40 station, took the station off air and walked out last Wednesday (Dec. 27) in dispute with station management over alleged discrimination against women and blacks employed by station. Jerry del Colliano, station program director and spokesman for dissidents, said that entire news programing and secretarial staffs of station participated. Renewal of station's license now pends before FCC. Three women on staff had previously filed complaints with commission. Spokesman for the management of WIFI was not available for comment.

How many TV Stations would want to show you a July Nielsen?

Our guess is there's only one in Mpls./St. Paul.

Our early evening news show, "The Scene at 6" (Mon.-Fri.) grabbed a generous 39 share with 123,000 households and an average of 200,000 viewers. The nearest news competition had only 137,000 viewers.

And at 10 p.m. the picture was even brighter. "The Scene Tonight" walked off with a 47 share*. 42% greater than station "B's" 10 p.m. news.**

Now you know why our sales staff (and Peters, Griffin, Woodward) have always maintained, "Our ratings don't go down in summer. They merely rise in the fall."

Our only problem is, our story sounds too good to be true.

4 WCCO TV
Minneapolis Saint Paul

Audience ratings are estimates only and subject to the limitations thereof. *NSI, July 1972 **Mon.-Fri. 10-10:45 p.m.

Datebook®

■ Indicates new or revised listing.

This week

Jan. 3—*San Francisco Advertising Club* luncheon meeting. Guest speaker: Tyler Macdonald, chairman, N.W. Ayer/Jorgensen/Macdonald Inc., Los Angeles. Sheraton Palace hotel, San Francisco.

■ **Jan. 4**—Newsmaker luncheon, *International Radio and Television Society*. Featured speaker: Lee Loevinger, Washington attorney and former FCC commissioner, on "The Politics of Advertising." Waldorf-Astoria hotel, New York.

Jan. 5—Meeting board of directors, *Public Broadcasting Service*, Washington.

Also in January

Jan. 8-10—Oral argument on matters related to children's television programing, *Broadcast Bureau, FCC*. Contact: rules and standards division, Broadcast Bureau, by Dec. 15.

Jan. 9—Panel on buying radio and television time, *National Retail Merchants Association* 62d annual convention. Television panel includes Ave Butensky of Dancer-Fitzgerald-Sample, New York, and Richard E. Reed of WLWT(TV) Cincinnati. Radio panel includes George Idealson of Henry J. Kaufman, Washington. New York Hilton, New York.

Jan. 9-12—Joint board meeting, *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

Jan. 10—Meeting, board of directors, *Corp. for Public Broadcasting*. WMPB(TV) Owing Mill, Md., and Hunts Valley Inn, Cockeyesville, Md.

Jan. 11—*Hollywood Radio and Television Society* luncheon meeting with FCC Chairman Dean Burch as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

■ **Jan. 11**—Midwinter meeting, *Wyoming Association of Broadcasters*. Featured speaker: Jerry Black, KSEN(AM) Shelby, Mont. Hitching Post inn, Cheyenne.

Jan. 11-12—Seminar on broadcast sales management principles, sponsored by *Brown Institute* and *KSMM(AM) Skakopee, Minn.* Brown Institute, 3123 East Lake Street, Minneapolis.

Jan. 12-14—Annual midwinter conference, *Florida Association of Broadcasters*. Daytona Plaza hotel, Daytona Beach.

Jan. 12-16—Consumer Electronics Show, sponsored by *Electronic Industries Association*. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

■ **Jan. 15**—Deadline for entries in annual television newsfilm competition sponsored by *National Press Photographers Association* and *University of Oklahoma School of Journalism*. Contact: Bruce Hinson, School of Journalism, 860 Van Fleet Oval, University of Oklahoma, Norman.

■ **Jan. 15**—Final date for filing comments on FCC notice of inquiry and notice of proposed rulemaking considering the operation of, and possible changes in, the prime-time access rule.

Jan. 15-17—Ninth annual convention, *Illinois-Indiana CATV Association*. Featured speaker: Donald Foster, NCTA president. Indianapolis Hilton. Contact: Tom Wendt, manager, Marion Cable Television, Marion, Ind.

Jan. 18-19—Annual winter meeting, *California Broadcasters Association*. El Mirador hotel, Palm Springs.

■ **Jan. 24-25**—Annual consumer assembly, *Consumer Federation of America*. Keynote speaker: Senator Charles Percy (R-Ill.). Statler Hilton hotel, Washington.

Jan. 25-27—Annual winter conference, *Alabama Broadcasters Association*. All American inn, Auburn.

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association*. Lincoln Plaza, Oklahoma City.

■ **Jan. 28-30**—Annual Golden Globe Awards of *Hollywood Foreign Press Association*. Presentations in motion picture and TV categories. Century Plaza hotel, Los Angeles.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Featured speakers include: Dean Burch and Benjamin Hooks, FCC commissioners; Vincent Wasilewski, NAB president; David Foster, NCTA; W. Clement Stone, philanthropist and insurance executive, and the Rev. Billy Graham. Washington Hilton, Washington.

Jan. 28-31—Annual public affairs conference, *American Advertising Federation*. Major speakers: Richard E. Wiley, FCC commissioner; Michael Pertschuk, chief counsel, Senate Commerce Committee; Gerald Thain, Federal Trade Commission; Robert Tallman Jr., Young & Rubicam International; Lee Loevinger, Washington lawyer; Barton A. Cummings, Compton Advertising (AAF chairman); Charles W. Yost, National Advertising Review Board; Stockton Helffrich, National Association of Broadcasters Code Authority. Statler Hilton hotel, Washington.

February

■ **Feb. 1**—Deadline for entries in fifth annual *Robert F. Kennedy Memorial Journalism Awards* for coverage of problems of poverty and discrimination in America. Categories include radio and television. Robert F. Kennedy Journalism Awards Program, 1054 31st Street, N.W., Washington 20007.

Feb. 1—Deadline for entries in *41st annual Sigma Delta Chi Distinguished Service Awards contest*. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 2-3—25th annual radio-TV news seminar *Northwest Broadcast News Association*. University of Minnesota School of Journalism and Mass Communication and Hotel Dyckman, Minneapolis.

Feb. 5-9—Annual engineering-management seminar sponsored by *National Association of Broadcasters*. Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB. Purdue University, West Lafayette, Ind.

■ **Feb. 7**—Extended deadline for entries in annual *Edwin H. Armstrong Awards* for best FM programs broadcast in 1972. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, Room 510, Mudd building, Columbia University, New York.

■ **Feb. 8**—Fourth national Abe Lincoln Awards, presented by *Southern Baptist Radio and Television Commission* to honor broadcasters for outstanding community service. Featured speaker: Julian Goodman, president, NBC. Tarrant county convention center, Fort Worth.

Feb. 8-9—Semiannual convention, *Arkansas Broadcasters Association*. Ramada Inn, North Little Rock.

Feb. 9-11—Annual convention of *New Mexico Broadcasters Association*. La Fonda, Santa Fe.

Feb. 10-23—*National Academy of Television Arts and Sciences* overseas tour to four African countries visiting television installations and cultural sites. Contact: Orbitair International Ltd., 20 East 46th Street, New York 10017.

Feb. 11-14—Third annual seminar, *International Tape Association*. Tucson, Ariz.

Feb. 11-22—Legislative meeting, *Texas Association of Broadcasters*. Sheraton-Crest hotel, Austin.

■ **Feb. 12**—Final date for filing reply comments on FCC notice of inquiry and notice of proposed rulemaking considering the operation of, and proposed changes in, the prime-time access rule.

■ **Feb. 13**—Final date for filing comments on proposed *FCC* fee schedule increases.

Feb. 13—*Hollywood Radio and Television Society* luncheon meeting with *Ms.* magazine editor Gloria Steinem as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Feb. 13-14—Annual faculty-industry symposium, sponsored by *International Television and Radio Society*. Tarrytown conference center, Tarrytown, N.Y.

Feb. 13-15—Winter meeting, *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

Major meeting dates in 1973

Feb. 13-16—Convention, *National Association of Television Program Executives*. Royal Sonesta hotel, New Orleans.

March 22-25—Annual convention, *National Association of FM Broadcasters*, Washington Hilton hotel, Washington.

March 25-28—Annual convention, *National Association of Broadcasters*. Sheraton-Park and Shoreham hotels, Washington.

May 13-16—Annual convention, *American Advertising Federation*. Fairmont-Roosevelt hotel, New Orleans.

May 16-19—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.

May 16-20—Annual convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

Open Mike®

Alarm

EDITOR: Early in 1973 the Senate Copyright Subcommittee is to work again on a McClellan bill, which, among other things, would impose a 2% royalty payment on radio stations for playing records. Tom Brennan is chief counsel for this committee, and he has asked for written comments by Jan. 15. His address is 349-A Russell building, Washington (20510).

It seems to me that grass-roots broadcasters would want to file written comments without delay. While the proposal might exempt certain small radio stations, there is no such guarantee. In any case, I am hopeful you can find some space to alert broadcasters of the danger involved when nobody really opposes such legislation. — *Ed Mullinax, president,* WLAG(AM) La Grange, Ga.

NBEA did it

EDITOR: Please note that in your article dealing with awards given at the final banquet of the Radio Television News Directors Association-National Broadcast Editorial Association convention [Dec. 4], there were two misrepresentations. The plaques given to Mitchell Wolfson, president of Wometco Enterprises Inc., in recognition of inaugurating regular editorials on television, and to R. Peter Straus, owner of WMCA(AM) New York, for pioneering in editorializing on radio, were awarded by NBEA, not RTNDA as indicated.—*Fred Dressler, secretary-treasurer, NBEA.*

Mindful of 'Monday Memo'

EDITOR: I'm writing belatedly to comment on Bruce Cox's "Monday Memo" (Nov. 13) concerning local programing for national advertisers.

When I was at Cunningham & Walsh, we started this concept of local specials, buying for Western Electric. Over the course of two years, I purchased and helped develop over 150 such shows in 10 different markets ranging from Columbus, Ohio, to Kansas City, Kan., Oklahoma City and Omaha. The experience is one of the most memorable of the 25 years I have been in the TV business, particularly for the insight gained in visiting those markets as to the differences in viewing tastes and just plain different ways of doing things.

I, too, think everyone in the business would benefit by not only getting out and talking to the stations for the day, but actually visiting the markets and getting profiles of local tastes.—*Richard H. Depew, vice president, media and programing, Fuller & Smith & Ross, New York.*

EDITOR: Sanja Larsen's "Monday Memo" [Dec. 11] is a worthwhile primer on use of broadcasting for both retailer and media salesmen alike. Those of us who have worked with Mrs. Larsen know that she will seek out ideas that help move merchandise. And this is still the name of the game. We in the industry have to start using our creativity more and our ratings less and understanding that all buys are not 52-weekers. At the same time, Mrs. Larsen's words should be distributed most appropriately within the retail industry so that the buyer can benefit from this "matchmaking" of media and merchandise.—*David A. Moss, vice president and general manager,* WPSB-(FM) *Bridgeport, Conn.*

Perplexed by program policies

EDITOR: I am constantly amazed at the insensitivity expressed by leading broadcast executives in their attempts to program for the young adult audience.

I remember reading a couple of years ago that ABC-TV realized that television was losing teen-age and young adult viewers. In an attempt to counteract this, ABC designed what they considered to be "relevant" programing in the form of *Mod Squad,* the *Young Lawyers,* the young you-name-its. In general, this attempt to reach that target audience failed. Then came Dick Cavett and his alleged failure, at least by traditional network standards.

ABC finally developed *In Concert,* a show that had real youth appeal and also acceptable numbers. But Lawrence Rogers of Taft Broadcasting chose to exercise subjective censorship in determining that the show was "pornography" and pulled it in mid-show, despite the fact that the program was being presented at 11:30 p.m. [BROADCASTING, Dec. 4].

"Adult" TV viewers are permitted Patton's "son-of-a-bitches" and Carson's "damns," "hells" and sexual allusions under the auspices of relevance. When will corporate TV executives come to the understanding that young Americans have their own tastes, language and moral standards? The crazy antics of a rock-and-roll group are not nearly so offensive as the sex and violence that is perpetrated nightly on many network shows aimed at the "other" audience.—*Eric Hauenstein, vice president-general manager,* KDKB-AM-FM *Mesa, Ariz.*

Misused morality

EDITOR: I read with interest your article "Crusades for TV Morality" (Dec. 18). Most of us know how long these campaigns have been going on but few of us can figure out what the campaigns really want. The Society for the Christian Commonwealth Inc. makes their intentions

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BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Telecasting* was introduced in 1946.

* Reg. U.S. Patent Office.

clear according to your article. I agree with Mr. Fox that there are certain programs on the air that are taking too many liberties in using their freedom of expression by constantly making sexual innuendos and so forth.

I strongly take issue with Mr. Fox, however, when he ridicules other programs such as *Owen Marshall, The Bold Ones*, and certain motion pictures whose subjects are centered (occasionally) around moral issues and topics which have been heretofore taboo, whether mentioned on television or elsewhere. Topics such as adultery, premarital sex, homosexuality and certainly the misuse of drugs should not be glorified on television or radio. However the total suppression of the intelligent treatment of these subjects seems to me a regression toward Puritanism and fire and brimstone.

Are we to turn to different media to see material that another medium is afraid to discuss? After all this progress, Mr. Fox advocates that our industry stop growing and start going backwards.—*H. Robert Schroeder, Trenton, N.J.*

Monday Memo

A broadcast advertising commentary from Ron Phillips, vice president, Eisaman, Johns & Laws, Los Angeles

The one-on-one method of quality control in commercial production

When an agency creates a concept for a commercial, concern over certain problems begins immediately—concern over production costs, over having the right director and other production personnel to do the job, and concern over whether a production house will translate the agency's concept faithfully. So the commercial is barely into the preproduction phase and the worries have multiplied. The major problem: There is no central force controlling the job.

Years ago, while with another agency, I realized that commercial production—even prior to going before the camera—was a far too complicated and costly process. I felt it unnecessary to have so many people involved. I particularly disliked going through the hassle of bidding several production houses for the job. And I was really disturbed by the time and money wasted in the whole process.

Fortunately, Eisaman, Johns & Laws had the same concerns. They hired me with one main goal in mind: to control production and retail highline creativity. So to achieve this I tried to create an ideal atmosphere. In order to do this, I felt it was necessary to make a package deal with one production house to shoot all of our commercials.

That production company was Sandler/Tape Film, Hollywood, headed by Jack Yopp. STF is one of those production houses with an eye on the future. The company turns out excellent film commercials and, under Jack Yopp's direction, STF is moving heavily into videotape production as well. Mr. Yopp sees tape as the coming thing, and I can't help but agree.

Both STF and EJL are medium-size companies—just right for an efficient relationship. And efficiency is the best way to describe our results.

But, before I go into the details of our arrangement, let me discuss some other approaches being employed to produce commercials today. There is a reevaluation going on in the advertising business in terms of how commercials should be put together and, because of this, the following ideas have emerged:

- An agency creates a concept, then hands it back to the client. The client, in turn, places it with the production house of its choice by bidding it out. The agency feels alienated, and the creative people often balk at this arrangement.
- An agency has an exclusive arrangement with certain production houses. This works very well in many cases. But creative people many times dislike being restricted to certain suppliers.
- An agency forms its own in-house production arm. This approach has usually failed, primarily because the agency simply is unable to staff enough top-notch people and is forced to assume too much overhead. Also, most agency people like to be wooed and entertained by bidding production houses. They don't get this with an in-house set-up.

Ron Phillips has been producing and directing TV commercials for Eisaman, Johns & Laws Inc., Los Angeles, for more than a year. A graduate of the University of Kansas, Mr. Phillips has a degree in journalism and majored in radio and television. He began his advertising career in the creative department of N. W. Ayer & Sons Inc., Philadelphia. He left as vice president and creative director of Ayer for a similar position with Campbell-Ewald Co., Detroit. Mr. Phillips joined Eisaman, Johns & Laws after starting his own commercial production company, Ron Phillips & Associates. He is currently a vice president and a creative director for broadcasting of the national agency (offices in New York, Philadelphia and Chicago).

After considering these alternatives, it was evident to me that the one-on-one relationship between our agency and STF was the way to go. First of all, decisions are made not by a dozen people with conflicting views, but by one person representing the agency with clear-cut plans: myself. There is no need or desire for wooing. I assume complete creative responsibility for the entire job, including directing. As I start out, I know I'm not going to have to worry about selecting one out of several production companies and then wonder whether they'll do the job right.

The next thing I'm assured of is that I know which people I'm going to use because I'm acquainted with their talents. Preproduction is handled quickly and economically.

Now, we're set to shoot. We know exactly what the commercial requires, and we're able to proceed straightline with the least waste in people and production ingredients.

During the production process, the budget is handled carefully. I OK every cost; the STF provides us with quality work and equipment.

Instead of having to approve and pay an estimated bid which includes many contingencies, the client pays only the basic cost with a minimum mark-up for overhead and profit for STF, plus EJL agency commission. Typically, the client will save anywhere between 20 and 30%, and receive a quality commercial at the same time.

Just recently, we did a Mistala wine package in Spain. There were two weeks of prepping and one week of shooting. The only person we brought from the States was a director. We picked up a production manager in London and put together a full crew of 10 in Spain, thus giving us complete production control, even in a foreign country.

We scored the music with the 103-piece Madrid symphony orchestra. By the time we were ready to leave Spain, we had completed two 60-second spots, two 30's, and a five-minute sales film. Needless to say, everyone was satisfied. And the cost, I think, could be as much as 100% below what many other clients would have to pay for the same kind of package.

We've been turning out one good commercial after another. Why? Well, both Eisaman, Johns & Laws and STF are loaded with talented personnel. But, even more important, we've been successful because both groups have developed a close, family-like relationship. We've gotten to know each other quite well, and we've learned to work in unison. It shows in our savings and it shows in the quality of our commercials.

"...and we'd like to thank our moms."

Mrs. Daniel Gavin (Redwood City, California) isn't surprised at all. Her son Mike won a Special Award for Best Original News Coverage.

Mrs. Richard Hutchings, Sr. (Woodland Hills, California) knew her son could do it. Richard, Jr. is cameraman for "Camping," the feature film that won the Best Field Enterprise Award.

Mrs. Rola Marlow (Ridge Farm, Illinois) is proud of her son Jess. He's anchorman for the 5 PM Newservice, the program that won the Best News Broadcast Award.

Mrs. Mary Foy (Cleveland, Ohio) is tickled about her son Jim, whose "An Unreasonable Delay" won the Best Station Editorial Award.

Mrs. Noreen Gannon (Burbank, California) says she's going to bake an apple pie for her son Mike, soundman for the feature film, "Camping."

Mrs. Ross Porter, Sr. (Shawnee, Oklahoma) is astonished. Her son Ross, Jr. is sportscaster for the 6 PM Newservice, the program that won the Best Sports Newscast Award.

Mrs. Loial Beavers, (Phoenix, Arizona) always believed in her son Paul, Producer of the 5 PM Newservice.

KNBC just walked off with four of the ten Golden Mike Awards for 1972 and one Special Award, presented by the Radio-TV News Association of Southern California.

So we'd like to say thanks to a few of the people who've believed in us along the way.

KNBC4
LOS ANGELES
An NBC television station.

As long as they're on, we're on.
Serving New England is a 'round-the-clock job.

In most of New England, our *5 All Night* is rapidly becoming the favorite form of after-hours entertainment. Channel 5's all-night programming, unique in New England, serves a widely varied audience... not just firemen and insomniacs, but students, medical personnel, shift workers, elderly people, and others whose waking hours are the wee hours.

Our late night fare points up this diversity. By popular demand, we feature the all-time movie classics. And much more. There's *5 At Large*, focussing on New England subjects and people; *Medical Call*, a call-in health information series; *Candlepin Bowling*; *Looking Ahead*, discussing the concerns of older people; *The Best of Zenker*, discussing everything from Women's Lib to acupuncture; and experimental programs from Boston University.

We've received a lot of good comments about our 24-hour programming. And we intend to keep up the good work. The way we look at it, you can't become a New England institution by sleeping on the job.

WCVB-TV 5

Boston Broadcasters, Inc.

Represented nationally by hrp HARRINGTON, RIGHTER & PARSONS, INC.

Broadcasting Jan 1
Vol. 84 No. 1

The '72 boom seen leading to bigger one

Economists Blank, Doherty forecast gains in every radio-TV category; labor problems cited as foremost possible depressant to profits

Broadcast advertising is riding the crest of a general economic boom in the U.S. that began in 1972 and is expected to continue in 1973 and beyond.

This favorable prognosis for broadcast advertisers, agencies, television and radio networks and stations emerged from an evaluation of general economic conditions and of broadcasting indicators by two of the industry's leading analysts, Dr. David M. Blank, economics and research vice president of the CBS/Broadcast Group, and Richard P. Doherty, president of TV-Radio Management Corp., Dennis, Mass.

The sanguine assessment of broadcasting's advertising prospects in 1973 was based on such economic benchmarks as rising industrial production, expanding employment, continued growth in personal income and substantial increases in retail sales.

Both Dr. Blank and Mr. Doherty agreed that investment in radio and television advertising exceeded even the favorable projections for 1972 that they made a year ago, and they were confident that 1973 will top the 1972 levels.

Dr. Blank estimated that network TV spending in 1972 rose by 11%-12% over 1971; spot television by 12% and local television by about 20%. For 1973, he envisions a similar pattern of growth with network TV climbing by about 9%; national spot TV by approximately 12% and local TV by about 15%.

Discussing radio, Dr. Blank cautioned that estimates for local radio are "somewhat risky," but by his computations, local advertising increased by about 7% over 1971; network radio expanded by 10%-15% and spot radio declined 3%-5%. (He acknowledged he could not understand this dip in view of the over-all advertising upsurge.) For 1973, Dr. Blank indicated increases of 7% for local radio, 5%-10% for network radio and 5% for national spot radio.

Explaining his optimism, Dr. Blank said the general economy is "booming along" and shows no immediate signs of slowing down. He noted that advertising is "generally reflective" of the economy as a whole, unlike some other industries.

"In some industries—for example, textiles—the economy generally may be excellent but textiles could be depressed," Dr. Blank pointed out. "But advertising parallels the general economy much more closely. I look forward to a boost in all advertising and television advertising particularly."

He observed that broadcast expenditures suffered in 1970 because of the over-all business recession and in 1971 because of the loss of cigarette advertising. He said he could detect no immediate factors that would temper his judgment of a favorable 1973.

"If our economy grows any faster, inflation could be a problem," Dr. Blank said. "I believe the government will take steps to cool down the economy if inflation gets out of hand. Frankly, even at our present rate of growth, inflationary pressures could build up by the end of 1973.

"But I don't believe it will have an effect on 1973's broadcast-advertising performance. Advertising tends to lag behind the rest of the economy by about three or four months, and if inflation does become a problem, 1974 may be a troublesome year."

Mr. Doherty's estimates of 1972 television and advertising expenditures closely matched those of Dr. Blank, though the classifications they used were not pre-

They're watching more. Television in 1972 was establishing new highs in viewing as well as in the economy. According to the Television Bureau of Advertising, average home viewing was at a daily peak of seven hours, four minutes in November, or three minutes a day more than the previous record in 1972, set in January of that year. The figure also was 38 minutes over November 1971 and 32 minutes over the former November high of six hours, 32 minutes in 1970. All day parts registered gains and late-night and weekday-daytime viewing had the largest increases. TVB also cited such factors as added interest in football watching on weekend afternoons, higher rainfall in the year (bad weather usually increases viewing) and the quantity of prime-time movies (10 in total) that ran well after 11 p.m., as all contributing to the increase in average hours spent before the set in November.

Also computed by TVB: The 11-month average daily viewing was placed at six hours, nine minutes in 1972. This compares with five hours, 59 minutes in 1971 and five hours, 53 minutes in 1970.

Dr. Blank Mr. Doherty

cisely the same. Their projections for 1973 also were strikingly similar. Though both analysts expressed enthusiasm for prospects in 1973, Mr. Doherty cited several considerations that conceivably might have a depressant effect on advertising.

Mr. Doherty projected that television station gross revenues in 1973 would rise by about 12%. He estimated that national spot TV would grow by about 12%; local TV advertising by 12% to 15%, while network payments to affiliates would increase by no more than 5% to 7%.

Radio-station gross revenues, according to Mr. Doherty, should jump by not less than 10%. He said the basic rise in radio revenues would accrue from local advertisers in 1973, with no more than 8% of the gain emanating from national radio. He noted that "the great bulk of this national radio advertising, as has been true for the past five to seven years, will primarily flow into about one-fourth of the nation's AM-FM radio stations."

Mr. Doherty pointed to a forecast he had made a year ago (BROADCASTING, Dec. 27, 1971-Jan. 3, 1972) that "most FM radio stations would make highly impressive gains in revenues and audience" during 1972. He said the record "now completely validates this prediction," and added that for 1973 he envisioned the majority of FM stations will record impressive percentage gains in revenues, audience and P-and-L results.

Similarly, Mr. Doherty recalled that a year ago he predicted that the typical UHF TV station would "at best reduce its operational deficits." He said this prognosis for 1972 was validated, and continued:

"For 1973 UHF stations will, in aggregate, improve their sales revenue, make modest improvements in audience shares, experience expanded operating costs and moderately reduce their operating deficits. Unfortunately, however, I don't believe that more than 12 to 15 UHF stations will, in 1973, be able to shift over from loss to profit operations."

Mr. Doherty explained that the broadly based economic recovery in general business in 1972 produced a total all-media advertising volume of at least $22.5 billion, about 10% over the 1971 level. As part of this pattern, he said, total TV advertising escalated by at least 12% and total radio advertising by approximately 10%.

"The current and prospective 1973 environment is more favorable for the further expansion in all media advertising and for radio and TV advertising than was the economic environment at the end of 1971," Mr. Doherty emphasized.

He sees the following factors fueling corporate profits affecting advertising budgets, and said that as 1973 begins, corporate profits "will unquestionably maintain their current growth momentum." He prophesied that net corporate profits before taxes would increase from 16% to 18% above the comparable first quarter of 1972. He said that for the full year of 1973 most estimates indicate an over-all rise of 14% to 16% in corporate profits before taxes.

He cited these factors as those fueling the current economic recovery: Expanding industrial production, rising employment, cumulative expansion in personal income and a solid growth in retail sales.

"In all probability, the over-all 1973 economic recovery upswing will experience a short plateau during the second quarter of the year with a relatively strong resurgence for the rest of the year," Mr. Doherty ventured. "Should this economic model prevail, broadcasters may expect a favorable advance in broadcast sales revenue over the next six months, followed by a somewhat flat third quarter and a strong fourth quarter."

Mr. Doherty tended to think that the administration's price-control policy would induce "somewhat larger advertising expenditures." He reasoned that advertising benefits corporations and their corporate images but stressed that these expenditures also are chargeable operating expenses.

"So why not spend more for advertising especially when the public is in a buying mood and when larger advertising outlays enhance the corporate image without any significant infringement on dividends under existing profits and dividend controls?" Mr. Doherty asked.

He cautioned that the forecast for 1973 is not entirely free of various "storm clouds," which could retard or abort the expected cyclical growth of the nation's economy. He said these considerations could slow down the expansion trend of all media, including broadcast advertising.

He cited as a foremost factor the wage-negotiating attitude of major unions and outcome of these contract negotiations. Adverse indicators could be wage increases in excess of guidelines and strikes and work stoppages, which, according to Mr. Doherty, could upset the 1973 general business expansion.

Other potential depressants named by Mr. Doherty were the administration's capability to control domestic inflation via controlled government spending; the continuance of the present economic slow-down abroad, which would lead to the further deterioration of our export-import balance; the stock market, which has been booming recently, could experience a sharp decline and ultimately affect advertising budgets.

"As far as broadcast advertising and, hence, radio-TV station revenues are concerned, the most significantly potential adverse 1973 factor could be an FCC regulation regarding so-called 'counter-advertising,'" Mr. Doherty pointed out. "If the FCC should, illogically, impose 'counteradvertising' obligations upon broadcasting, most national advertisers will unquestionably reduce their broadcast-advertising budgets in favor of the print media."

Broadcast Advertising

Banzhaf flicks ASH at Winchester ads

Little cigars are really cigarettes, petition to FTC charges

A movement that apparently seeks ultimately to bar the advertising of little cigars on TV and radio inched a step forward when an antismoking group asked the Federal Trade Commission to require Winchester little cigars to carry health warnings and tar-and-nicotine-content labeling.

The petitioner is Action on Smoking and Health, an organization led by John F. Banzhaf, a George Washington University Law School professor. Mr. Banzhaf initiated the action that ultimately led to a congressional ban on the advertising of cigarettes on TV and radio that went into effect in 1971. ASH is represented by the Georgetown University-backed Institute for Public Interest Representation.

J. S. Dowdell, public-affairs director of R. J. Reynolds Tobacco Co., maker of Winchester little cigars, said the company had no official comment on the petition since it had not yet been received. But he noted that the company, in hearings last February before Senator Frank Moss (D-Utah), had maintained that the product is a cigar, by Internal Revenue Service and Department of Justice determinations. Mr. Dowdell stressed that the smoke of Winchesters is alkaline like that of any cigar, while that of cigarettes is usually acid. Smokers tend to inhale acidic smoke, he said.

The inhaleability of Winchesters is one of the major themes of the ASH petition.

Earlier, when Winchesters were put on the market late in 1971, ASH asked the Department of Justice to prosecute the Reynolds firm for violating the 1970 Public Health Smoking Act which prohibited cigarettes from being advertised in the broadcast media. Justice declined to do this.

In the complaint, filed Dec. 14, ASH noted that Reynolds attempts to distinguish Winchesters from the usual type of little cigar, like Tiparillo, or Between-the-Acts, by claiming in its advertising: "It's not just another little cigar" and "It's a whole 'nother smoke."

Winchester little cigars, ASH said, are identical in shape to common filtered cigarettes; are manufactured on cigarette-rolling machines and have a filter "apparently identical" to those on many cigarettes. Winchester's wrapper "is seamed and papery as are cigarettes" and they are packaged, ASH said, in a manner identical to many cigarettes. They are, it emphasized, sold in ordinary cigarette vending machines—although, in agreement with the Justice Department, it noted, Reynolds has tried to see

Launching. Broadcasting's new Media Payment Corp. told its story to the Advertising Data Processing Association, meeting in New York. Participating in the session were (l to r) Robert D. Washburn and Joseph W. O'Sullivan, assistant controller and controller, Ted Bates & Co.; Kenneth P. Donnellon, president, MPC; M. S. Kellner, executive director, Station Representatives Association, and John DiResta, EDP director, Cunningham & Walsh. Mr. Donnellon said MPC, a clearinghouse for billing and collection of broadcast advertising, was to start operation today (Jan. 1) with 60 television and 101 radio stations as clients.

BAR reports television-network sales as of Dec. 3

CBS $610,287,000 (36.5%); NBC $544,544,400 (32.6%), ABC $516,934,400 (30.9%)*

Day parts	Total minutes week ended Dec. 3	Total dollars week ended Dec. 3	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	102	$ 579,300	3,746	$ 22,514,200	$ 22,517,400
Monday-Friday 10 a.m.-6 p.m.	1,011	9,011,200	46,805	346,816,300	308,329,200
Saturday-Sunday Sign-on-6 p.m.	300	6,134,400	14,906	202,563,400	163,300,500
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,303,300	4,526	85,673,900	72,250,100
Sunday 6 p.m.-7:30 p.m.	11	319,300	636	14,589,800	18,511,400
Monday-Sunday 7:30 p.m.-11 p.m.	396	24,100,100	19,044	900,907,600	853,862,200
Monday-Sunday 11 p.m.-Sign-off	152	2,620,800	7,279	98,700,600	68,581,600
Total	**2,067**	**$45,068,400**	**96,942**	**$1,671,765,800**	**$1,507,352,400**

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

that they are placed at either end of the machine.

They are marketed, ASH contended, to compete with ordinary cigarettes and their advertising is designed to appeal to cigarette smokers. TV advertising, for example, ASH said, uses techniques that were used when cigarettes were advertised on the air—particularly the use of a "suave, sophisticated, ruggedly handsome man, smoking a Winchester" who wins the girl away from her nonsmoking male companion.

ASH stressed that the Winchester commercials "can give the impression that the smoke is being inhaled." And it also noted that on black-and-white TV sets, or color sets poorly tuned, Winchester looks like an ordinary cigarette. Therefore, ASH said, the combined effect of the physical similarity between cigarettes and Winchester and the marketing and advertising techniques used in the promotion of the little cigar is to attract cigarette smokers to Winchester. Cigarette smokers are inclined to inhale, ASH said. ASH said it conducted a limited survey that found that 95% of the respondents who tried Winchester inhaled them.

Winchester's TV network billings for 10 months of this year were $2,550,600; spot TV for nine months almost $1.6 million.

Utilities' ad spending to get Hill scrutiny

Senator Frank Moss (D-Utah), chairman of the Consumer Subcommittee, is trying to find out whether some advertising by public utilities can be justified in light of the increased rates it passes on to customers and the current problems of energy conservation.

A Senate spokesman said the subcommittee is preparing a survey questionnaire, which it will send early this year to a sampling of electric, gas and phone companies. A similar survey has already been sent to the Communications Satellite Corp., he said.

The spokesman said the questionnaire seeks to ascertain what types of advertising the utilities have used over the past three years, and which media have been used. It will also ask the utilities to justify all their advertising expenditures, he said.

The information from the survey, he said, will be contained in a report by the parent Commerce Committee following hearings this spring on energy conservation.

FC&B's Scott: 'Life' offers warning to TV

Agency executive says television may be playing it safe, but ignoring needs of Americ ın public

The demise of *Life* magazine provides a "great lesson" for all in advertising and communications—maybe most particularly to network television—Foote, Cone & Belding's Louis E. Scott has suggested to the Western States Advertising Agencies Association. Accepting an award as

Mr. Scott

WSAA's Man of the Year, Mr. Scott told a dinner gathering in Los Angeles that if he were the head of one of the major television networks, "I'd feel pretty uncomfortable." The reason for his discomfort in such a situation: change.

"I see some changes taking place in American television and the reaction of the American public towards television that are pretty disturbing," said Mr. Scott, who is senior executive in charge of the western offices of FC&B and chairman of the executive committee of Foote, Cone & Belding Communications Inc. He indicated the changes would cover a range of things including programing content and the overcommercialization.

Mr. Scott posed a rhetorical question: "While television is riding high, playing it safe, is it really facing up to the needs of the American public?" Replying to the question, Mr. Scott said: "All the research in the world isn't going to convince me that it's really doing the job it ought to. You can give me the Nielsens, the ARB's, the sets-in-use and all the other surveys, but I wonder if the American public is given a better alternative, what would happen as a result."

Throughout his talk there was the implication that what happened to *Life* would also happen to television and other advertising-communications media if they did not take heed of and adapt to change. "It seems to me what's needed here is a whole new spirit," Mr. Scott offered by way of a recommendation, "a new dedication, a new approach to the way we conduct our business—a spirit of daring, of leadership; an attitude of taking a chance, playing for the big idea." He emphasized that what television and other media need is "that big breakthrough—that big idea."

Business Briefs

Western operation. Broadcasting Division California Inc., West Coast counterpart of New York-based Broadcasting Division Inc., has opened offices in Los Angeles as direct-response TV and radio timebuying agency. Office will buy in states west of Rockies for clients now being serviced out of New York. Elaine Roth, media director for Albert Frank-Guenther Law Inc., West Coast, will head new office as executive vice president. *Broadcasting Division Inc. California: 5919 West Third Street, Los Angeles 90036.*

Acquisition agreement. Kaman Sciences Corp., Colorado Springs, Colo., has acquired Broadcast Computer Services, also Colorado Springs, through purchase of undisclosed assets and assumption of undisclosed commitments. Broadcast Computer Services, division of Infodata Systems Inc., Webster, N.Y., is involved in development and sale of computerized traffic and accounting system for radio and television stations. It will become part of Kaman Computing Center, operation of Kaman Sciences Corp., which provides variety of data-processing services. Kaman Sciences is wholly owned by Kaman Corp., Bloomfield, Conn.

The dust hasn't settled after speech by Whitehead

While OTP director is all over TV discussing his SDX remarks and the administration renewal bill, reaction ranges from condemnation to cautionary wait-and-see

For most of his two years as the first director of the Office of Telecommunications Policy, Clay T. Whitehead's visibility ranged from moderate to zero. In the week before Christmas, however, he shot up to the near-celebrity class, with a number of appearances on network television—first, making a speech that drew the notoriety, then attempting to explain it.

The speech, made to the Indianapolis chapter of Sigma Delta Chi, on Dec. 18, was one of the administration's sharpest attacks on network news operations since Vice President Agnew was carrying the lance against what he said were East Coast elitists (BROADCASTING, Dec. 18).

The speech also made references to a license-renewal bill OTP had sent to the Office of Management and Budget for clearance to Congress. The bill, as it turned out, is the kind that broadcasters have longed for: It provides for a five- instead of three-year license period as well as for protection against challengers at license-renewal time (the commission would be required to find that an incumbent's record did not merit renewal before it could designate the renewal and the new applications for hearing), and would bar the commission from setting quantitative standards for judging renewal applicants.

It would also bar the commission from restructuring the industry on a case-by-case basis; a renewal applicant could not be denied on, say, a concentration-of-control-of-media ground unless the situation involved had been prohibited by a rule. This restriction, though not explicit in the bill, is implied in language requiring the commission to grant a renewal if, among other things, the applicant is in compliance with the agency's "general rules and regulations."

Even the two criteria provided for renewal are not onerous, or at least new: a broadcaster would have to establish that he has been attuned to—and has made a good-faith effort to meet—the needs of his community and has afforded a reasonable opportunity for the discussion of conflicting views on controversial issues of public importance.

But the context in which Mr. Whitehead discussed the proposal caused considerable alarm and anger. Indeed, the bill itself was brushed off with very little elaboration. What Mr. Whitehead focused on was the broadcaster's responsibility for everything broadcast on the station, including network programing and specificially, network news, which, he made clear, he felt was too often biased.

Broadcasters, he said, "can no longer accept network standards of taste, violence, and decency in programing. If the programs are violent or sadistic; if the commercials are false or misleading, or simply intrusive and obnoxious; the stations must jump on the networks rather than wince as the Congress and the FCC are forced to do so."

Then he turned to the licensee's responsibility in news—"the most important area," and likened reporters who stress or suppress information in accordance with their beliefs to reporters and disk jockeys who include or withhold information in return for plugola. "Will station licensees or network executives also take action against this ideological plugola?" he asked.

And one aspect that did receive some attention in the speech was the bill's retention of the fairness doctrine. Mr. Whitehead has long favored elimination of the doctrine, and he said he still does. But he said that, for the time being, it must be retained because of the scarcity of broadcast outlets, the "substantial concentration of economic and social power in the networks and their affiliates" and "a tendency for broadcasters and the networks to be self-indulgent and myopic in viewing the First Amendment as protecting only their rights as speakers."

To many who heard the speech or read accounts of it in the newspapers, Mr. Whitehead seemed to be saying that license renewal would be tied, among other things, to the fairness and objectivity of network news—news he made clear he felt was frequently unfair and unobjective.

Dr. Whitehead in a post-mortem on CBS-TV's *Morning News*.

Members of Congress, including Senator Vance Hartke (D-Ind.) and Representative Jerome R. Waldie (D-Calif.) called for investigations of what they said was a government assault on the networks' First Amendment rights: they saw the speech as an effort to have network news tailored to suit the administration.

So did a number of other observers. While NBC and ABC issued brief statements asserting only that the speech appeared to be an effort to interfere with relations between the networks and their affiliates (CBS did not comment immediately), NBC News President Reuven Frank called the Whitehead speech a "threat." Noting that affiliates already express themselves to the networks on programs they provide, he said that Mr. Whitehead is now saying, " 'We're holding the station accountable for what we don't like to see on each station, and the station's license is involved.' "

The immediate reaction of most officials at the FCC was a flat "no comment." FCC Chairman Dean Burch said he had not yet read the bill, only the speech—but declined to comment on it. Others in the commission privately took a negative attitude, seeing it as effort to whip the networks into ideological line in their news programs. The commission was not consulted on the bill in the drafting stage, but, along with other agencies, is being asked for its views by OMB as part of its clearance process.

The only commission official issuing a statement on the speech was Commissioner Nicholas Johnson. He said that "it appears that young Clay Whitehead is to provide us with 'four more years' of Nixon's war on the networks," which he said were "the only national institutions capable of serving as a check on abuses of presidential power." He also said the bill appears "designed to assure the renewal of individual broadcast licenses—if only they will help bring the networks back in line."

A former FCC chairman now in private practice in Washington, Paul Porter, did go on the record. He expressed the hope that the bill, which he had not yet seen, "will not support many of the ominous inferences which many have drawn from Dr. Whitehead's remarks," and added, with a reference to Mr. Whitehead's background: "I do not believe that even the most talented systems and management engineer from M.I.T., which Dr. Whitehead undoubtedly is, can run the First Amendment through a computer without creating untold mischief.

But not everyone was alarmed. Lawrence H. Rogers II, president of the Taft Broadcasting Co., observed that there was nothing new in the statement that licensees are responsible for material they present. " 'So what else is new?' " he asked. "It doesn't cause me to scream 'violation of the Bill of Rights.' "

Mr. Whitehead tried to get that idea

PROSPECTUS

550,600 SHARES (TV HOMES)

ORLANDO DAYTONA BEACH MARKET

UNCOMMON STOCK

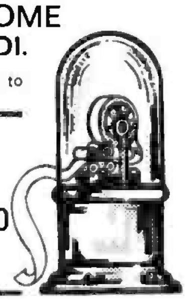
PAR VALUE 2.5 VIEWERS PER HOME

OF THE SHARES OFFERED HEREBY, 550,600 ARE IN THE TSA AND 354,200 ARE IN THE ADI.

NOTE: Audience and related data are based on estimates provided by the rating services and are subject to the qualifications issued by those services.

TV HOMES	METRO	ADI	TSA
1972	283,300	354,200	550,600
1970	258,400	318,800	470,400
ACTIVITY	up 24,900	up 35,400	up 80,200

ADDED DIVIDEND
11,500,000
ANNUAL VISITORS TO
DISNEY WORLD



KATZ TELEVISION
TV SOUTH

NBC

WESH • TV
DAYTONA BEACH ORLANDO

across in his televised interviews, though he was still stressing the point of individual licensee responsibility. He told Gordon Peterson on WTOP-TV Washington Tuesday night (Dec. 19) that if a local broadcaster "feels strongly enough" about what Walter Cronkite is broadcasting, on, say, an election-night broadcast when he is ad libbing, "he can shut Walter Cronkite off." But he also said the bill was not repressive. Anyone who reads the speech and the bill "can only conclude that if the administration were trying to be repressive . . . we're going about it in a very dumb way."

On the following morning, on CBS's *Morning News with John Hart*, Mr. Whitehead said the responsibility he had been talking about "is nothing more and nothing less than he [the broadcaster] has always had." What the administration has in mind, he said, is less regulation for the broadcasters, not more, and more license security.

But if the government does that for the broadcaster, he said, "it's only fair to the public to ask the broadcaster to exercise more responsibility, to pay more attention to responsibility he's had all along."

Mr. Whitehead turned aside several questions from his two interviewers, Nelson Benton and John Hart, regarding the identities of those whom he had in mind with his references to "ideological plugola" and "so-called professionals." Mr. Hart thought it a matter of fairness that Mr. Whitehead be specific. But Mr. Whitehead said the government was attempting to make "some constructive change" in its relations with broadcasters and it does not do that "by singling out particular individuals or particular instances of misperformance"

(Mr. Whitehead also raised some questions as to how familiar he was with the requirements now imposed by the FCC on renewal applicants. He talked of the ascertainment of needs criterion in the administration bill as something new; actually, renewal broadcasters now are required to make a detailed showing on that point, as well as on the programs they carry to meet those needs and interests, although the requirement is not in the law.)

And on NBC's *Today* show, on Thursday (Dec. 21) Mr. Whitehead agreed that, although the actual legislative proposal was mild, the administration did not expect the "tough" speech to be forgotten. He also agreed with *Today*'s Washington correspondent, Bill Monroe, that "the same principle" was involved in the administration's concern regarding local responsibility in commercial broadcasting as was indicated in the administration fight to decentralize control of public broadcasting. But he rejected suggestions that the administration hoped to impose its view of objectivity on local broadcasters through the FCC, whose members the President appoints.

Mr. Whitehead said that if the commissioners "are honorable men" who "want to pull back" from the present regulatory approach and make decisions on the basis of community needs, the process of enforcement would be "much more neutral." He also said, in reference to a statement by Frank McGee about the possible philosophy of "a Nixon FCC," that the FCC commissioners named by the President "believe in less burdensome regulation" and are moving

The words that go with the music in the Whitehead doctrine

Divorced from the rhetoric that accompanied its advent, the OTP's model bill for license renewal reads (almost) like a broadcaster's dream; this is the complete text

A BILL *to amend the Communications Act of 1934 to provide that licenses for the operation of a broadcast station shall be issued for a term of five years, and to establish orderly procedures for the consideration of applications for the renewal of such licenses.*

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that subsection 307(d) shall be amended to read as follows:

"Sec. 307(d):

(1) No license granted for the operation of any class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for an additional term of not longer than five years if the commission finds that the public interest, convenience and necessity would be served thereby.

(2) With respect to any application for the renewal of a broadcasting license, the commission shall grant such application if it finds that the applicant is qualified legally, financially and technically, and is otherwise competent to hold such a license under the provisions of this act and the general rules and regulations of the commission and that, during the preceding license period in question, the applicant:

(A) has been substantially attuned to the needs and interests of the public in its service area, and has demonstrated, in its program service and broadcast operations, a good faith effort to be responsive to such needs and interests; and

(B) has afforded reasonable opportunity for the discussion of conflicting views on issues of public importance;

Provided, however, that in making the findings set out in subparagraphs (A) and (B), the commission shall not consider any predetermined performance criteria of general applicability respecting the extent, nature, or content of broadcast programing; except that in determining whether reasonable opportunity has been provided for the discussion of conflicting views on issues of public importance, the commission may consider the overall pattern of programing on particular public issues provided by the applicant during the preceding license period.

(3) Notwithstanding any other provision of this Act, the procedure to be followed in the event that an application for the renewal of a broadcasting license is challenged by a petition to deny or by a competing application for the same broadcast service is as follows:

(A) The petitioner or party filing such competing application shall make specific allegations of fact sufficient to show that grant of the application for renewal would be *prima facie* inconsistent with paragraph (2) of this subsection. Such allegations of fact shall, except for those of which official notice may be taken, be supported by affidavit of a person or persons with personal knowledge thereof. The applicant for renewal shall be given the opportunity to file a reply in which allegations of fact or denials thereof shall similarly be supported by affidavit.

(B) If the commission finds on the basis of the application, the pleadings filed, and other matters which it may officially notice, that there are no substantial and material questions of fact and that a grant of the application to renew the license would be consistent with paragraph (2) of this subsection, it shall grant such application, terminate the proceeding and issue a concise statement of the reasons for its finding. If a substantial and material question of fact is presented, or if the commission for any reason is unable to find that grant of the application would be consistent with paragraph (2) of this subsection, it shall proceed with the hearing provided in subsection 309(e) of this Act.

(4) In order to expedite action on applications for renewal of broadcasting station licenses and in order to avoid needless expense to applicants for such renewals, the commission shall not require any such applicant to file any information which previously has been furnished to the commission or which is not directly material to the considerations that affect the granting or denial of such application, but the commission may require any new or additional facts it deems necessary to make its findings. Pending any hearings and final decision on such an application and the disposition of any petition for rehearing pursuant to Section 405, the commission shall continue such license in effect. Consistently with the foregoing provisions of this subsection, the commission may by rule prescribe the period or periods for which licenses shall be granted and renewed for particular classes of stations, but the commission may not adopt or follow any rule which would preclude it, in any case involving a station of a particular class, from granting or renewing a license for a shorter period than that prescribed for stations of such class if, in its judgment, public interest, convenience or necessity would be served by such action."

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is filled with the excitement and danger of men and women who push themselves to the limits of their physical and mental endurances, who put their lives on the line.

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starring **CHUCK CONNORS**

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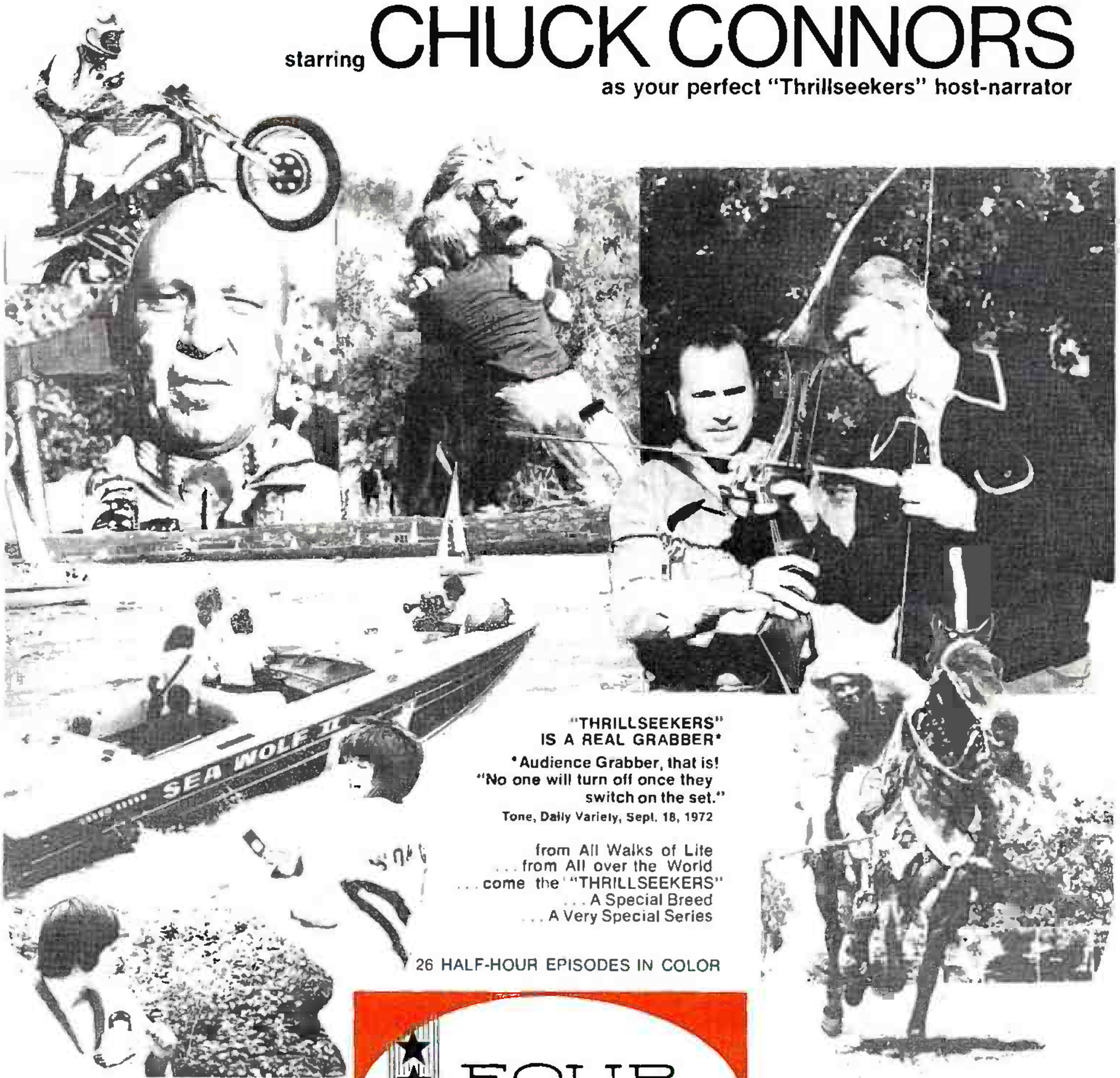

"THRILLSEEKERS" IS A REAL GRABBER*

***Audience Grabber, that is! "No one will turn off once they switch on the set."**

Tone, Daily Variety, Sept. 18, 1972

from All Walks of Life
. . . from All over the World
. . . come the "THRILLSEEKERS"
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Four Star is releasing these ADDITIONAL RUNS because of the outstanding rating history of "Big Valley" and the fact that it is consistently at the top of the list of ALL the off network hour shows in syndication ... especially where young women are concerned!

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in the direction of less control, while "others" favor tighter controls.

A draft of a covering letter that would accompany the bill to Congress provides insight into the administration's thinking that more closely reflects the softer line Mr. Whitehead was taking in his appearances on television news programs than the hard line he took in his speech. The five-year license period, for instance, is "a reasonable period at this stage in broadcasting history. A longer license term would provide a sufficiently long period to enable broadcast licensees to render a high quality broadcast service."

And the change in procedures for competing applications is needed, the letter says, because a renewal applicant "should not be put to the same tests used for applicants seeking an original license." It also says that "it is a long-standing principle that meritorious licensees should not be deprived of the broadcasting privilege unless clear and sound reasons for public policy demand such action."

Despite the Whitehead attempts to explain the administration position and the opportunity broadcasters were being given to read the bill, uneasiness and even suspicion concerning the administration's motives prevailed.

Vincent T. Wasilewski, president of the National Association of Broadcasters, expressed pleasure that the administration "has endorsed the need for stability in the broadcasting industry and has developed a suggested license-renewal bill." He also said he found "much" in the bill that was "positive," though he was withholding final judgment pending a detailed analysis.

But, he added, "Mr. Whitehead's disturbing statements regarding news bias and broadcast management's judgment raise issues that should not be related to license renewal. The latter constitutes a totally different area for discussion and debate, and we believe it should be kept in that separate context."

Tom Chauncey, president of KOOL-TV Phoenix, said: "If Whitehead really means this, we might as well be living in the Soviet Union."

The Radio Television News Directors Association noted that Mr. Whitehead quoted from an earlier speech in which he contrasted the professional responsibility of a free press with the legal responsibility of a regulated press and added: "The professional responsibility of a free press must be self-imposed. If Mr. Whithead proposes that local stations are to be held accountable by government, then he really favors a *regulated* press. As Mr. Whitehead stated before, neither government, broadcasters nor their critics can have it both ways."

And the Committee on Freedom and Responsibility of the Radio-TV Division of the Association for Education in Journalism issued a statement criticizing the bill as "a serious, direct threat to the freedom of the press. . . The White House is trying, through the promise on concessions in licensing, to bribe the station owners. Mr. Whitehead ignores the FCC and the fact that adequate regulatory procedures already exist. He talks of the First Amendment but seems oblivious to what the First Amendment means." The Radio-TV division represents several hundred teachers of broadcast journalism.

A contrary view of the Whitehead speech and legislative draft came from Charles Crutchfield, president of the Charlotte, N.C.-based Jefferson-Pilot Broadcasting Co. Mr. Crutchfield, long a critic of what he sees as liberal tendencies in network news, reproduced and distributed the Whitehead text with a covering note of approval. He emphasized the Whitehead reference to local responsibility for all programing, including network news.

There was no clear indication as the year ended how the administration bill would fare in Congress. Broadcasters could probably be rallied behind the bill, once the shock of the speech fades. But some observers feel that the speech is bound to strengthen the opposition of those members of Congress who would be inclined to vote against such a bill in any circumstances; it seemed to be shaping up as a question not on the merits of the bill, but on the administration's position regarding network news.

But the key members of Congress were not commenting. They are Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and his counterpart in the House, Representative Torbert Macdonald (D-Mass.). Representative Macdonald has said he would hold hearings on license-renewal legislation early in the new session, and an aide to Senator Pastore said the new bill is not likely to change the senator's plans to let the House take the lead on license-renewal legislation.

Whitehead bill joins the crowd seeking to ease renewal trauma

Whether the chances for passage are as plentiful as the number of bills remains key question

The Nixon administration's license-renewal language displayed on page 20 answers a prayer broadcasters have directed toward Washington for years. It contains the key provisions embodied in most of the renewal bills introduced in the 92d Congress, when the issue really caught fire.

Although there were over 130 separate renewal bills introduced in both Houses during the 92d (nearly all of them coming from the House), most of the legislation was based on a measure offered in December 1971 by Representative James T. Broyhill (R-N.C.) and based on draft legislation prepared by the National Association of Broadcasters.

The bill provides five-year licenses and stipulates that in a hearing the incumbent licensee would be granted renewal if during the preceding license period he had shown "a good-faith effort" to serve the community and had not demonstrated "a callous disregard for law or the [FCC's] regulations." Lack of such a showing would be weighed against him in the hearing.

There were variations of the so-called NAB-Broyhill bill.

Senator Frank Moss's (D-Utah) version is identical except that it does not extend the renewal period from three years to five.

A measure principally sponsored by Senator Robert P. Griffin (R-Mich.) provides that in a renewal hearing the burden of proof would be on the challenger if the existing licensee can demonstrate a good-faith effort to serve his community and if there are no serious deficiencies on his operating record. First-time licensees would be granted three-year renewals; all others would have five-year terms.

Senator John Tower's (R-Tex.) bill does not extend the renewal term, but provides that when there are mutually exclusive applications for a facility to serve the same community, the FCC must first determine which applicants meet all basic qualifications required of a licensee —as to character, financing, engineering, construction plans, etc. If two or more applicants survive the test, their applications would be set for hearing on the single comparative issue of which applicant would provide the best program service. When one of the applicants is applying for renewal, his past operating record would be used by the FCC as the best gauge of his future performance.

Some of the renewal bills would merely extend the renewal period to five years without altering the renewal process. Representative Earl Landgrebe's (R-Ind.) would even provide an unlimited renewal term for broadcast licensees.

When renewal bills are reintroduced in the 93d Congress, which convenes Jan. 3 (and in light of the administration's proposal it remains unclear which renewal bills will be offered again), it is almost certain that the House will take the lead in moving such legislation.

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) is not likely to hold a hearing.

That turf has already been staked out by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), who has promised to make the issue one of high priority on his 1973 hearing schedule—with the special problems confronting radio broadcasters to receive particular attention.

It's understood that Mr. Macdonald is proceeding cautiously on the renewal issue, and is not yet ready to place his considerably influential stamp of approval on any proposal. One of the reasons for his hestiancy is that he is not convinced that the proposals to date will resolve the critical problem of providing broadcasters with needed security and, at the same time, satisfying citizen and minority groups.

But even before the 93d Congress gets

under way, most congressmen and senators will have been made aware of the need for renewal legislation through the efforts of 1,000 broadcasters involved in a movement initiated by the NAB.

As the year ended NAB was pressing all broadcasters to see their local congressmen and senators, particularly the 70 new representatives, before the legislators head for Washington.

The tension over renewals at NAB has become almost palpable. And the reputation of some of its leaders may well be at stake.

But there is also optimism, due in part to tallies being kept by NAB officials. As of mid-1972, broadcasters had contacted 528 members of Congress, had received pledges of support from 256 representatives and 49 senators. Only three congressmen and two senators had spoken of opposition. And, it is noted, 89 Democrats and 86 Republicans sponsored one or more of the 130-odd renewal bills in the 92d Congress.

Under Grover C. Cobb, NAB's executive vice president for government relations, license-renewal legislation became a number-one priority and the object of a full-scale lobbying effort.

Another key figure involved in the push is Mark Evans, Metromedia's public affairs chief in Washington, and a close ally of top Republicans. Associated with Mr. Evans on his NAB renewal task force are seven other broadcasters.

Below this level is a national legislative committee consisting of a chairman for each state (some of the larger states have more than one chairman) who assigns at least one broadcaster to every congressman and senator in his state.

The NAB also adopted a suggestion made by Roy Elson, its chief Hill liaison, to establish a political-action committee to raise funds and make contributions to candidates in an effort to gain help in Congress on renewals legislation. In the last election, the National Committee for the Support of Free Broadcasting (which is outside the NAB structure) collected slightly over $35,000 and made contributions of just over $25,000.

But a note of discord was sounded by William Wright, of Black Efforts for Soul in Television, at a seminar sponsored by the District of Columbia chapter of American Women in Radio and Television several weeks ago. Mr. Wright made it clear that there would be minority opposition to the new license-renewal proposals.

Subsequently another black, H. Carl McCall of WLIB(AM) New York, speaking at an NAB-sponsored seminar on minority ownership, came out against the proposals. And his remarks were seconded enthusiastically by a substantial number of those in the audience.

But NAB leaders were not surprised. They expressed relief that the opposition was now out in the open. And the association's confidence in its quest for legislation is best expressed in the words of NAB Chairman Richard W. Chapin: "We're more sophisticated now than during the cigarette fight. And our members aren't lethargic any more."

Broadcasting loses staunch advocate as nation loses Harry S Truman

Former President was proponent of 'the American system,' argued that radio and television be free as press

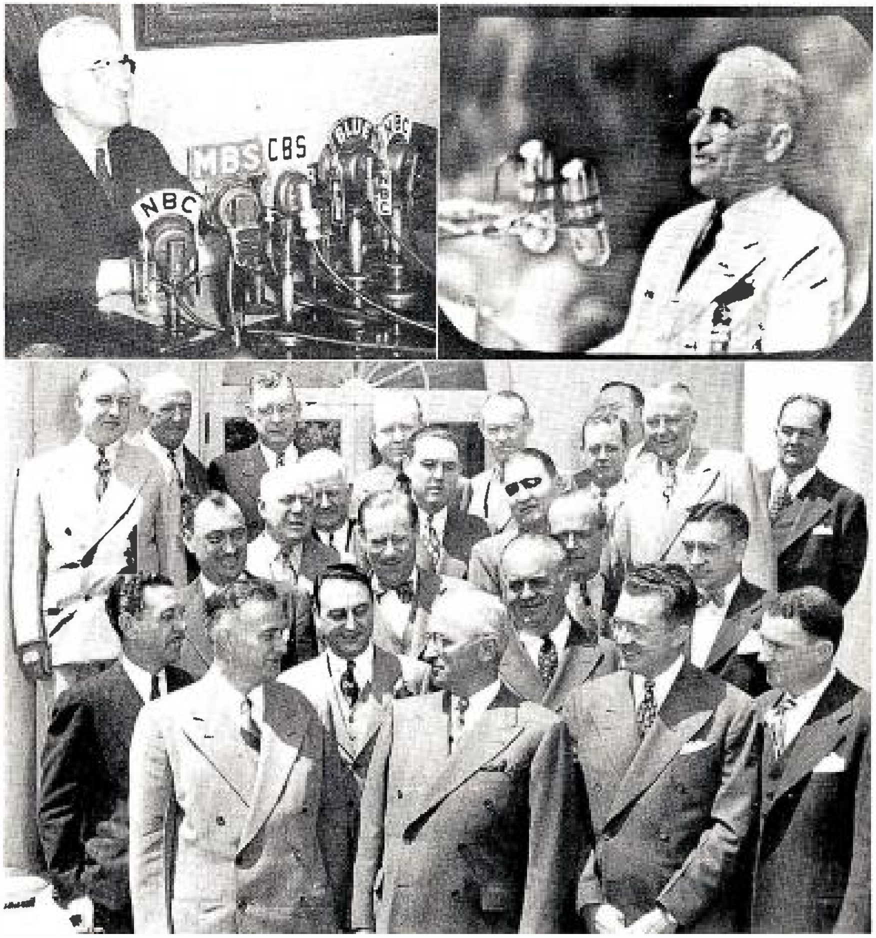
They used the terms "bantam" and "doughty" when they talked about Harry S Truman, 33d President of the U.S., who died the day after Christmas 1972 at the age of 88. Everyone agreed he had convictions and wasn't bashful about expressing them publicly.

Mr. Truman had definite ideas about broadcasting, and he made them public in a July 3, 1945, letter to the editor of BROADCASTING:

"The American system [of broadcasting]," he said among other things in that letter, "has worked and must keep working. Regulation by natural forces of competition, even with concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press."

Mr. Truman was the U.S. President who bridged the transitition between presidential use of radio, brought to flower by his predecessor, Franklin D. Roosevelt, and television.

During his two terms—he succeeded to the Presidency when Mr: Roosevelt



Top: President Truman as he used radio to reassure the troops of his war resolve after taking office in 1945, and as he was shown on television accepting the Democratic nomination in 1948. Bottom: In 1946 Mr. Truman received a delegation of National Association of Broadcasters board members who posed at the White House for this picture. L to r: (first row) Justin Miller, NAB president; the President; J. Leonard Reinsch, Cox Broadcasting; Clair McCollough, Steinman stations; (second row) the late Hoyt B. Wooten, WREC(AM) Memphis; the late John J. Gillin Jr., WOW(AM) Omaha; the late Frank M. (Scoop) Russell, NBC; (third row) Matthew Bonebrake, KOCY(AM) Oklahoma City; E. L. Hayek, KATE(AM) Albert Lea, Minn.; the late T. A. M. Craven, WOL(AM) Washington, later member of FCC; William B. Smullin, KIEM(AM) Eureka, Calif.; (fourth row) the late William B. Way, KVOO(AM) Tulsa, Okla.; Paul W. (Fritz) Morency, WTIC-(AM) Hartford, Conn.; (fifth row) the late J. Harold Ryan, Storer Broadcasting; John E. Fetzer, Fetzer stations; (sixth row) George D. Coleman, WGBI(AM) Scranton, Pa.; Fred Borton, WQAM(AM) Miami; the late Campbell Arnoux, WTAR(AM) Norfolk, Va.; Frank Stanton, CBS; the late Harry R. Spence, KXRO(AM) Aberdeen, Wash.; G. Richard Shafto, WIS(AM) Columbia, S.C.; the late C. E. Arney Jr., NAB secretary-treasurer; the late Leslie Johnson, WHBF(AM) Rock Island, Ill., and, at far rear, partly hidden, the late William B. Ryan, KFI Los Angeles.

died at Warm Springs, Ga., on April 12, 1945—he appointed two chairmen of the FCC: Charles R. Denny Jr. and Albert Wayne Coy. Mr. Coy was one of eight commissioners named by Mr. Truman to the FCC: others were Rosel H. Hyde, William H. Wills, Edward M. Webster, Robert F. Jones, George E. Sterling, Frieda B. Hennock and Eugene H. Merrill. Paul R. Porter, now an eminent Washington lawyer, was chairman of the FCC when Mr. Truman became President; he was reassigned to be director of the Office of Price Administration by Mr. Truman in 1946.

Mr. Truman also was the first President to appoint a broadcaster as his news secretary: Leonard Reinsch of Cox Broadcasting. The precedent was short-lived, however. Mr. Truman yielded to an outcry from the print media, and Mr. Reinsch's status became that of broadcast adviser, which he preferred as he was committed to return to Cox.

Changing Hands

Announced

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

- WKEE-AM-FM and WHTN-TV Huntington, W. Va., WITH-AM-FM Baltimore and interest in WBLG-TV Lexington, Ky. (all stations of Reeves Telecom Corp.): Proposed for merger into Starr Broadcast Group for exchange of stock with value estimated at $6.2 million (see page 27).

- WEZE(AM) Boston: Sold by J. P. Williams to McCormick Communications for $2.55 million (see page 28).

- KROD(AM) El Paso and KDEF-AM-FM Albuquerque, N.M.: Sold by Doubleday & Co. to Media Horizons Inc. for $1.25 million. Doubleday, a New York-based publishing firm, operates Doubleday Broadcasting Co., a station group owner with 11 broadcast properties in the Southwest. In El Paso, the firm retains KROD-TV. Media Horizons, a New York-based group broadcaster, is headed by Joel W. Harnett, chairman, and Kenneth Cowan, executive vice president. The firm also owns WGNY(AM) Newburgh, N.Y. (and is awaiting FCC approval of its purchase of WFMN[FM] there), WRAN(AM) Dover, N.J., and KMEO-AM-FM Phoenix. A subsidiary, United Business Publications, publishes 13 professional journals. KROD operates full time on 600 khz with 5 kw. KDEF(AM) is on 1150 khz with 5 kw day and 500 w directional at night. KDEF-FM is on 94.k mhz with 1.6 kw and an antenna 150 feet above average terrain. Broker: Hogan-Feldmann Inc.

- KARR(AM)-KOPR(FM) Great Falls, Mont.: Sold by Pat M. Goodover to Greater Montana Broadcasting Inc. for $325,000. Alan M. Cummings is president of the buying firm. Mr. Cummings owns, through his wholly owned Cummings Communications Inc., WLTD(AM)

Evanston and WRRR(AM) Rockford, both Illinois, and WNAM(AM) Neenah, Wis. KARR operates full time on 1400 khz with 1 kw day and 250 w night. KOPR is on 106.3 mhz with 3 kw and an antenna 11 feet above average terrain. Broker: Hamilton-Landis & Associates.

- WTIQ(AM) Manistique, Mich.: Sold by David M. Kelly to Douglas J. Tjapkes and Betty M. Mokma for $200,000. Buyers own WGHN-AM-FM Grand Haven, Mich. WTIQ operates on 1490 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.
- KBVM(AM) Lancaster, Calif.: Sold by KBVM Inc., Ed Lythe, general manager, to North Antelope Valley Broadcasting Co., Albert S. Medlinsky, president, for $175,000. Mr. Medlinsky is sole owner of KOTE(FM) Lancaster. KBVM operates on 1380 khz with 1 kw daytime. Broker: Hogan-Feldmann Inc.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 70):

- WJIB(FM) Boston: Sold by Kaiser-Globe Broadcasting Co. to General Electric Broadcasting for $3.6 million (see below).
- KGCK(AM) Sidney, Mont.: Sold by E. C. Krebsbach to Oscar H. and Fay C. Halverson and Olaf and Borghild Folkvord for $380,000. Buyers jointly have a two-third interest in KGCA(AM) Rugby, N.D. KGCK operates full time on 1480 khz with 5 kw.
- WRNA(FM) Charlotte, N.C.: Sold by Belk Broadcasting Co. of Charlotte to Sis Radio Inc. for $310,000. Sis Radio is owned by Stanley and Harriet A. (Sis) Kaplan and others. The company is also the licensee of WAYS(AM) Charlotte and WAPE(AM) Jacksonville, Fla. WRNA operates on 95.1 mhz with 100 kw and an antenna 404 feet above average terrain.

$3.6-million FM sale passes FCC muster

Sale of Boston outlet to GE cuts Kaiser radio holdings to one

The FCC has authorized the sale of Kaiser Broadcasting Corp.'s WJIB(FM) Boston to group-owner General Electric Broadcasting. The price, $3.6 million, is believed to be the largest ever paid for a single FM property.

Kaiser agreed to sell WJIB to GE last June at the same time it contracted to sell its KFOG(FM) San Francisco to that firm for $1.4 million (BROADCASTING, June 5, 1972). The FCC has yet to act on the KFOG transaction in light of opposition from a local minority coalition (BROADCASTING, Nov. 20, 1972). Kaiser is disposing of its radio interests to pave the way for the establishment of a new firm involved solely in the ownership of Kaiser's five UHF stations and Field Enterprises' Chicago UHF, WFLD-TV. A merger between Kaiser and Field that would form the new operation awaits FCC approval. Kaiser also owns the majority of WCAS(AM) Cambridge, Mass., for which it has yet to announce a buyer.

Ten percent of WJIB and WCAS is owned by the *Boston Globe*. The two stations operate under the corporate title, Kaiser-Globe Broadcasting Co.

General Electric Broadcasting, a subsidiary of the General Electric Corp., Schenectady, N.Y., is the licensee of WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady and WSIX-AM-FM-TV Nashville. The commission's grant of the WJIB sale is conditioned on the outcome of certain long-standing antitrust cases against General Electric Corp.

WJIB is on 96.9 mhz with 8.7 kw and an antenna 1,010 feet above average terrain.

Starr, Reeves Telecom get set for merger

Former would acquire latter and be surviving company

An agreement in principle for Starr Broadcasting Group Inc. to acquire Reeves Telecom Corp. through an exchange of stock was announced by the managements of the two group owners last week. It is subject to approval by the boards and stockholders of both companies as well as by the FCC.

The transaction would have an estimated market value of about $6.2 million based on stock prices on the day the agreement was announced (Dec. 19). Starr would issue about 287,000 shares of its stock for Reeves Telecom's almost 2.3 million, on a one-for-eight basis. The announcement noted that Starr stock had been trading that day at $21.625 and Reeves Telecom at $2.625. Starr is traded on the Midwest Stock Exchange, Reeves Telecom on the American.

Starr will be the surviving company if the transaction goes through and would have to dispose of one AM station to stay within the FCC's seven-station limit since it already owns six and Reeves Telecom has two.

The Starr stations are KABL-AM-FM Oakland-San Francisco; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas: KDTX(FM) Dallas; KYOK(AM) Houston; KXLR(AM) North Little Rock, Ark.; WLOK(AM) Memphis; WBOK(AM) New Orleans and WCYB-TV Bristol, Va. Pending FCC approval are its purchases of KHVH-TV Honolulu, WNCN(FM) New York and WWWW(FM) Detroit. Starr also acquired a "substantial" interest, estimated at about $1 million, in Alan Torbet Associates, radio station rep firm, a year ago (BROADCASTING, Dec. 20, 1971).

Reeves Telecom owns WKEE-AM-FM and WHTN-TV Huntington, W. Va.: WITH-AM-FM Baltimore and one-half of WBLG-TV Lexington, Ky., plus Realty Graphics, a computerized printing facility, and land-development interests. Its production arm, Reeves Production

Services, was sold to founder Hazard Reeves some time ago.

J. Drayton Hastie, who was called out of retirement to help lead Reeves Telecom through serious financial difficulties in the late 60's, said if the Starr transaction is approved he will give up the Reeves presidency but continue as a consultant. If the merger is not approved, he said, Reeves's future thrust will continue to be in broadcasting.

The company returned to profitability in the last quarter of 1971 after a $7,698,000 loss in 1970. For the first nine months of 1972 it reported profits of $1.3 million.

R. C. Crisler & Co. acted as broker for the Huntington portion of the transaction. The other Reeves properties were handled internally.

WEZE Boston sold for $2.55 million

McCormick Communications, Boston, has moved to acquire its fourth radio property since its formation early last year. The new company, 80% owned by Technical Operations Inc., a Boston-based investment firm, agreed to buy, subject to FCC approval, WEZE(AM) Boston from J. P. Williams, for $2.55 million.

McCormick Communications is headed by William McCormick, former executive with RKO General Inc., who holds a minority interest in the company. It is also awaiting FCC approval of its previously announced purchases of WLKW-AM-FM Providence, R.I., and WBNY-FM Buffalo, N.Y.

WEZE, established in 1922, has been operated by Mr. Williams for 11 years. It is full time on 1260 khz with 5 kw. Broker was F. C. Crisler & Co., Cincinnati.

AT&T disputes FCC's right to ban filing

Reason for prohibition negated by conclusion of general hearing into rate practices, company claims

AT&T has told the FCC that there is no basis in law or fact for the commission to deny its request to file new tariff proposals that seek a reduction in charges to the television networks and a corresponding increase to occasional users of AT&T lines. It argued that those—notably independent TV stations and producers—who have claimed that the revised tariffs would thwart efforts by nonnetwork interests to present remote transmissions are "irrelevant" at present.

The proposed tariff revision would reduce monthly transmission costs to the networks from $82.50 per mile of line to $55, but would increase hourly costs per mile to occasional users from 55 cents to $1. AT&T noted that the increased occasional-use charge would result in a fee less than the $1.15 assessed occasional users prior to an FCC-ordered reduction in 1969. Such an adjustment, it claimed, is necessary to "relate revenues more closely to costs."

The Bell System's principal argument in support of its request, however, was the assertion that the current issue to be decided by the commission is not whether the fee adjustment is warranted, but rather whether it is entitled to make that request. It noted that the commission has imposed a special requirement that AT&T file for permission to submit new tariffs prior to the actual submission so that the agency can determine whether the proposal would disrupt the current FCC general inquiry into the company's rate schedules. That inquiry was initiated in 1969, with formal hearings concluding last August. Since the hearing portion of the inquiry has ended, AT&T contended, there is no basis for concluding that its tariff request would further disrupt the inquiry. It reminded the commission that those contesting the adjustment will still have remedies available for opposing it once the tariffs are filed.

Opposition to the AT&T request, meanwhile, continued on several fronts.

In a pleading offering comment on supplemental data filed, at the commission's request, by AT&T last month, Hughes Sports Network contended that AT&T's submissions to date "clearly raise more questions than they answer." Hughes, which has for several years been involved in litigation in which it seeks monetary damages from AT&T for allegedly excessive line charges (see following story), claimed that the phone company has failed to show how the planned adjustments would benefit the public.

It noted that AT&T seeks to lower rates to its largest customers (the networks), for which competition has emerged in recent years from private carriers, and increase charges to subscribers to the occasional service, for which it presently enjoys a monopoly. It claimed there are "serious antitrust considerations" involved in the AT&T request, since both the phone company and the networks stand to mutually benefit from the proposal. Hughes also claimed that the AT&T proposal fails to conform to the standards set by the commission's Common Carrier Bureau when it ordered the reduction in AT&T occasional charges three years ago (the bureau did so in response to findings in the Hughes damage case).

In another pleading, the American Civil Liberties Union opposed the AT&T request on the grounds that it would further enhance a pre-existent pattern of anticompetitive conduct on the part of AT&T and the networks. Noting that the "primary effect" of the rates change would be to discourage the distribution of sports programs by independent stations or cable systems, ACLU commented: "However, the effect of the rate change will not end there. In the long run, these rates will undoubtedly retard the development of new and different program sources and distribution systems, which might offer an alternative to the network funnel. . . . In the long run, programs serving a broad spectrum of tastes and interests may be blacked out."

AT&T petition fails to change FCC's mind

Commission sticks by its order for reappraisal of Hughes's claim

The FCC has affirmed its order directing a commission administrative law judge to hold a further hearing on Hughes Sports Network's claim for monetary damage against AT&T.

AT&T had petitioned the commission to reconsider its order, issued in May, for continuation of a proceeding begun in 1965, when HSN (then Sports Network Inc.) complained that AT&T's tariffs for interchange channel service were illegal.

HSN is seeking $140,419.50, or five-eighths of the total charges it paid AT&T for monthly service from June 4, 1964, to June 3, 1965. HSN claimed it was paying for a full eight hours of service each day, while it was using an average of three hours daily.

The administrative law judge who heard the case and later the Review Board held that the tariffs were unlawful but that HSN was not entitled to monetary damages. The commission in May, in overruling the Review Board, said the proper measure of damages is the difference between the amount paid and the reasonable rate; HSN's claim for damages, it added, had not been appraised under the correct legal standard.

Among the arguments the commission rejected in denying AT&T's petition for reconsideration was one that the reasonableness of the eight-hour rate has never been determined and that a revised rate is now at issue in a pending rate hearing.

The commission said that since AT&T had established and retained the eight-hour rate on its own initiative, "we do not believe that it would be either fair or appropriate to permit AT&T to suggest at this stage of the proceeding that its long-established charges might be unreasonably low."

The commission acted on a 4-to-2 vote, with Chairman Dean Burch and Commissioners Nicholas Johnson, H. Rex Lee and Richard E. Wiley in the majority. Commissioners Robert E. Lee and Charlotte Reid dissented.

FCC rationale on bugging employe criticized in House

Staff report takes issue with Burch, Pettit versions

The staff of the House Investigations Subcommittee has submitted to members of that committee a draft report on the 1970 "bugging" incident at the FCC that is critical of the commission, Chairman Dean Burch and FCC General Counsel John Pettit.

The report, drafted by committee chief counsel Dan Manelli and his staff, took issue with the explanations offered by Chairman Burch and Mr. Pettit for the action that involved an extension phone placed on one employe's desk and connected to the office of the FCC's security officer. In public hearings earlier this year, Mr. Burch said that the action had been taken on the advice of then general counsel Henry Geller in order to determine who was leaking agenda items. Mr. Pettit submitted a legal memorandum to the committee justifying the legality of the move.

The investigations staff report questions the rationale of both Mr. Burch and Mr. Pettit, declares the move was not only illegal but also at odds with the FCC's own regulations dealing with telephone interceptions. It also notes that Chairman Burch had told Representative John E. Moss (D-Utah) and his House Government Operations Committee that the FCC never engaged in such practices. The House staff was also critical of FCC as a whole in permitting the tap.

Adman is named No. 2 at CPB; Vanocur leaves

Moves are part of the Nixon touch and may be clues to outcome of struggle for network control

Noncommercial broadcasting has gained an advertising executive and lost a prominent and controversial newsman.

Named executive vice president of the Corporation for Public Broadcasting was Keith P. Fischer, executive vice president of Grey Advertising Inc., New York.

Bowing out, after a little more than a year as senior correspondent for the National Public Affairs Center for Television (NPACT) in Washington was Sander Vanocur, whose contract expired Dec. 31, 1972, and who asked that it not be renewed. Mr. Vanocur is becoming a consultant to the Center for the Study of Democratic Institutions in Santa Barbara, Calif. The center is devoted to the study of basic issues in the humanities; its president is Harry S. Ashmore, former editor of the *Arkansas Gazette*, Little Rock; its chairman is a prominent educator, Dr. Robert M. Hutchins.

The two moves were announced as a showdown approached between the CPB board, newly reoriented by Nixon appointees, and the apparently rebellious board of the Public Broadcasting Service. The issue—control of the noncommercial network—is expected to be resolved when the PBS board meets Jan. 5 in Washington and the CPB board, Jan. 10, outside Baltimore.

The underlying point of contention is the primacy of deciding what programs, and especially what public-affairs programs, will be scheduled on PBS. Until the CPB change of guard last October, PBS decided what programs were to be carried on the network, and when. This authority is being challenged by the new CPB administration, headed by Henry Loomis, former Voice of America director, as president and Thomas B. Curtis, an Encyclopaedia Britannica executive, as chairman.

Two weeks ago the CPB board announced the 1973-74 schedule of programs it is prepared to fund. Except for approving two public-affairs programs, it deferred a decision on others—among them *A Public Affair, Firing Line, Black Journal, Washington Week in Review* and *Soul!* The programs that were approved were *Thirty Minutes With . . .* and *The Advocates* (BROADCASTING, Dec. 18, 1972).

A number of the deferred programs are products of NPACT, whose future as the Washington production center for PBS is also at issue. NPACT was merged with the Greater Washington Educational Telecommunications Association on Dec. 31 and James Karayn, NPACT president, became senior vice president of GWETA (which is also the licensee of WETA-FM-TV Washington). NPACT's $3 million budget is jointly funded by the Ford Foundation and CPB. It was established in mid-1971 as the successor to the Washington bureau of National Educational Television, then headed by Mr. Karayn.

The new CPB executive vice president, Mr. Fischer, was management supervisor for a group of Grey Advertising accounts that included Ford Motor Co., Procter & Gamble, General Foods and Bristol-Myers. He is 40, was born in Connecticut, grew up in Minneapolis and was graduated in 1954 from Princeton University. Mr. Fischer spent five years with Lever Bros, and has been at Grey for the last 13½ years.

Mr. Vanocur, a former NBC and CBS reporter and commentator and noncommercial broadcasting's most prominent journalist, became the center of congressional and White House controversy because of his alleged liberal leanings, including ties to the Kennedy family, and his $85,000-a-year contract.

Pioneer deal of black owner, black citizens

Buyer of Pittsburgh AM-FM signs minority agreement of kind whites have made

Sheridan Broadcasting Corp., one of a growing number of black-owned companies seeking entry into broadcast-station ownership (BROADCASTING, Oct. 30, 1972), has been welcomed to the ranks of the establishment. The Pittsburgh Community Coalition on Media Change has won from Sheridan an agreement similar to those that minority groups have been securing from white-owned stations in recent years.

And as the coalition's president, Herman Stubblefield, noted in a statement, the significance of the agreement is not in its language but in demonstrating that "community organizations are going to make certain all stations, even black-owned ones, operate in the best interests of the black community." The agreement, the first that a black group ever negotiated with black management in broadcasting, was filed as an amendment to the application for approval of Sheridan's purchase of WAMO-AM-FM Pittsburgh from Dynamic Broadcasting. Sheridan is also acquiring Dynamic's WILD(AM) Boston and WUFO(AM) Buffalo, N.Y., and it is understood groups in those cities have been conferring with Sheridan representatives on the company's operational plans.

Ronald Davenport, dean of the Duquesne University Law School and president of Sheridan, said the parties in Pittsburgh were never far apart because they had a common goal—"responsible broadcasting for Pittsburgh's black community." That mutual interest, Mr. Davenport believes, has provided the foundation for a trusting working relationship with community groups in Pittsburgh as well as in Buffalo and Boston. Although "nothing formal" has been agreed upon in the last two cities, Mr. Davenport emphasized that the "spirit" of the Pittsburgh agreement will be evident in Dynamic's operation in Buffalo and Boston and that he contemplates informal agreements there.

The Pittsburgh agreement establishes procedures for quarterly meetings of representatives of Sheridan, the coalition and other community groups, as well as for involvement of community groups in the production of mini-documentary public-affairs programs dealing with the problems and needs of blacks. The agreement also commits Sheridan to participate in scholarship and training programs.

One provision establishes guidelines for the advertising WAMO-AM-FM will carry. Under it, Sheridan will deny its facilities "to an advertiser where it has good reason to doubt the integrity of the advertiser, the truth of the advertising representation, or the compliance of the advertiser with the spirit and purpose of all applicable and legal requirements."

Mr. Davenport said the provision was included in the agreement because of concern Sheridan and the coalition have about advertising that is "offensive and harmful to minority persons because of its tone or the product advertised."

Possible 'Journal' cut decried. Black Citizens for Fair Media, New York, has reacted sharply to reports that *Black Journal*, telecast over public-TV stations, may not be funded by the Corporation for Public Broadcasting next year. Mrs. Emma Bowen, president of Black Citizens for Fair Media, said loss of *Black Journal* could result in disappearance of all relevant black TV programing and cause a dip in black employment. She said BCFM intends to take immediate action to "let those racists in Washington at Corporation for Public Broadcasting know that we won't stand for this."

NAB draws bead on FCC proposal to hike fees

Summers says first step is study of other agencies' practices; Wasilewski asks: where will the escalation of charges end?

That FCC proposal to increase its fee schedule for services it renders (BROADCASTING, Dec. 11, 18, 1972) spoiled some of the holiday cheer last week, among broadcasters particularly.

Vincent T. Wasilewski, president of the National Association of Broadcasters, said he was "extremely disturbed" at the news. John Summers, general counsel of the NAB, said that the association planned to institute a study of rate schedules used by other federal agencies to determine whether any collects fees to match its full budget.

The FCC proposal is aimed at recovering virtually 100% of the $42.4 million it has asked the White House for in the fiscal 1974 budget.

A study of practices at other agencies, Mr. Summers said, is necessary to lay the groundwork for a legal or legislative challenge on grounds of discrimination.

Mr. Summers noted that technically this is the third time the FCC has raised its fee schedule since the principle of charging a fee was established in 1963. This did not go into effect until 1965, after a court ruling. "And there's no end to it," he said. "The FCC can go on and on asking for more money from Congress and saying: 'There's no problem; we'll collect it all from the industries we regulate.' "

This basically is what NAB President Wasilewski said two weeks ago when news of the impending increases was publicized.

"In 1970," Mr. Wasilewski declared, "the FCC began extracting money from the broadcasting industry and the total last year amounted to some $24 million. Now, the commission apparently is considering a 33% increase in these fees.

"We believe the reported increase is exorbitant, especially in the light of the fact that many broadcasters are under wage-price controls with little remedy against increasing costs.

"We still believe the fees are wrong in principle and we find it doubly difficult to understand why only the FCC of all government agencies finds it necessary to attempt to recoup its total cost of operations. If the FCC can simply extract money from broadcasters arbitrarily, there will be no check on the burgeoning bureaucracy."

The FCC instituted its first fee schedule in 1963, but the charges then were modest. It moved toward a budget-equalization rate schedule in 1970. In the fiscal year that ended June 30, 1972, the fee income for the FCC totaled almost $24 million, against an FCC appropriation of some $31 million. For the fiscal year that ends June 30 this year, the commission expects to receive $26.5 million to be applied against its current budget of $36 million. The proposed new fees are premised on recovering the full $42.4 million the agency has asked the President to request from Congress for the coming fiscal year.

Estimates under the new fee proposals indicate that broadcasters would, next to safety-and-special radio licensees, bear the heaviest burden, $12.7 million. Safety-and-special radio is down for $14.5 million. Cable revenues are estimated at $2.7 million.

Opposition to the 1970 schedule was vigorous and led by the NAB and the National Cable Television Association, as well as individual broadcasters.

The U.S. Appeals Court for the Fifth Circuit in a unanimous ruling last July upheld the right of the FCC to impose the fees aimed at recouping the agency's expenditures. (BROADCASTING, July 31, 1972).

IBEW strikers vote on new CBS contract

Up for ratification is agreement reportedly calling for increases in salary and 'softer' position by CBS on new-technology issue

Members of the International Brotherhood of Electrical Workers in seven cities voted last week on a proposed agreement that would end the strike against CBS that began on Nov. 3.

The outcome of the balloting was not expected to be known until at least Thursday afternoon (Dec. 28)—if then. A spokesman for New York local 1212 of IBEW said voting would take place there on Wednesday but he could not say if a final tally would be ready by the next day.

Neither CBS nor IBEW officials, by mutual consent, would divulge the details of a proposed contract, though it is understood to call for a 5.5% increase each year for the next three years; a guaranteed full salary for 52 weeks if a union member is injured on the job, and an added holiday in the first year of the pact and another in the third. The old contract expired on Sept. 30.

A key issue in the dispute has been CBS's insistence that it have jurisdiction over positions associated with the new emerging technology, including videotape editors and character generators. The union has resisted this demand and at one point sought a clause that if management won this right, the work must be duplicated by IBEW technicians.

One source not associated with CBS or IBEW said he understood that the proposed agreement gave CBS jurisdiction over positions related to the new technology but the language of these provisions was "softer" than in the original demands made by CBS. He could not elaborate on this point.

CBS had maintained on-the-air operations throughout the strike with the use of management and other nonunion personnel. Approximately 1,200 IBEW members have been participating in the strike at CBS facilities and stations located in New York, Chicago, Los Angeles, St. Louis, Philadelphia, Boston and San Francisco.

The dispute has been marked by several incidents of violence. The most serious involved the cutting of cables at Shea stadium in New York on Dec. 2 and, according to the network, assaults on CBS personnel. The telecast of the New York Jets-New Orleans Saints game was called off on that date.

After numerous meetings over a period of more than three months, the proposed agreement was reached on Dec. 20 with the assistance of the Federal Mediation and Conciliation Service in Washington. Negotiators for CBS and IBEW worked several days thereafter on drafting the language of the proposed contract before submitting it to a vote of the union's membership in the seven affected cities.

Though a settlement was in the offing, the American Federation of Television and Radio Artists filed request for a formal hearing before the appellate division of the New York State Supreme Court to set aside an injunction obtained by CBS that forbids AFTRA members from honoring the IBEW picket lines.

ABC network plan due for FCC review

Information affiliates now capable of reaching 75% of nation, magic figure set by commission as point to reassess concept

After more than four years of operation, ABC's specialized "American radio networks" service is to come under FCC review. The inquiry, expected to be announced in a few weeks, will be a part, but probably the largest part, of a general review of radio-network matters.

Commission officials say the purpose will be to determine whether any changes should be made in the conditions the commission imposed on ABC in 1969.

They noted that the commission said it would review the unique four-network plan when any of the ABC networks was capable of reaching 75% of the nation's population. ABC's Information Network affiliates are now said to cover 75.5% of the population. The other networks are Entertainment, Contemporary and FM.

The commission originally approved the four-network concept in 1968, waiving a rule prohibiting dual network operation in the same area or on a simultaneous basis, as a means of encouraging a new approach to radio network programing. A year later, the commission reviewed the plan because of complaints by Mutual Broadcasting System that the four-network plan resulted in anticompetitive and unfair trade practices.

The commission rejected most of the complaints. But it set limits on the number of stations with which ABC could affiliate in smaller markets—no more than one in a market of four or fewer AM's, nor more than two in a five-station market—and directed ABC to cancel affiliations in markets where those limits were exceeded.

In its review, the commission will look into pending affiliation requests that would result in violations of the formula, as well as whether FM's in a market should be counted in determining whether an affiliation would exceed the formula.

The commission disclosed its plans for the inquiry into ABC Radio in an order waiving the multiple-affiliation limits to permit WAAM(AM) Ann Arbor, Mich., to join the ABC Contemporary Network. The waiver was required because two other stations in the five-station market are already affiliated with ABC networks.

BBC head named. Sir Michael Swan, who for the last seven years has been head of Edinburgh University, was named chairman of the board of governors of the British Broadcasting Corp. last week. He succeeds Lord Hill, whose resignation was announced last month on reaching the retirement age. Sir Michael has earned a reputation as a conservative in his university post through his opposition to student power politics and advocacy of the use of police to end sit-ins.

NBC says bidding on '76 Olympics was closed affair

U.S. rights to summer games in Montreal already given ABC, network charges in its complaint

NBC has lodged a complaint with the International Olympics Committee, charging that the organizing committee for the 1976 games in Montreal tried to award U.S. television rights to ABC-TV "through secret and noncompetitive procedures."

In a cable to Lord Michael Killanin, president of the International Olympics Committee, Lausanne, Switzerland, Corydon B. Dunham, vice president and general counsel of NBC, outlined NBC's charges and claimed the organizing committee already has signed an agreement with ABC-TV before giving other networks an opportunity to submit bids and proposals.

ABC promptly shot off a wire to NBC saying that ABC had acquired exclusive U.S. TV rights "pursuant to an executed contract" with the organizing committee and asking NBC to "refrain from doing anything that might interfere with this contractual relationship." The ABC wire added this warning: "We will hold you fully responsible for the consequences of any such interference." ABC sent a similar wire to CBS.

ABC sources acknowledged that their contract is subject to final approval by the International Olympics Committee. They declined to say how much ABC had agreed to pay. Speculation ranged up to about $25 million, which would be almost double the $13 million ABC paid for rights to the 1972 summer games in Munich.

NBC's Mr. Dunham urged Lord Killanin to exercise his authority to set aside arrangements made with ABC and to establish "an orderly and open procedure" for the selection of a network to telecast the Summer Olympics.

ABC carried the 1972 Summer Olympics in Munich and the 1968 Summer Olympics in Mexico City as well as the Winter Olympics in Grenoble, France, that year. NBC carried the 1972 Winter Olympics in Sapora, Japan.

Sketching in the background, Mr. Dunham said that as early as the Munich Olympics NBC representatives had discussions with the president and commissioner-general of the organizing committee for the Summer Olympiad in Montreal in 1976. He said NBC was assured it would be given an opportunity to submit its proposals for obtaining U.S. television rights to the games. Mr. Dunham noted that the Canadian Broadcasting Corp. had been developing specifications for the broadcast production facilities required. He said it was NBC's understanding that the CBC would complete preparations of its models and estimates by February or March and expected to receive from the organizing committee an invitation to bid in due time before February or March.

Because of recent rumors, Mr. Dunham said, NBC sought a meeting with the organizing committee's president and commissioner-general and such a meeting was held in Montreal on Dec. 14. At that time NBC stressed that the network sought an opportunity to bid for these rights on the basis of information regarding production facilities and arrangements described in sufficient detail to permit development of an intelligent proposal, Mr. Dunham reported.

"The president and commissioner-general advised us that the organizing committee had been meeting with ABC for two months, that ABC had submitted an offer and had the inside track," Mr. Dunham cabled. "No other U.S. network had been invited to any such meetings nor, so far as we know, even knew of their existence. The president assured us, however, that the matter was open and no contract had been signed."

Mr. Dunham added that the president and commissioner general told NBC that it would be invited to submit a proposal on both the television rights and the production facilities on Dec. 20 or Dec. 21. Mr. Dunham said NBC representatives expressed the view that on such short notice "this seemed precipitous and unwise if the objective was to obtain the most responsible and realistic arrangement for broadcast coverage."

On Dec. 16, Mr. Dunham said, a representative of the organizing committee notified NBC by telephone that the committee "had, in fact, previously accepted an ABC offer and had, in fact, signed a contract with ABC granting it U.S. television rights for the 1976 Olympic games."

Mr. Dunham observed that "this was flatly contrary to the assurance we had received only two days before from the president and commissioner general with whom we had initiated discussions," and added:

"Even beyond this, and in apparent recognition that the International Olympic Committee might disapprove such an award, the organizing committee's representative informed us of terms that granted ABC a right to meet any other offer, and by meeting it, retain the U.S. television rights against other bidders. Thus, ABC has been given so preferential a position that the ability of any other party to obtain U.S. television rights has been nullified in advance and the bidding procedure has been made a sham."

Mr. Dunham said these arrangements not only fell short of accepted business practices in dealing with matters affecting the public interest but also are against the interests of the Olympic games.

He called on Lord Killinan, as head of the International Olympic Committee, to rescind the arrangements with ABC and establish a procedure whereby other parties interested in the TV rights could determine whether to bid and on what basis. Mr. Dunham also asked Lord Killinan to advise the organizing committee and all U.S. networks of his decision as soon as possible.

Black Caucus loses plea for network time

FCC says that under present law there is no special privilege for Congress or President

The FCC has again refused to declare a right of access to the broadcast media for any individual or group, even for members of Congress.

The commission in separate rulings on Dec. 21 denied requests by the congressional Black Caucus and by 14 members of Congress for declaratory rulings that would entitle them to time on the networks.

If Congress wants to create a right of access for members of Congress it has the power to do so, the commission said. But there is no requirement in present law or policy that it carve out a special right for Congress or the President. Indeed, the commission said in its response to the Black Caucus, "adoption of such a requirement would go far toward making licensees act as common carriers, which is contrary to congressional intent."

The commission said it is preferable to rely on the fairness doctrine and the licensees' journalistic judgment "to insure that the public is adequately informed on issue of national importance and the views of our elected officials on such issues."

The Black Caucus filed its petition with the commission in February 1972, after being turned down by the networks in a request for a free half-hour or full hour of prime time to respond to President Nixon's Jan. 22, 1971, State of the Union message. The caucus had proposed to discuss its views on racial issues in a documentary over which it would have complete control.

The 14 congressmen—seven senators and seven representatives—complained to the commission, on June 13, 1972, that the networks had refused to sell or make time available to members of Congress to discuss the Vietnam war. (NBC said it had offered to sell the group 15 minutes for use on June 26.)

Both groups cited the constitutional concept of a separation of powers among the branches of government in urging the commission to rule that the networks must grant members of Congress access. They said that the President obtains access whenever he requests it. They also said that the First Amendment bars the networks from denying to Congress some right of access to the airwaves.

The commission, in its reply to the 14 members of Congress, restated its position that the First Amendment does not confer a right of access to broadcast facilities. It also said that, although the concept of separation of powers is deeply rooted in the Constitution, neither that document nor the Communications Act "mandates special access, enforced by the commission, for congressional groups."

And in disposing of the complaint of the Black Caucus, the commission rejected the argument that the fairness doctrine requires a limited right of congressional access to the broadcast media. The commission said the doctrine is issue-oriented; it also said the doctrine gives licensees wide discretion in selecting what issues to broadcast and what spokesmen to present.

One of the most fundamental principles of broadcast law, the commission said, is that "ideas, rather than any person or group, must be given access to the broadcast media."

The commission acted on both petitions on identical 5-to-2 votes, with Commissioner H. Rex Lee concurring in the result and Commissioners Nicholas Johnson and Benjamin L. Hooks dissenting.

NFL won't play ball; Nixon may blow whistle

Rejection of White House request for easing of TV blackouts sparks promise of legislative recourse

A hard-nosed, sports-loving President has threatened to support a change in the law that permits professional sports to black out home games on TV.

Attorney General Richard G. Kleindienst told Pete Rozelle, commissioner of the National Football League, that the Nixon administration intended to ask Congress to re-examine the antitrust exemptions that permit professional football teams to agree on keeping home games from the TV airwaves.

Mr. Kleindienst's statement came a few days before Christmas after Mr. Rozelle declined to permit TV coverage of the play-off games in communities where the game were to be played, even where the game was sold out 48 hours before kickoff.

Mr. Rozelle declined comment on the attorney general's announcement, but a spokesman in his office tagged it "a political statement." The NFL spokesman said that if home games were not blacked out, even fans who had bought tickets would not show up if the weather was bad and would prefer to stay home and watch the contest on TV.

"We don't want to play football in front of an empty stadium," he declared. "That's what happened to boxing."

Broadcast spokesmen were unavailable for comment, but John Summers, general counsel of the National Association of Broadcasters, expressing what undoubtedly is the industry's view, said: "The NAB consistently has protested the blackout policy when it was first exempted from the antitrust laws in 1961. We are still very much for lifting the ban . . . but not if the games are going to pay TV. We want them on the air so everyone can see them on free, over-the-air TV."

Mr. Summers's reference to 1961 was to the year Congress approved an exemption from the antitrust laws to permit Mr. Rozelle to sell packages of NFL games to the TV networks, and that also permitted the NFL to impose blackout protection on the gate. The blackouts usually cover a 75-mile radius from the site of the game. Congress acted again in 1966 when it exempted from the antitrust laws the merger of the American and National football leagues.

The move to open up pro football to TV coverage, where tickets are sold out, got impetus last October when Senator John A. Pastore (D-R.I.) held three days of hearings by his Communications Subcommittee on bills to lift blackouts. They were bitterly opposed by professional sports spokesmen, and just as vigorously supported by broadcasters and others. At that time, Senator Pastore urged Mr. Rozelle to ease the blackout restrictions, especially when the box office is sold out. Later, Mr. Rozelle announced that this liberalization would be put into effect for the Jan. 14 Super Bowl game in Los Angeles, provided the gate was sold out 10 days before.

Representative Harley O. Staggers (D-W. Va.) has announced that his House Investigations Subcommittee is looking into the pro football blackout situation, and Representative Torbert Macdonald (D-Mass.) has said his Communications Subcommittee would hold hearings on the subject during the 93d Congress.

Mr. Kleindienst's Dec. 20, 1972, statement made it plain that he had been in communication with Mr. Rozelle at the "direction" of President Nixon. He noted that Mr. Rozelle had advised him that day that it would not be possible for the NFL to comply.

"I advised Mr. Rozelle," Mr. Kleindienst said, "that, as a result of the league's decision, the Nixon administration would strongly urge the new Congress to re-examine the entire antitrust exemption statute and seek legislation that is more in keeping with the public interest."

As in past years, local citizens and groups sought court help to halt TV blackouts during the NFL playoffs that began Dec. 23.

In Washington, the injunction plea was turned down by a federal appeals on Dec. 21. A further petition for Supreme Court review was rejected Dec. 24 by Chief Justice Warren Burger.

Programing waiver puts WGMS-AM-FM in black

Jerry Lyman, general manager of WGMS-AM-FM Washington, which won a waiver of the FCC's AM-FM nonduplication rules after its classical-music audience successfully opposed plans to change the format of the AM to rock, reported the first profitable year for the stations after five years in the red. In 1971, the stations went $200,000 in he hole, he said in a speech last week to the Washington chapter of the National Federation of Business and Professional Women's Clubs.

That experience, he explained, strengthened his belief that in larger markets where there are a dozen or more radio stations (Washington has 24), each station should be able to serve its own segment. The FCC, he said, should permit ascertainment of particular classes of the general audience in such markets and accept plans to serve this special audience sector—a suggestion that over the past several years has been made by many other radio broadcasters.

In general, the FCC calls for a broadcaster to serve the general public in his area, although in practice there have been variations of this rule.

Reduced to paper, ASCAP pact looks better than ever

The post-holiday mail of the nation's radio broadcasters will contain some additional good news about that new music-license agreement with the American Society of Composers, Authors and Publishers (BROADCASTING, Dec. 11, 1972).

It is a summary of the agreement, being sent by the All-Industry Radio Music License Committee to the approximately 1,200 stations that contributed to the committee's support in the ASCAP negotiations. And it shows that, in addition to the 14% reduction in the ASCAP rate that was originally announced, several other apparent benefits were gained.

Stations will have to furnish ASCAP only one annual statement, for instance, instead of 12 monthly statements, and the first, for calendar 1973, won't be due till April 1, 1974. Audits by ASCAP, previously unlimited, will now be confined to the four calendar years preceding the one in which the audit is made.

The optional standard deduction, formerly available only to stations with "adjusted gross revenue" of less than $150,000, will now be available to those up to $500,000. And for all stations, the entire cost of news ticker service will be deductible for the first time.

There was also a relaxation of requirements for accounting for the sale of time to barter companies, payments and receipts for sports and other programs furnished by networks not licensed by ASCAP, in-store promotion trade deals and radio-TV cross-promotion trade deals.

In the new agreement, the ASCAP fee drops from 2% to 1.725% of station revenues (after specified deductions), retroactive to March 1, 1972. But to get the full benefit of all retroactive changes, including new deductions now permitted, stations must submit revised reports, computed on the new terms, within 60 days after they receive the report forms from ASCAP. For those that fail to do so, the only retroactive benefit will be the reduction in the base rate.

ASCAP estimated that as a result of the new agreement, stations would get back—in credits against 1973 payments—approximately $1,895,000 of the $14,881,000 they paid ASCAP in the nine months from April through December 1972. All-industry committee leaders have estimated the annual saving will be at least $2.4 million a year. The agreement is for five years, through Feb. 28, 1977.

Station payments will continue to be made each month but will be due on the first rather than 20th of the following month. Monthly installments will be one-twelfth of the fees payable based on the preceding calendar year's receipts plus 6%. (The 6% reflects anticipated growth in station revenue: If there is no such growth, the overpayment will be refunded.) If a station's annual fee proves to be greater than the monthly installments it had paid, the station will pay ASCAP the difference the following April; if a station overpays for any year, the average will be credited against its next year's payments. The agreement also provides that ASCAP may impose a late-payment charge of 1% a month on any payment more than one month overdue.

The all-industry committee's letter was being prepared for mailing to contributors during the week between Christmas and New Year's. It followed approval of the agreement, which terminates rate-making litigation initiated by the committee, by Judge Sylvester J. Ryan of the U.S. Southern District Court in New York on Dec. 20, 1972.

The contract changes apply solely to blanket licenses, the kind virtually all stations have. Per-program license terms were not changed. But ASCAP is to send copies of both licenses to all stations later this month, for each station to make its own decision—not only as to which license to choose but also whether to choose either. Historically they have accepted whatever terms the all-industry committee has worked out because the alternative is to try individually to get a better deal than the one the court has already approved.

The all-industry committee is headed by Elliott Sanger, retired chairman of WQXR-AM-FM New York, with Emanuel Dannett and Bernard Buchholz, New York attorneys, as counsel. Members with Mr. Sanger are George W. Armstrong, Storz stations; J. Allen Jensen, KID-AM-FM Idaho Falls, Idaho; Abiah A. Church, Storer Broadcasting; Roger B. Read, Taft Broadcasting; Robert L. Pratt, KGGF(AM) Coffeyville, Kan.; Harold R. Krelstein, Plough stations; Donald A. Thurston, WMNB-AM-FM North Adams, Mass.; Joseph B. Somerset, Capital Cities Broadcasting, and

Pope's Christmas mass carried by satellite

Family Theater underwrites pickup for 130 TV stations in U.S., Canada

Pope Paul VI's midnight mass and Christmas message were carried Dec. 24 by satellite for the first time throughout the U.S. and Canada.

The 90-minute (6-7:30 p.m. EST) program in color was broadcast live on more than 130 stations in the U.S. in English and Spanish and, through the Canadian Broadcasting Corp., in English and French in Canada.

Arrangements for the program, which originated outside of Rome, were made by Family Theater Productions, Los Angeles-based producer of Catholic public-service TV, radio and film material—in cooperation with Spanish International Network, New York.

The telecast was underwritten by Family Theatre Productions and was carried on the following top-10-market stations in the U.S.: WNEW-TV New York, KCOP-TV Los Angeles, WLS-TV Chicago, WKBS-TV Philadelphia, WKBG-TV Boston, WKBD-TV Detroit, KTVU(TV) San Francisco-Oakland, WTTG(TV) Washington, WKBF-TV Cleveland and KDKA-TV Pittsburgh.

AFM climbs on Balmuth bandwagon

Musicians' union urges limit on reruns in filing at FCC

The American Federation of Musicians has joined labor and government interests urging the FCC to force a reduction in network reruns in prime time. In a filing with the commission, AFM supported the petition of Hollywood film editor Bernard A. Balmuth, which requested a 25% limit on reruns networks may present in prime-time (BROADCASTING, June 19, 1972, et seq.)

AFM contended: "The television industry has arbitrarily and excessively programmed reruns at prime times of selective conventional items." With little exception, it said, these programs "have little or no lasting value of public importance."

Excessive reruns, AFM claimed, "create a cultural wasteland, depriving the public of fresh contributions to entertainment and education that television is so uniquely capable of affording."

Screen Gems' call for help turned down

Prime-time access case involves films bought for Salt Lake City TV when market was not in top 50

The FCC has denied a request by Screen Gems Stations for a declaratory ruling or waiver of the prime-time access rule that would permit it show movies on its KCPX-TV Salt Lake City.

The commission action centered on Screen Gems' request for a ruling as to whether the two-year restriction on re-use in prime time of a theatrical film, under the rule, runs against the station that had previously shown the film. If it did, Screen Gems wanted a waiver.

The company said it had bought two packages of ABC-produced movies in 1971. All of the films had been shown on the network, including its Salt Lake City affiliate, KCPX-TV. But Screen Gems said it had bought one of the packages before Salt Lake City was known to be included in the top-50 markets, and had anticipated five runs in five years. It would suffer substantial economic loss if it were not permitted to show the movies in prime time more than once every two years, Screen Gems said.

The commission, which noted it had already ruled that the two-year restriction ran against the station which had previously shown the program, said that it did not believe it appropriate to go further, either by way of reconsidering its interpretation or by waiver. It said such a waiver would be inconsistent with the prime-time access rule.

The rule bars stations in the top-50 markets from broadcasting more than three hours of network programing in prime time. A provision which became effective in October bars stations from carrying off-network programs in the cleared time.

Screen Gems had also asked for relief from the rules and a liberal interpretation as to whether movies previously shown in a market on a network are "off-network programs," which are permanently barred from further use in the cleared time, or are feature films, barred only for two years from their previous showing. The commission noted that it had already resolved that point in Screen Gems favor, with a public notice asserting that stations could show network movies in cleared time two years after their network showing.

Program Briefs

Snowbelt special. International Snowmobile Industry Association is offering 39 five-minute radio programs, *The World of Snowmobiling*, to radio stations. Featuring interviews with experts in field, series covers topics such as safe driving, legislation, trail development, purchasing snowmobiles and night snowmobiling. Cost of series is $40. Contact: *Bev Robinson, ISIA, 5100 Edina Industrial Boulevard, Minneapolis 55435.*

Super expands. Super Sound Studios, Philadelpiha, has created radio programing division. Company offers six different formats, including beautiful music, oldies and top 40, pre-encoded for quadraphonic sound using matrix process. Programing is available with or without title announcements. Super Sound Studios is also involved in background music production and radio commercial recording. *6901 Roosevelt Boulevard, Philadelphia 19149.*

Plaza Sesamo. ABC International Television Inc. has bought Spanish-language production rights to *Sesame Street* for stations it serves in Panama, Costa Rica, El Salvador, Honduras, Guatemala and Nicaragua. Jack Singer, program manager for ABC International, handled negotiations for network, and Michael Dann represented Children's Television Workshop.

Three more years. KOA(AM) Denver and pro football Broncos there have announced extension of current broadcast-rights agreement through 1975. KOA this season fed games to 42-station regional network.

Broadcast Journalism

The push has come to shove in broadcast journalism

Clay T. Whitehead is but latest on long list of names—and forces —that threaten integrity and freedom of radio-TV newsmen. Overtly or covertly, they add up to medium's most serious danger. A perspective on the news.

"I am always impressed by the courage of people in journalism. They are a diverse lot but if there is a single characteristic they share it is a tenacious determination to stand tough against any encroachments of a free press. They may disagree with each other—even about the other fellow's practices—but they are as one in asserting the absolute necessity of a free press in a free society."

For some, that statement by William Small, CBS News Washington-bureau manager, opening his new book, "Political Power and the Press," may be a little overblown. Broadcasters' reactions to government actions, let alone criticisms, sometimes seem touched with paranoia. But it appears the toughness of which Mr. Small speaks may be in for testing in the next four years.

The speech by Clay T. Whitehead, director of the Office of Telecommunications Policy, in Indianapolis two weeks ago is the principal piece of evidence. It demonstrated first of all that the Nixon White House has not abandoned the old Agnew antinetwork line; indeed the speech even drew from the Agnew vocabulary to speak of network newsmen: "so-called professionals who . . . dispense elitist gossip in the guise of news analysis."

What's more, in offering broadcasters the administration's support for the kind of license-renewal legislation they have long sought—to extend the license period from three to five years and afford licensees protection against competing applications at renewal time (see page 18). —Mr. Whitehead appealed to a special constituency for aid in dealing with those "so-called professionals": "Station managers and network officials who fail to act to correct imbalance or consistent bias from the networks—or who acquiesce by silence—can only be considered willing participants, to be held fully accountable by the broadcaster's community at license-renewal time."

Station managers and network executives are as accountable now, under existing law and FCC regulations, for "bias" and "imbalance" as they would be under the Whitehead bill, if it were enacted. But the speech served as a sharp reminder of that responsibility and as a call to station and network executives to assert it. Administration officials were passing the word that, in return for its efforts to obtain license-renewal legislation — a promise the President had made to a group of station executives last June (BROADCASTING, June 26, 1972)—the White House expected the managements of networks and affiliated stations to assume greater responsibility for network news.

The latest wrinkle in White House efforts to correct what the administration is convinced is a leftward tilt to network news is only one sign of growing tension between media and government. The recent court orders jailing newsmen for refusing to divulge confidential sources and unpublished or unbroadcast information is seen by network news executives as one of the most serious problems for the media. The fear that the Supreme Court decision in the Earl Caldwell case —that newsmen have no constitutional protection against being forced to testify before grand juries—would cause news sources to dry up was, some felt, being realized.

Though it was the Nixon administration that set the pattern, in the Caldwell case, it is the state courts and county grand juries that are following it. And the practice of attempting to force newsmen to divulge information they consider confidential is not limited to government; the defense in the Watergate bugging case persuaded the presiding federal judge to issue subpoenas for the tapes of an interview with a prosecution witness that *Los Angeles Times* reporters said they were honor bound not to release; the judge contended that the defendants' right to a fair trial required the release of the material. That issue was finally resolved when the witness released the *Times* from its promise.

The Nixon administration is offering no assistance to news organizations seeking congressional passage of a bill to afford newsmen at least some degree of subpoena immunity; some two dozen such bills were introduced in Congress last year. White House Communications Director Herbert G. Klein, the spokesman on the issue, while deploring the jailings of newsmen, says efforts should be made to secure protection for reporters at the state level. He notes that the Justice Department follows guidelines laid down by former Attorney General John Mitchell to guard against unwarranted subpoenaing of reporters. But newsmen, recalling that the Nixon administration was the first in history to secure court-ordered prior restraint of a news story—on the Pentagon Papers—are reluctant to rely solely on the guidelines for protection; they prefer legislation.

Thus, Congress this year will provide the forum for a major debate over the role and the responsibility of the broadcast newsman—and may give that role and responsibility new form, with the administration's five-year licensing bill and the newsmen's-privilege bills serving as points of departure.

Network news executives could probably think of a friendlier forum. Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, which will consider the license bill, was stung badly when the House membership rejected his request that CBS Vice Chairman Frank Stanton be cited for contempt for refusing to turn over material connected with the production of the controversial *The Selling of the Pentagon.*

And although Representative Staggers's effort to obtain the material in the first place was regarded by many in the House as an assault on CBS's First Amendment rights, there were congressmen, including some who voted against the chairman, who felt that the documentary was at least in part dishonest—they were disturbed by the editing and rearranging of parts of a taped interview—and that CBS "didn't have a right to lie" (BROADCASTING, Feb. 21, 1972).

Now, the Commerce Committee's Investigations Subcommittee, which Representative Staggers also heads, is preparing a report on an investigation last spring into alleged news staging by network and station news organizations; and the public testimony in that inquiry indicates there is substantial material for a critical summation.

Mr. Whitehead's speech came during a relative calm in relations between the administration and the news media. A few weeks ago, those relations seemed fine to NBC News President Reuven Frank—"the best they have been since the 1969 inauguration."

In part, this was due to a decision by President Nixon last summer. Two ex-newsmen on the White House staff, Ken Clawson, formerly with the *Washington Post* and now deputy to Mr. Klein, and John Scali, one-time foreign-affairs expert for ABC who is a special assistant to the President (and is now the President's choice to be the new U.S. representative to the United Nations), persuaded the President that the antimedia campaign was counterproductive.

In part, too, the calm was a function of the times. During the campaign, most of the news seemed to involve Senator George McGovern's problems, and the media pursued them with a relish that delighted Nixon aides. Then, too, network newsmen point out, the kind of depressing, spirit-rending stories they had been bringing into the home every evening for the past decade—Americans dying in Vietnam, riots in the streets, killings at Kent State—were not occurring. As Mr. Frank observed, "There was no message, so why hate the messenger?"

But there were portents of trouble. White House aides, including some who believe Vice President Agnew's attacks on the news media led to changes in newspaper and network policies that have opened up avenues for the airing of more diverse opinion, were saying privately that the criticism would be resumed if that appeared necessary. One aide put it this way: "This administration is going to present itself to the public through the media in the best possible way. Sometimes this means pressure."

The reaction to the CBS News reports on the U.S.-Soviet grain deal and on the Watergate bugging incident and the sub-

Captain Video
Osrin in the Cleveland *Plain Dealer*

sequent allegations of political espionage to which that incident led was instructive. To White House aides, even those not normally considered antimedia, the reports, in the waning days of the campaign, seemed politically motivated. The two-parter on Watergate was particularly galling. The same Mr. Clawson who urged the President to call off the antimedia campaign was still incensed, weeks after the election that his candidate won. "CBS didn't do any work on that story. It was just a compilation of hearsay crap. They broadcast a gossip column of hearsay and rumor at the height of the campaign."

But Mr. Clawson was talking at least in part as an ex-newsman in answer to a question. Charles Colson, the outgoing special counsel to the President who was viewed as being charge of the White House's department of dirty tricks, went public with his criticism of CBS and the *Washington Post*, which had borne down more heavily on the Watergate story and its aftermath than any other news media in the country. Speaking to the New England Society of Newspaper Editors last fall, Mr. Colson accused both of engaging in the "kind of unproven innuendo"—a revival of McCarthyism—"that they found so shocking 20 years ago'" (BROADCASTING, Nov. 20).

White House aides say it is inaccurate to discuss presidential assistants as unanimous in their attitude toward the news media. No one accuses Herb Klein, former editor of the *San Diego Union*, for instance, of an antinews-media bias. Indeed, in a speech to the Radio Television News Directors Association meeting in November, he managed to call for strong local news operations, as Mr. Whitehead was to do later, without at the same time complaining about network news. On the contrary, he said: "Strong network coverage, just as strong wire service coverage, is essential to a full news pattern. When these are combined with aggressive local news competition, the nation is assured of the news coverage it needs in order to be well informed." Furthermore, he and his deputy, Mr. Clawson, call reporters and editors with complaints about stories, but they confine themselves to what they consider factual errors, and generally get respectful attention.

But then there are others in the White House, an aide said recently, "who will always feel the networks are biased because it's their job to protect the President politically." And reporters covering the White House and other presidential assistants say these include Mr. Colson as well as John Ehrlichman and H. R. Haldeman, two top presidential assistants, and Patrick J. Buchanan, a one-time newspaperman himself—he had been an editorial writer with the *St. Louis Globe Democrat.* (Messrs. Colson, Buchanan and Ehrlichman are generally regarded as having a hand in the Whitehead speech. although Mr. Whitehead himself is said to have initiated the project.)

Among White House aides, Mr. Buchanan is said to be the most negative in his attitude toward the news media, as well as the most conservative. As a result, his role as editor of a daily digest of press and broadcast news stories that is presented to the President every morning causes some newsmen to feel they have a media-bias problem of their own. "I wouldn't mind if the President saw what I do," CBS News's Dan Rather said recently. "But what I do is presented through Buchanan's ideological screen." (Factual errors in the digest cause problems, too. Mr. Rather recalls that it was weeks before he caught up with and corrected a description of President Nixon that was attributed to him in a speech to a college group. He was reported to have said the President was a "loser"; what he had said was "loner.")

Mr. Buchanan declined to be interviewed for this article, saying he would prefer to express his views on government-news media relations later, in an article of his own or a speech. But he is already on the record with some of his views. Last summer, in an article on him that ran in the *New York Times Magazine*, he indicated the basis and extent of his concern about television: "In terms of power over the American people, you can't compare newspapers to those pictures on television. They can make or break a politician. It's all over if you get chopped up on the networks. You never recover. The newspapers can beat the hell out of you and you've got no problem. But you sit there and see somebody take you apart before 20 million people. . . ."

It was that kind of feeling about television, and the conviction that such power was not being fairly used in coverage of the President, that had led to Vice President Agnew's extraordinary Des Moines, Iowa, speech, on Nov. 13, 1969, accusing nctwork news operations of bias. Newsmen, print and broadcast, had long been accustomed to complaints from government officials about their reporting, but this was something else. Some felt that Mr. Agnew was politicizing relations with the media—that he had tapped a deep source of discontent in the American people and had focussed it on the media. ABC News President Elmer Lower says now, "There were problems not easily solved—Vietnam, race relations, differences in life styles, the generation gap—which we reported and for which we didn't offer ready solutions."

The Agnew speech generated 30,000 pieces of mail to ABC; by a margin of 8 to 1, the writers held that the network had been unfair in its news coverage. And ABC is hardly the network professional observers would consider most hostile to the administration.

The public criticism by a high official was disturbing enough. But the Vice President injected this chill factor: "Is it not fair and relevant to question its [the power he said the networks enjoy] concentration in the hands of a tiny and closed fraternity of privileged men, elected by no one, and enjoying a monopoly sanctioned and licensed by government?" Even today, Richard Salant, president of CBS News, says: "There were some valid points the Vice President made, though I wish he hadn't made them in terms of licensing."

White House aides say the media overreacted to the speech, as well as to others like it that followed. They argue that the speeches contained reasoned and deserved criticism, of a kind that had been appearing in journalism reviews, and that the Vice President's comments were taken to heart by some journalists after the shock wore off. Perhaps. But the attacks created an odd climate in which some newsmen began viewing the administration and all of its parts with mistrust. NBC's John Chancellor, for instance, saw something sinister in a request from OTP last fall for a copy of remarks he was to make at an International Radio and Television Executives Society luncheon in New York. (An OTP official at the time thought the reaction was one "of extreme paranoia"; he said the request, made by a lower-level staffer, was routine and noted that network officials regularly serve government agencies with copies of speeches they are to deliver.)

At the same luncheon, CBS's John Hart mentioned some experiences he had after returning from a trip to Hanoi where he had filmed reports. There was a letter he received from Frank Shakespeare, director of the U.S. Information Agency, criticizing Mr. Hart's reports as not being critical enough of North Vietnam, and there was a report from the Internal Revenue Service that it was reviewing his income-tax returns (BROADCASTING, Nov. 20, 1972).

Probably the most bizarre episode involved an FBI check on CBS Washington correspondent Daniel Schorr. After the story broke, last year, White House News Secretary Ronald L. Ziegler confirmed a check had been made but said it was simply in connection with a job in the administration for which Mr. Schorr was being considered (BROADCASTING, Nov. 15, 1971). That explanation was not universally accepted; it was easier to assume that the administration was out to intimidate or harass a hard-nosed reporter.

The reporter who broke the story—in the *Washington Post*, as it happened—was Ken Clawson.

Why did CBS let itself be scooped on a story affecting one of its own men? The answer provides further insight into the deep suspicion that underlies relations between the administration and at least one major news organization. When he first became aware of the FBI investigation, Mr. Schorr said, he thought he actually was being considered for a job. He changed his mind after checking sources who would have been in a position to know who was interested in him, and was able to learn nothing. But then, CBS decided to let someone else break the story. "If I broke it," Mr. Schorr said recently, "then I'm breaking a story about me that merits a reply from the White House. That means I'm the subject of a controversy with the administration. It was a possible trap, designed to destroy my claim to objectivity." Mr. Schorr said little about the matter until he appeared before Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee, last February. But to this day Mr. Schorr says he does not know whether the FBI check was part of an effort to intimidate or harass him. (The White House last August, in a delayed reply to a query from Mr. Schorr, said that in August 1971 he had been briefly considered for a new post as special assistant to the chairman of the Council on Environmental Quality, Russell Train. Last September, Shirley Temple Black was named to such a position, though its job description was somewhat different from what Mr. Schorr understood it to be when he was said to have been under consideration.)

The question of whether intimidation is involved in administration dealings with the news media becomes a philosophical, almost a philological one, in discussions with White House aides. But as one of them put it recently, "Intimidation is in the eye of the beholder." By that test, if the testimony of those directly responsible for the network news operations can be credited, there has been no intimidation. Richard Salant, Reuven Frank and Elmer Lower say simply and unequivocally that they have not been subjected to intimidation and that they do not know whether others in their corporate headquarters have received calls from administration officials. Generally, they exhibit a kind of studied indifference to the issue. Mr. Salant says administration officials "know better" than to call him. Mr. Frank says "intimidation involves shutting you down, but that stuff never comes my way. Goodman [Julian Goodman, president of the network] never says, 'Take it easy' in response to pressure." And Mr. Lower says, "Elton Rule [ABC's president] hasn't transmitted anything in the way of pressure."

What's more, they do not even concede they have made any significant changes in their operations as a result of the criticisms they have been taking. Mr. Buchanan and others in the administration cite the presence of Spectrum commentators on CBS News television and radio as a direct response to charges of bias—but not Mr. Salant. He says he had first proposed the concept for the Spectrum commentators—each representing a different ideological viewpoint—10 years ago, and had simply been looking for a proper vehicle.

The only change made by any of the network news organizations as a result of the Des Moines speech was a minor one by ABC News—the decision to keep the "commentary" super on the screen for the length of the piece at the end of the evening news; the super previously had appeared only at the beginning and end.

Mr. Lower, who says he is confident he can defend himself against any complaints Democrats or Republicans might file "if I feel we have achieved fairness and balance," did make one major decision as a result of the Des Moines speech. He thought the speech was "a bum rap," but he hired three journalism professors to make sure; they do a continuous content analysis of every ABC News program. Thus far, the analyses, which for 1969 were done retroactively, indicate remarkable balance. (The test the analysts use is to consider whether a particular report is "pleasing to a Nixon administration supporter or displeasing, or is it neutral?")

It is apparently the kind of newsroom insulation the three network news executives describe that Mr. Whitehead finds so disturbing. "Insulating station and network news departments from management oversight and supervision has *never* been responsible and *never* will be," he said in Indianapolis. "The First Amendment's guarantee of a free press was not supposed to create a privileged class of men called journalists, who are immune from criticism by government or restraint by publishers and editors."

One reason news executives may have felt as independent as they seemed may be the FCC, odd as that may sound to some. Richard Salant usually criticizes the commission for what he considers its unnecessary meddling in broadcast news matters, but in his office the other day he spoke of it as a shield. There had been a report that the administration was preparing a campaign against CBS because of the Watergate reports, but he said he was not worried about an attempt on CBS licenses, because "The FCC won't play that game. This commission is better at insulating us from second guessing than any other commission." He cited the commission's oft-stated position that "We are not the arbiter of truth," and added, "The FCC is one of the bright spots."

The report to which he referred was published in the Rowland Evans-Robert Novak syndicated column, and said that unnamed White House aides considered the Watergate reports a "hatchet job" and, as a result, wanted to resume "the abandoned antimedia campaign." White House aides who could be reached said they knew of no such "get-CBS" plot within the White House. But Mr. Salant said he believes the report. "It reports a decision that has been made."

But for all the cool detachment with which the network news executives discuss their relations with the government, it seems doubtful that stories affecting the President's vital interests have been prepared without due regard for White House reaction. Indeed, except for CBS's Watergate reports and the piece on the U.S.-Soviet grain deal, there have been no network stories in the recent past that could cause the administration embarrassment. (Mr. Salant says CBS had been considering a documentary on the "selling of the moon," which would have done for space-exploration public relations what *The Selling of the Pentagon* did for Defense Department PR, but abandoned the project when it was decided "there was just no story.")

And there was a report in a journalism review, *More*, published in New York, that CBS had in fact bowed to government pressure in connection with the Watergate reports. In a column that otherwise complimented CBS News for breaking away from the bulletin format occasionally to present longer reports on subjects of major significance, *More* said the White House had responded quickly to the first report—that Charles Colson had telephoned CBS executives. "Regrettably," the piece added, "CBS acceded to the pressure and forced the Cronkite staff to water down the second half of the report."

The second report did appear on a Tuesday, a day later than scheduled, after its length had been trimmed from about 15 minutes, the length of the first

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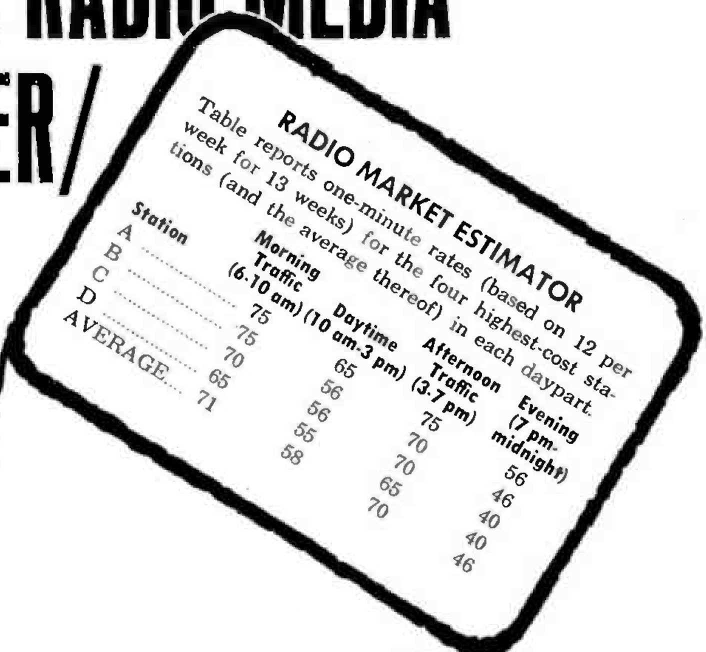

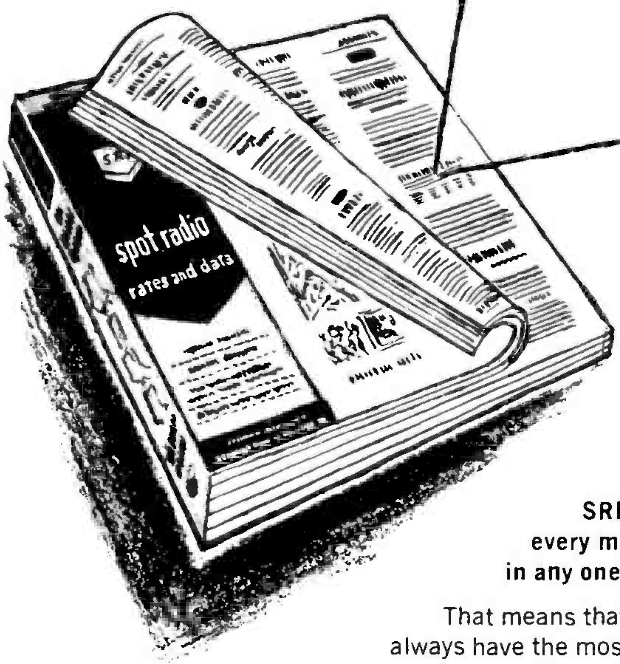

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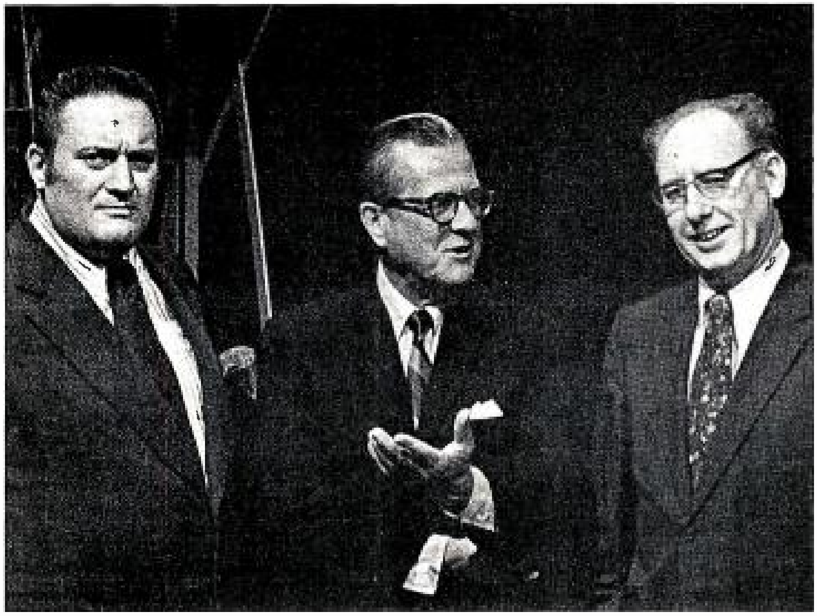

Consolidation in Washington. Two became one on Dec. 31 with the formal merger of the National Public Affairs Center for Television (NPACT) into the Greater Washington Educational Telecommunications Association (GWETA). Principals of the new organization, with their new GWETA titles (l-r): James Karayn, senior vice president; Sidney L. James, chairman of the board, and Donald V. Taverner, president. GWETA is the licensee of WETA-FM-TV Washington. NPACT is the Washington production center for national public-affairs programing for PTV.

piece, to about seven. But Mr. Salant and Bill Small denied changes were made in response to pressure; Mr. Salant said he received no calls on the story and knew of no one in the organization who did. Stanhope Gould, producer of the Watergate reports, said he was aware of no reason for the changes other than that an editorial judgment had been made to cut the second piece; it had been "a normal experience," as far as he was concerned —even to the day's slippage in running the report. And Dan Rather, who was featured in the reports, said that, while it would be in character for Mr. Colson to call CBS, he would be surprised if White House pressure had worked. "Salant's track record with respect to resisting pressure is superb," said Mr. Rather.

But not everyone connected with the program was talking. Paul Greenburg, producer of the *CBS Evening News* show passed word through the CBS News press-relations department that since Mr. Salant had already discussed the matter he would not. And Daniel Schorr, whose contribution to the second report was condensed and reshot to accommodate the new time constraints, said, "My organization asked me not to discuss" the subject.

Regardless of whether the *More* report is accurate, there is a sign that CBS feels the media are in need of help in fending off government pressure—CBS's support for a Twentieth Century Fund task-force report recommending establishment of a National News Council.

The task force, on which Mr. Salant served, recommended the council as an antidote to and protection against government intimidation. The council would be designed to "report to the public both on the accuracy of news coverage and on threats, real and potential, against the freedom of the press to fulfill its responsibility of providing information to its readers and viewers," the fund's director, M. J. Rossant, said in a foreword to the report. And the core of the council idea, the task force report said, "is the effort to make press freedom more secure by providing an independent forum for debate about media responsibility and performance so that such debate need not take place in government hearing rooms or on the political campaign trail."

Elmer Lower and a spokesman for NBC were among a number of media representatives expressing misgivings about the council idea. They appeared to feel there were enough organizations already checking on the press's performance. But Mr. Salant said that the council will "increase our credibility and lessen the anger at the press in general and improve our image in the eyes of the public."

Conceivably, the establishment of a news council could ease some of broadcasting's problems on Capitol Hill. House Investigations Subcommittee members and staffers are still smarting under the charge they were infringing on CBS's First Amendment rights in seeking to investigate the production of *The Selling of the Pentagon*. As they see it, they were conducting "a public inquiry" to determine the facts as to whether CBS had been guilty of distortion. "In broadcasting matters," one source said, "who speaks for the public if not their elected representatives?" A press council, presumably, would seek to provide an alternative.

But a council would not, apparently, solve the problems the Nixon administration sees plaguing broadcasting. There is in the Whitehead speech a restatement of

AN IDEA
THAT BECAME SO
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THE AMERICAN
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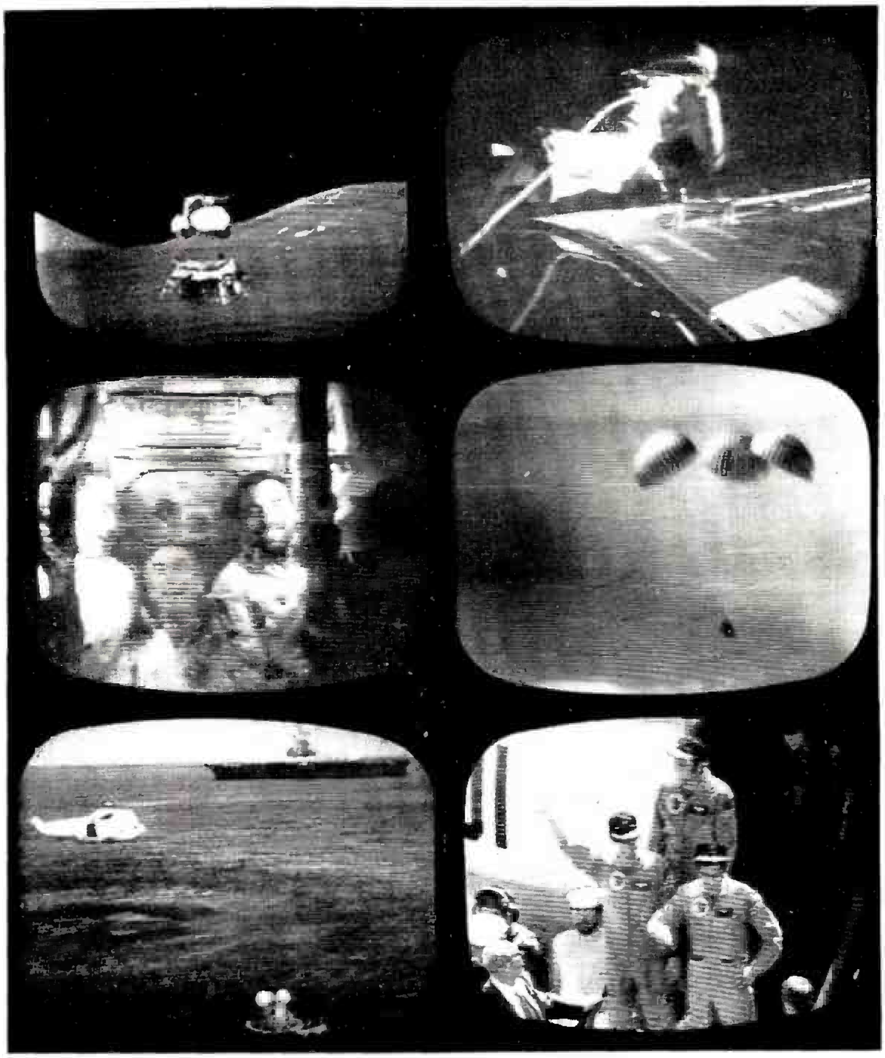
FOUND SEVEN
DIFFERENT WORDS
TO DESCRIBE IT:

On the way home. Radio and televison stayed with the final Apollo mission from lift-off on Dec. 7 to splashdown Dec. 19. The last stages of the Apollo 17 mission, pictured at right, began with lunar lift-off. En route, Astronaut Ronald Evans took a space walk and the entire crew gave a live televised press conference. The voyage was climaxed by a picture-perfect landing in the Pacific.

Radio and television networks devoted a total of more than 60 hours of special time to coverage of Apollo 17. NBC-TV gave the lunar flight 12 hours and 16 seconds of coverage, ABC-TV chipped in 8 hours and 12 minutes and CBS-TV was on for 7 hours and 37 minutes. CBS-TV led the ratings for coverage of the Apollo 17 blast-off in the early morning of Dec. 7. Ratings of all three TV networks were high enough to place their coverage on the level with ratings performances of evening entertainment shows. CBS had a 19.8 rating and 36 share in the national Nielsen fast weekly report covering the launch, NBC had 17.1 and 31, ABC 11.9 and 21. ABC was on from 9:30 to 1; CBS from 9:41 to 12:57 and NBC from 9:45 to 12:49, with actual lift-off clocked at 12:33 a.m.

On the radio side, Mutual claimed the coverage lead with over 12 hours devoted to Apollo. The ABC networks had 6 hours and 20 minutes of special coverage, UPI Audio was next with 6 hours and 3 minutes, CBS Radio did 5 hours and 20 minutes and NBC Radio allotted 4 hours and 20 minutes.



the Agnew contention that a small band of elitists in New York is making the judgments that determine the news the rest of the nation sees. Patrick Buchanan expressed the same concern when, in an appearance on public television last May, he suggested that the government institute antitrust action against the networks as a means of assuring "a balanced representation of viewpoints." The Justice Department and Mr. Klein made it clear that the administration was not considering such a tactic.

But the administration has not disowned the strategy. For Mr. Whitehead in his speech stressed the importance of the individual station manager's responsibility for everything presented on the station, including network news. "Where there are only a few sources of national news on television, as we now have," he said, "editorial responsibility must be exercised more effectively by local hroadcasters and by network management. If they do not provide the checks and balances in the system, who will?" It is no secret the White House feels a closer kinship to station managers or local newsmen than to network executives.

There is about the speech and the strategy it suggests an echo of the battle over the direction public broadcasting should take. With Mr. Whitehead leading the attack, the administration reversed the Corporation for Public Broadcasting's trend toward what Mr. Whitehead said was an undue centralization of control and the kind of news and public affairs programing that too closely resembled that aired on the commercial networks. The argument at that time involved the virtue and necessity of localism in public broadcasting, though the suspicion of many was that the administration was uncomfortable about a news and public-affairs operation it felt too liberal.

As a result, a comment of NBC's Bill Monroe, several weeks ago, before the Whitehead speech, seems eerily appropriate. Mr. Monroe, one of the newsmen most sensitive to what he considers government intrusion into broadcast news operations, was asked how he thought the Nixon administration's relations with the news media would develop over the next four years. "This administration is insensitive to the needs of the press," he said. "The best example of that is what they're doing to public broadcasting. They are suppressing it as a vehicle for news and public affairs. They say they don't want it to compete with the commercial networks, but between 7:30 and 10 o'clock there is very little public affairs on the commercial networks. What they're doing to public broadcasting is what they would like to do to commercial broadcasting, and to the press, too, if they could. They don't know what the independent role of the free press is. They want to manipulate it.

"The only thing for commercial broadcasters to do," Mr. Monroe added, "is to play a tough game and take the risks. Maybe a station will lose a license. But the risks have to be taken."

White House aides would probably say there is a touch of paranoia in that reference to lost licenses. The bill Mr. Whitehead is offering is the kind broadcasters themselves have sought. But still, the attitude that the Whitehead rhetoric seems to reflect indicates that the toughness Mr. Monroe and Mr. Small talk about will be required to prevent White House criticism from becoming intimidation.

(This "Perspective on the News" was written by Leonard Zeidenberg, senior correspondent, Washington.)

Shield at all levels. Senator Alan Cranston (D-Calif.) plans to introduce two newsmen's-privilege bills when Congress reconvenes Jan. 3. One measure, similar to a bill the senator offered in the 92d Congress, would protect newsmen from being forced to disclose any confidential information or sources to federal bodies. Another bill would provide the same protection as it applies to state agencies. Lower-court rulings, which the Supreme Court has declined to review, "threaten to undermine various press-shield laws enacted by state legislatures," he said. "It makes no sense for news sources to be losing at the state level the very protection we are trying to give them at the federal level."

KFWB Los Angeles added starter in contempt derby

Grand jury issues, but later recalls, subpoena for tapes and notes in bail-bond series

In another incident that threatened to raise serious First-Amendment questions, a newsman for an all-news radio station first was subpoenaed and ordered to turn over tape recordings and notes concerning an investigation into a bail-bond investigation, then was told (in a surprise move) that he need not surrender the material at this time. The subpoena was issued by the Los Angeles county grand jury to Jim Mitchell, a newsman for Westinghouse Broadcasting's KFWB(AM) Los Angeles.

Mr. Mitchell was initially told to produce all tapes and notes of interviews he conducted with a Los Angeles Superior Court judge and two bail bondsmen. KFWB had broadcast portions of Mr. Mitchell's interviews. According to KFWB General Manager Arthur A. Schreiber, it is station policy to make available only material that is broadcast. He pointed out that newsman Mitchell was asked to turn over all material whether it was broadcast or not.

In backing off from its original demand that Mr. Mitchell appear before the grand jury and relinquish his story materials, the Los Angeles county district attorney's office indicated that the investigation into possibly corrupt bail-bond practices would continue and asked KFWB to hold and preserve all notes and tape recordings that would have a bearing on the proceedings.

Commenting on the incident, Mr. Schreiber said that the station may have a real problem "when that time comes if they absolutely demand the tapes." He emphasized: "We don't do it."

Mr. Schreiber said that the case is unique in that "there's no source problem involved with this—they know who our source is." He also explained that the three people interviewed by Mr. Mitchell "assumed everything they told him was going to be on the air."

Other stories about the conflict between newsmen and inquiring courts were popping up in a number of cities around the country before Christmas.

In Washington, a major confrontation was ended when the *Los Angeles Times* provided a U.S. district judge the tapes of an interview two of the newspaper's reporters had with a witness for the prosecution in the Watergate bugging case. The *Times* acted after the defendant, Albert Baldwin, released the newspaper from a promise not to release any information on the tapes that had not appeared in the published interview. For a few hours during the confrontation, the newspaper's bureau chief, John F. Lawrence, was jailed for contempt.

In Los Angeles, William Farr, who had been in jail since Nov. 25 on such a charge, lost his bid for at least temporary freedom when a federal appeals judge, sitting in San Francisco, turned down his request that he be released pending his appeal. Mr. Farr has refused to disclose the source of a story he wrote during the Charles Manson murder trial.

And in Chattanooga, Harry Thornton, co-host of a morning talk show on WDEF-TV Chattanooga, was allowed to make bond by the county judge who had previously sent him to jail for refusing to disclose the identity of a voice that was heard on a call-in portion of the show on Nov. 22 (BROADCASTING, Dec. 4, 11). The caller said he was a member of the grand jury, and accused the jury of a "whitewash" in a case involving a former city judge. Bond was set at $1,000 pending a hearing before the state supreme court in Knoxville, Jan. 11. Mr. Thornton was released from jail after a few hours, on Dec. 5, on the order of a state appeals court judge. But that order was later reversed by a state supreme court judge, who sent the case back to the county judge.

It does rain awards there

KNBC(TV) and KTTV(TV), both Los Angeles, each won five awards at the Radio and Television News Association of Southern California's 23d annual Golden Mike and special awards presentations, held in Beverly Hills, Calif.

KNBC's prizes included a special award for original news coverage, and four Golden Mike awards for best news broadcast, sports newscast, editorial and field-enterprise coverage. KTTV's five awards included honors for best news commentary and news for the deaf.

Also winning in the competition among major southern California TV stations were KGTV(TV) San Diego for investigative reporting, KNXT(TV) Los Angeles for spot news coverage and KABC-TV Los Angeles for both original news coverage and documentary.

Among smaller TV stations, KEYT(TV) Santa Barbara won five awards. KMEX-TV and KHJ-TV, both Los Angeles, each won one award.

In the radio division, among the major

stations, KNX(AM) Los Angeles was awarded five Golden Mikes, KABC(AM) Los Angeles, won two awards, and KMPC-(AM) Los Angeles and KGIL(AM) San Fernando, each won one. Among smaller radio stations, KVEN(AM) Ventura and KIST(AM) Santa Barbara, each took away two Golden Mikes; while one award each went to KMEN(AM) San Bernardino, KPRO(AM) Riverside, KPCS(FM) Pasadena, KTMS(AM) Santa Barbara and KPFK(FM) Los Angeles.

Secret Service plans inauguration check

New procedure will require newsmen to submit personal reports by Jan. 10

All news-media representatives intending to cover President Nixon's inauguration in Washington are being asked to provide the U.S. Secret Service with background information.

The request has never been made before in connection with an inauguration but was made of media representatives at the Democratic and Republican national conventions last summer.

The tightening of security follows a period of political violence, which included the attempt on the life of Governor George C. Wallace in Laurel, Md., last spring.

The 1973 Inaugural Committee last week issued an advisory to the news media saying that the Secret Service is requesting all persons seeking credentials to supply full name, sex, birth date, place of birth, social security number, current address, employer and occupation. The information is due by Jan. 10.

A Secret Service spokesman, Jack Warner, said the information is requested of all reporters, photographers and television technicians, regardless of the inaugural events they plan to cover.

He said the purpose of the check—already requested routinely of all other personnel who will be in "secure" areas—is to determine if any media representatives have criminal records and to screen out imposters attempting to enter secure areas as reporters.

Mr. Warner said the Secret Service will not exclude anyone. He noted the issuance of the news-media credentials for the inauguration is done by the Inauguration Committee.

Journalism moves up

Ray E. Hiebert has been appointed the first dean of a new College of Journalism at the University of Maryland in College Park. Dean Hiebert, a member of the university's faculty since 1968, has served as chairman of its journalism department. He was formerly chairman of the journalism department at American University in Washington and director of the Washington Journalism Center.

The new College of Journalism, which offers undergraduate and graduate degrees, will become a major academic unit of the new Division of Arts and Humanities.

Cablecasting

Double trouble for merger of Cox, ATC

Justice files antitrust suit; FCC says it wants showing that arrangement would be in the public interest

The trend toward bigness in the cable-television industry has received a jolt from the Department of Justice in connection with the proposed merger of Cox Cable Communications Inc. and American Television and Communications Corp. into what would be the second largest CATV business in the country.

The department filed a civil antitrust suit in federal court in Atlanta—Cox Cable's headquarters city—to block the Cox-American consolidation.

The suit was filed on Dec. 20, the day the merger was ripe for completion. And the next day, the parties received a second disappointment when the FCC, which had been expected to grant the crossownership waiver requests and approve the microwave-license transfers involved in the merger, drew back in the face of the department's action. It instructed the staff to request the parties to make a showing as to why the merger would be in the public interest.

The commission imposed a similar requirement on Teleprompter Corp. and H&B American before approving their merger, in 1970. But one official said the request was at least in part designed to give the commission a chance to "regroup." In its complaint, the department charges that the merger would violate the Clayton Antitrust Act by eliminating competition between the two companies for cable television franchises, particularly in the largest markets, and by lessening such competition generally.

The complaint also alleges that the merger would result in an increase in concentration in the number of companies capable of competing for franchises in the major markets and might encourage the merger of other major cable-television companies.

Indeed, the complaint indicated some concern on this score. It noted that about 30 companies with the size and ability to build systems in the major markets have been competing for CATV franchises in the top-100 markets—and that during the past five years "at least five" such companies have been acquired by or merged with a competitor.

Assistant Attorney General Thomas E. Kauper, in charge of the antitrust division, said the suit was the first one brought by the federal government to block a CATV merger. But it may not be the last. It is understood that the Cox Cable-ATC merger was one of several that have been under review by the antitrust division.

The most recent merger involved Warner Communications Inc.'s acquisition of Cypress Communications Corp., in September 1972 (BROADCASTING, Oct 2, 1972); the most significant was that including Teleprompter and H&B American. It produced the largest CATV enterprise in the country; it now has 735,000 subscribers.

The complaint says that both ATC and Cox were active and successful competitors in the major markets—ATC, now the fourth largest CATV company, with 74 systems in 21 states serving some 280,000 subscribers and Cox Cable, the fifth largest, with 32 systems in 14 states serving about 230,000 subscribers. They both have considerable potential for growth, according to Justice—ATC, with a potential subscriber base of 1 million; Cox, with one of 1.6 million.

The suit seeks a permanent injunction to block the merger as well as a temporary restraining order and a preliminary injunction to prevent the merger pending the court's decision. A court hearing on the request for a restraining order was to have been held Wednesday (Dec. 27).

Cox Cable and ATC, in a joint statement, said they do not believe the proposed merger violates the antitrust laws. The statement, which was issued before the suit was formally filed, also said that the companies would delay the closing pending a hearing on the preliminary injunction.

The closing was to have been completed before the end of the year; the parties said they would lose $150,000 in various costs if the merger were not completed by Dec. 31. But the commission's request for a public-interest showing would have delayed the closing in any case.

The department's action was attacked by David Foster, president of the National Cable Television Association, as a reversal of what he said was the department's long-standing goals of aiding the cable industry in competing effectively with "the established communications giants." These goals cannot be achieved if the cable industry does not have the ability "to compete for the [necessary] capital and resources," he said.

Mr. Foster also said that "it is almost beyond belief that the Justice Department is questioning the ATC and Cox merger as a significant restriction on competition." He noted that "the combined revenues of the two companies are at most $33 million of an industry total of more than $400 million."

The public-interest showing requested by the commission presumably will give Cox Cable and ATC a further opportunity to explain and defend the agreement they reached with 16 minority groups in the San Francisco Bay area in return for their promise to refrain from seeking to block the merger. FCC Broadcast Bureau Chief Sol Schildhause has been urging the commission to declare the agreement "null and void," principally because of its provision guaranteeing the groups access to up to three channels on each of Cox-American's new

California systems at an annual cost of $1 per channel. Mr. Schildhause says the provision discriminates against others who would want to lease channel capacity, and some commissioners are said to have misgivings on the same score.

FCC-appointed advisory unit negative on crossownership

An FCC-appointed advisory subcommittee on CATV regulatory matters has cited the need for "vigorous action" to check the tide of crossownership of cable television systems. The subcommittee's report, which suggested a balancing of authority between federal, state and local regulators of the cable industry, asserted that crossownership poses a "great danger" to the future growth and development of the medium in the public interest.

The advisory body is one of four subcommittees of the commission's CATV federal-state-local advisory committee, which was appointed by Chairman Dean Burch several months ago to counsel the commission on CATV-related matters. The subcommittee issuing the crossownership recommendations was established to deal with problems arising after cable systems are granted franchises. Its report, submitted Dec. 19, 1972, suggested that the commission assume the major role in setting general industrywide policies, that the local franchising authority have primary jurisdiction for issuing specific franchise terms and insuring compliance with them, and that the state's role be essentially that of a coordinator between the other two regulatory bodies.

Reports were also submitted during the week of Dec. 17 by the three other advisory subcommittees, one dealing with the organizational phase of CATV regulation, one regarding the government responsibility in that regulation, and the third regarding franchising authority. The reports will be studied by the parent organization's steering committee and a report embodying the findings of all four will be issued at a future date.

Significant among the post-award-phase subcommittee's recommendations was a suggestion that the FCC act immediately "to prevent crossownership problems from developing until such time as an effective means has been determined" for distinguishing types of crossownership that should be permitted. Among those entities over whose interests in cable it expressed concern were broadcasters (who have a "vested interest" in continuing cable's growth), utilities, newspapers, owners of professional sports teams, manufacturers of CATV hardware and program suppliers whose product is distributed to cable systems. Of these, the subcommittee stated unequivocably that sports teams, because of their alleged interest in "reducing consumer access" to popular home or road games on television, should be barred from cable ownership. It reserved judgment on the qualifications of the other entities.

The subcommittee also asserted that the FCC should not grant a certificate of compliance to any cable system that does not have the capacity to interconnect with every other system in the country. If a nationwide interconnection network is to be realized in this country, it claimed, only the FCC has the resources to bring about such a system.

And while the subcommittee laid the principal responsibility for setting franchise and other fees on the municipal government (or the regional franchising authority, if applicable), it cited a need for national fee guidelines, which it said should be implemented by the FCC. Other areas in which, according to the subcommittee, general FCC guidelines would be appropriate are in the setting of minimum criteria for nonbroadcast channel allocation, maximum permissible system size, length of the franchise, and broadcast-signal carriage requirements. And, it added, the commission should act independently in resolving antisiphoning questions, encouraging joint franchising, setting guidelines for mutual cable/broadcast compliance with the fairness doctrine and equal-time laws, and requiring states to submit appropriate CATV regulations for FCC review.

The commission, it said, should also act as an arbiter for resolving interstate conflicts and guaranteeing minority participation (including ownership) in cable operations. The development of cable with respect to minority interests, it said, should be "markedly different and better" than that of the commercial broadcast system, with which the subcommittee expressed dissatisfaction.

The subcommittee recommended that the FCC work with state governments to assure access to cable systems for third parties wishing to use the cable facilities for a profit. While the report de-emphasized the importance of the state's regulatory role in comparison with that of federal and local authorities, it acknowledged that some states may elect to play a more active part in the regulatory process. The subcommittee did not discourage such action, but it urged state governments "to approach this responsibility with the care and thought its magnitude demands." States themselves, the report recommended, should concentrate on such functions as determining the locus of franchising authority, regulating pole and duct agreements, resolving disputes among franchising authorities, establishing "corrupt practices" standards and providing funds for educational and government programing.

The franchising authority, it was recommended, should have primary jurisdiction over the establishment of individual system rates and fees, the regulation of local and educational channels, the choice of desired CATV facilities for public access, designation of franchise areas, the resolution of consumer complaints and the day-to-day monitoring of the system itself.

The organizational-phase subcommittee's report echoed many of the findings of the post-award-phase group. It, too, concluded that the state's role in cable regulation should concentrate primarily on the establishment of guidelines rather than on the direct enforcement of regulations. In order to avoid a "three-tier" system of regulation, the report said, state-imposed guidelines should be enforced by the courts rather than by a statewide regulatory body.

According to a third report, rules governing leased access channels "may turn out to be the most critical part of cable regulation" because of the potential for establishing a new form of competitive program service on those channels financed directly by subscriber payments. The report suggested that the commission make a special effort to gather data on leased-channel operations in various cities which could be used by franchising authorities in planning for future uses of cable. Particular emphasis should be placed on compiling information on rate structures because of the inherrent complexities of this area, it was emphasized. The report suggested that a two-part rate structure could be implemented by the system operator, with educational and nonprofit channel tenants to be billed a sum "closely related" to production costs, and profit-making tenants, such as pay-cable entrepreneurs, being billed according to a fixed percentage of their revenues.

The franchising-phase subcommittee report centered on the current state-of-the-art in access channels. Calling the FCC's requirements that cable systems set aside channels for government and educational interests the "most ambiguous" of all the agency's CATV regulations, it proposed the establishment of local citizen boards empowered to delegate time allocations to these facilities. It acknowledged, however, that the possibility of a jurisdictional clash between the CATV operator and the local board raises "grave legal questions" and suggested that an FCC primer on the general subject "would be of the greatest help."

Vikoa adds six

Vikoa Inc., New York, has agreed in principle to acquire Mountain City Cable Co. Inc., Russell Cable Co. Inc., Virginia Cable Corp. and Carter County Cable Co. Inc. which have more than 5,000 subscribers in Virginia and West Virginia. Purchase price is about $1.6 million.

Vikoa also announced it has completed the acquisition of Ross Bros. Cable TV Inc., Brownsville, Pa., and Kanawha Cable TV Co. in Burnsville, W. Va., for approximately $2.4 million. The systems together serve 7,700 subscribers.

Broadcasting Stock Index

Weekly market summary of 139 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Dec. 21	Closing Dec. 13	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	73 3/4	73 1/4	+ 1/2	+ .68	81 1/2	51 1/4	8,418	620,827
ASI COMMUNICATIONS	ASIC	O	1	1		.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N	57 3/4	61	- 3 1/4	- 5.32	64 1/4	48	6,496	375,144
CBS	CBS	N	50 1/8	53 1/4	- 3 1/8	- 5.86	63	45 1/2	28,096	1,408,312
COX	COX	N	33 1/8	34 1/2	- 1 3/8	- 3.98	51	33 1/8	5,838	193,383
FEDERATED MEDIA*		O	2 3/4	2 3/4		.00	4 1/8	2	820	2,255
GROSS TELECASTING	GGG	A	15 7/8	16	- 1/8	- .78	23 7/8	12 1/4	800	12,700
LIN	LINB	O	11 7/8	12 1/2	- 5/8	- 5.00	22 3/8	10 3/4	2,341	27,799
MOONEY	MOON	O	9 1/4	9 1/8	+ 1/8	+ 1.36	11 5/8	4	250	2,312
PACIFIC & SOUTHERN	PSOU	O	8 1/2	9	- 1/2	- 5.55	18 1/4	6 1/2	2,010	17,085
RAHALL COMMUNICATIONS	RAHL	O	12 3/4	16 3/4	- 4	- 23.88	29	8	1,037	13,221
SCRIPPS-HOWARD*	SCRP	O	20 3/4	20 3/4		.00	27	18	2,589	53,721
STARR*	SBG	M	21 1/2	24 1/4	- 2 3/4	- 11.34	30 1/2	15 1/2	1,042	22,403
STORER	SBK	N	40 3/8	43 1/2	- 3 1/8	- 7.18	49 3/8	31	4,392	177,327
TAFT	TFB	N	56	56 1/2	- 1/2	- .88	59 1/4	41 3/4	4,064	227,584
								TOTAL	70,008	3,155,888
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	5 1/4	5 3/8	- 1/8	- 2.32	8 3/4	4 1/2	1,250	6,562
AVCO	AV	N	15	16 3/4	- 1 3/4	- 10.44	20 7/8	13 7/8	11,497	172,455
BARTELL MEDIA	BMC	A	2 7/8	3 1/4	- 3/8	- 11.53	7 1/8	2 3/4	2,257	6,488
CHRIS-CRAFT	CCN	N	6 1/4	6 5/8	- 3/8	- 5.66	8 3/4	4 5/8	4,007	25,043
COMBINED COMMUNICATIONS	CCA	A	39 1/2	37 5/8	+ 1 7/8	+ 4.98	42 1/2	28 1/2	3,405	134,497
COWLES COMMUNICATIONS	CWL	N	8 3/4	9 1/8	- 3/8	- 4.10	13 1/8	8 3/4	3,969	34,728
DUN & BRADSTREET	DNB	N	74 1/4	75 1/4	- 1	- 1.32	81 3/8	63	12,998	965,101
FAIRCHILD INDUSTRIES INC.	FEN	N	9 3/4	10 1/2	- 3/4	- 7.14	14 1/4	9	4,562	44,479
FUQUA	FQA	N	18 5/8	19	- 3/8	- 1.97	27 7/8	16 3/8	9,587	178,557
GABLE INDUSTRIES	GBI	N	23	23 1/4	- 1/4	- 1.07	32 1/4	22 3/4	2,551	58,673
GENERAL TIRE & RUBBER	GY	N	25 3/4	27 3/8	- 1 5/8	- 5.93	32 5/8	24 5/8	20,195	520,021
GLOBETROTTER COMMUNICATION INC	GLBTA	O	8 3/8	8 7/8	- 1/2	- 5.63	20 1/2	7 1/2	2,843	23,810
GRAY COMMUNICATIONS		O	12 3/4	12 3/4		.00	14	6 1/2	475	6,056
HARTE-HANKS NEWSPAPERS INC.	HHNK	O	26 1/2	26	+ 1/2	+ 1.92	33 1/4	21	4,321	114,506
ISC INDUSTRIES	ISC	A	7 1/4	7 1/4		.00	9 1/8	6	1,655	11,998
KAISER INDUSTRIES	KI	A	6 1/8	6 1/2	- 3/8	- 5.76	9 5/8	5 1/2	26,948	165,056
KANSAS STATE NETWORK	KSN	O	5 3/4	5 7/8	- 1/8	- 2.12	7 7/8	5 3/4	1,621	9,320
KINGSTIP INC.	KTP	A	14 1/2	16	- 1 1/2	- 9.37	17 3/4	10 7/8	1,154	16,733
LAMB COMMUNICATIONS*		O	2 3/4	2 1/2	+ 1/4	+ 10.00	4 7/8	2	475	1,306
LEE ENTERPRISES	LNT	A	21 3/4	23 3/8	- 1 5/8	- 6.95	30	17 1/2	3,472	75,516
LIBERTY CORP.	LC	N	23	24 1/2	- 1 1/2	- 6.12	25 1/2	17 1/2	6,753	155,319
MCGRAW HILL	MHP	N	16	16 3/4	- 3/4	- 4.47	20 7/8	13 1/4	23,327	373,232
MEDIA GENERAL INC.	MEG	A	34 3/4	37 1/8	- 2 3/8	- 6.39	49 3/8	27 7/8	3,434	119,331
MEREDITH CORP.	MDP	N	18 7/8	20 1/4	- 1 3/8	- 6.79	30 3/4	18 1/2	2,820	53,227
METROMEDIA	MET	N	30 3/8	33 5/8	- 3 1/4	- 9.66	39	27 1/4	5,959	181,004
MULTIMEDIA INC.		O	42	42		.00	45	14	2,408	101,136
OUTLET CO.	OTU	N	16	16 5/8	- 5/8	- 3.75	19 3/8	13	1,336	21,376
PACIFIC SOUTHWEST AIRLINES	PSA	N	19 3/4	23 3/8	- 3 5/8	- 15.50	37 1/2	18 1/4	3,771	74,477
POST CORP.	POST	O	14 1/4	16 1/2	- 2 1/4	- 13.63	30	9	942	13,423
PUBLISHERS BROADCASTING CORP.	PUBB	O	1 7/8	2	- 1/8	- 6.25	4 7/8	1 5/8	919	1,723
REEVES TELECOM	RBT	A	2 1/2	2 3/4	- 1/4	- 9.09	4 1/4	2 3/8	2,294	5,735
RIDDER PUBLICATIONS	RPI	N	25 1/4	27	- 1 3/4	- 6.48	34 1/2	21 7/8	8,327	210,256
ROLLINS	ROL	N	36 3/8	38	- 1 5/8	- 4.27	43 1/4	33	12,146	441,810
RUST CRAFT	RUS	A	31 1/2	31 3/4	- 1/4	- .78	39 3/8	24	2,318	73,017
SAN JUAN RACING	SJR	N	19 1/2	20 1/2	- 1	- 4.87	34 3/4	18 3/4	2,153	41,983
SCHERING-PLOUGH	SGP	N	134	139 1/4	- 5 1/4	- 3.77	140 1/4	82 5/8	25,471	3,413.114
SONDERLING	SDB	A	14 1/8	14 7/8	- 3/4	- 5.04	30 3/4	11	1,005	14,195
TIMES MIRROR CO.	TMC	N	24	26 1/8	- 2 1/8	- 8.13	27 7/8	22 1/2	30,790	738,960
TURNER COMMUNICATIONS*		O	5 3/4	5 5/8	+ 1/8	+ 2.22	7	2	1,328	7,636
WASHINGTON POST CO.	WPO	A	34 5/8	37 3/4	- 3 1/8	- 8.27	38	23 1/2	4,818	166,823
WHDH CORP.*		O	18	17	+ 1	+ 5.88	30	11	589	10,602
WOMETCO	WOM	N	17 5/8	18 3/8	- 3/4	- 4.08	25 7/8	17 5/8	6,001	105,767
								TOTAL	268,151	8,895,051
Cable										
AMECO	ACO	O	3	3 1/4	- 1/4	- 7.69	12 3/4	1 1/2	1,200	3,600
AMERICAN ELECTRONIC LABS	AELBA	O	3 1/2	3 3/4	- 1/4	- 6.66	9 3/4	3	1,726	6,041
AMERICAN TV & COMMUNICATIONS	AMTV	O	38 1/4	41	- 2 3/4	- 6.70	47 1/4	17 1/4	2,670	102,127
BURNUP & SIMS	BSIM	O	28	26 3/4	+ 1 1/4	+ 4.67	28	6 3/4	7,510	210,280
CABLECOM-GENERAL	CCG	A	8 5/8	8 3/4	- 1/8	- 1.42	18 1/4	8 1/2	2,472	21,321
CABLE FUNDING CORP.*	CFUN	O	9	9 1/4	- 1/4	- 2.70	15 1/4	9	1,233	11,097
CABLE INFORMATION SYSTEMS*		O	2	2		.00	4 3/4	1 3/4	955	1,910
CITIZENS FINANCIAL CORP.	CPN	A	7 7/8	8 3/8	- 1/2	- 5.97	15 1/4	7 1/2	2,416	19,026

	Stock symbol	Exch.	Closing Dec. 21	Closing Dec. 13	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capitali-zation (000)
COLUMBIA CABLE	CCAB	O	16	16 7/8	- 7/8	- 5.18	21 3/4	16	900	14,400
COMCAST CORP.		O	6	6		.00	7	4 1/8	1,280	7,680
COMMUNICATIONS PROPERTIES	COMU	O	10	10 1/8	- 1/8	- 1.23	27 3/8	8 3/8	1,917	19,170
COX CABLE COMMUNICATIONS	CXC	A	31 1/8	35 1/4	- 4 1/8	- 11.70	41 3/4	23 1/4	3,556	110,680
CYPRESS COMMUNICATIONS*	CYPR	O	18 1/2	19 1/2	- 1	- 5.12	23	7	2,732	50,542
ENTRON	ENT	A	3 1/8	3	+ 1/8	+ 4.16	9 1/4	2 7/8	1,358	4,243
GENERAL INSTRUMENT CORP.	GRL	N	25 1/4	26	- 3/4	- 2.88	32 7/8	20 3/4	6,501	164,150
LVO CABLE INC.	LVOC	O	11 1/8	11 1/4	- 1/8	- 1.11	16 1/2	6 3/4	1,466	16,309
SCIENTIFIC-ATLANTA INC.	SFA	A	14 1/4	15	- 3/4	- 5.00	15 3/4	8 1/8	914	13,024
STERLING COMMUNICATIONS	STER	O	4 1/4	4 3/8	- 1/8	- 2.85	7 3/4	3 1/2	2,162	9,188
TELE-COMMUNICATIONS	TCOM	O	19 1/2	23 1/2	- 4	- 17.02	35 1/4	15 1/2	3,866	75,387
TELEPROMPTER	TP	A	33	35 1/8	- 2 1/8	- 6.04	44 1/2	28 1/8	16,381	540,573
TIME INC.	TL	N	59 3/4	57	+ 2 3/4	+ 4.82	64 3/4	44 5/8	7,284	435,219
TOCOM	TOCM	O	9 3/8	10 3/4	- 1 3/8	- 12.79	11 1/4	7	596	5,587
UA CABLEVISION INC.	UACV	O	15	16	- 1	- 6.25	24	13	750	11,250
VIACOM	VIA	N	21 3/8	19 1/2	+ 1 7/8	+ 9.61	28 1/2	15 1/2	3,931	84,025
VIKOA	VIK	A	8 3/8	9 1/8	- 3/4	- 8.21	19 3/4	8	2,333	19,538
								TOTAL	78,109	1,956,367
Programing										
COLUMBIA PICTURES	CPS	N	9 1/8	10 1/4	- 1 1/8	- 10.97	14 7/8	9 1/8	6,335	57,806
DISNEY	DIS	N	226 1/2	221 7/8	+ 4 5/8	+ 2.08	230	132 3/4	13,918	3,152,427
FILMWAYS	FWY	A	4 1/8	3 7/8	+ 1/4	+ 6.45	8	3 5/8	1,868	7,705
GULF & WESTERN	GW	N	33 1/2	35 3/4	- 2 1/4	- 6.29	44 3/4	28	16,387	548,964
MCA	MCA	N	33	31 3/4	+ 1 1/4	+ 3.93	35 7/8	23 1/8	8,243	272,019
MGM	MGM	N	23	24 1/2	- 1 1/2	- 6.12	27 1/2	16 3/4	5,905	135,815
MUSIC MAKERS	MUSC	O	1 3/4	1 3/4		.00	3 3/4	1 1/8	534	934
TELE-TAPE PRODUCTIONS*		O	1 5/8	1 1/2	+ 1/8	+ 8.33	2 7/8	1	2,190	3,558
TELETRONICS INTERNATIONAL*		O	11 1/2	11 1/4	+ 1/4	+ 2.22	18 1/2	6 1/4	724	8,326
TRANSAMERICA	TA	N	17 1/2	18 1/2	- 1	- 5.40	23 1/2	16 1/4	67,413	1,179,727
20TH CENTURY-FOX	TF	N	10	10 7/8	- 7/8	- 8.04	17	8 5/8	8,562	85,620
WALTER READE ORGANIZATION	WALT	O	1 3/8	1 3/8		.00	4 1/8	1 1/4	2,203	3,029
WARNER COMMUNICATIONS INC.	WCI	N	37 1/2	39	- 1 1/2	- 3.84	50 1/4	31 1/4	18,883	708,112
WRATHER CORP.	WCO	A	8 3/4	9 3/4	- 1	- 10.25	17 7/8	7 1/8	2,164	18,935
								TOTAL	155,329	6,182,977
Service										
JOHN BLAIR	BJ	N	11 1/2	12 3/8	- 7/8	- 7.07	22 3/8	11	2,606	29,969
COMSAT	CQ	N	64	63	+ 1	+ 1.58	75 3/8	52	10,000	640,000
CREATIVE MANAGEMENT	CMA	A	8 1/8	9	- 7/8	- 9.72	15 1/2	8 1/8	975	7,921
DOYLE DANE BERNBACH	DOYL	O	22 1/4	22 1/2	- 1/4	- 1.11	34 3/4	21 1/2	1,945	43,276
ELKINS INSTITUTE	ELKN	O				.00	16 3/8	1 1/4	1,664	2,080
FOOTE, CONE & BELDING	FCB	N	12 1/4	12 3/4	- 1/2	- 3.92	14	10 5/8	2,152	26,362
CLINTON E. FRANK INC.		O	12 3/4	11 1/4	+ 1 1/2	+ 13.33	20	11 1/4	720	9,180
GREY ADVERTISING	GREY	O	15 3/4	16 1/4	- 1/2	- 3.07	18 1/8	9 1/4	1,200	18,900
INTERPUBLIC GROUP	IPG	N	25 1/2	25 3/4	- 1/4	- .97	36 1/8	22 3/4	2,130	54,315
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 7/8	15	- 1/8	- .83	17 3/4	5 7/8	825	12,271
MCCAFFREY & MCCALL*		O	9 1/4	10 1/2	- 1 1/4	- 11.90	16 1/2	7	585	5,411
MCI COMMUNICATIONS	MCIC	O	7 3/4	7 3/4		.00	12 3/4	6 5/8	11,257	87,241
MOVIELAB	MOV	A	1 3/4	1 3/4		.00	3 1/8	1 3/8	1,407	2,462
MPO VIDEOTRONICS	MPO	A	3 1/2	3 5/8	- 1/8	- 3.44	7 1/8	3 1/2	547	1,914
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	23 1/2	25 1/4	- 1 3/4	- 6.93	34 1/8	21 1/2	911	21,408
A. C. NIELSEN	NIELB	O	61 3/4	61 1/4	+ 1/2	+ .81	62 1/8	37 5/8	5,299	327,213
OGILVY & MATHER	OGIL	O	32 3/4	34	- 1 1/4	- 3.67	48 1/2	16	1,716	56,199
PKL CO.*	PKL	O	2 3/8	2 3/4	- 3/8	- 13.63	9 1/2	3/4	778	1,847
J. WALTER THOMPSON	JWT	N	25 1/8	25 3/4	- 5/8	- 2.42	49 1/4	23	2,694	67,686
UNIVERSAL COMMUNICATIONS INC.		O	13 1/4	13 1/2	- 1/4	- 1.85	17	8	715	9,473
WELLS, RICH, GREENE	WRG	N	20 3/4	20 7/8	- 1/8	- .59	27 7/8	16 3/4	1,635	33,926
								TOTAL	51,761	1,459,054
Manufacturing										
ADMIRAL	ADL	N	16 3/4	18	- 1 1/4	- 6.94	27	13 5/8	5,813	97,367
AMPEX	APX	N	6	6 1/2	- 1/2	- 7.69	15 1/8	5	10,875	65,250
CARTRIDGE TELEVISION INC.		O	17	19 1/4	- 2 1/4	- 11.68	43 1/2	16 1/2	2,083	35,411
CCA ELECTRONICS	CCAE	O	3 1/8	3 3/8	- 1/4	- 7.40	6 1/4	2 1/4	881	2,753
COLLINS RADIO	CRI	N	23 1/8	23 1/4	- 1/8	- .53	27 1/4	13 1/4	2,968	68,635
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 5/8	- 3/8	- 14.28	4 5/8	2 1/4	2,421	5,447
CONRAC	CAX	N	30 1/2	33 1/4	- 2 3/4	- 8.27	39 3/8	24	1,261	38,460
GENERAL ELECTRIC	GE	N	68 3/8	69 1/2	- 1 1/8	- 1.61	70 7/8	58 1/4	182,123	12,452,660
HARRIS-INTERTYPE	HI	N	45 1/8	48 1/2	- 3 3/8	- 6.95	59	45 1/8	6,358	286,904
INTERNATIONAL VIDEO CORP.*		O	12 3/4	13	- 1/4	- 1.92	15	12 1/2	400	5,100
MAGNAVOX	MAG	N	27 1/8	29 3/4	- 2 5/8	- 8.82	52 1/4	25 5/8	17,685	479,705
3M	MMM	N	82	85 1/8	- 3 1/8	- 3.67	87 1/8	74 1/4	112,867	9,255,094
MOTOROLA	MOT	N	127 3/4	132	- 4 1/4	- 3.21	133	80	13,609	1,738,549
OAK INDUSTRIES	OEN	N	19 1/4	19	+ 1/4	+ 1.31	21 3/4	9 5/8	1,638	31,531
RCA	RCA	N	35 3/4	37 3/4	- 2	- 5.29	45	32 1/8	74,432	2,660,944
RSC INDUSTRIES	RSC	A	1 7/8	2	- 1/8	- 6.25	4 3/8	1 5/8	3,458	6,483
SONY CORP	SNE	N	61 1/4	58 1/2	+ 2 3/4	+ 4.70	61 1/4	21 1/4	53,000	3,246,250
TECHNICAL OPERATIONS, INC.	TO	A	10 1/2	10 1/2		.00	17 7/8	9	1,386	14,553
TEKTRONIX	TEK	N	49	50 1/8	- 1 1/8	- 2.24	65 1/2	32 3/4	8,157	399,693
TELEMATION	TIMT	O	3 1/2	4 3/8	- 7/8	- 20.00	13 3/4	3 1/2	1,050	3,675
WESTINGHOUSE	WX	N	43 1/8	45 1/4	- 2 1/8	- 4.69	54 7/8	38 3/8	88,235	3,805,134
ZENITH	ZE	N	51 5/8	54 5/8	- 3	- 5.49	56 5/8	39 3/4	19,040	982,940
								TOTAL	609,740	35,682,538
								GRAND TOTAL	1,233,098	57,331,875
Standard & Poor's Industrial Average			128.37	132.29	— 3.92					

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Tuesday

N-New York Stock Exchange
O-Over the counter (bid price shown)

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

Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Comsat given key role in finalized domsat order

FCC follows policy laid down in June, but drops objection to Comsat-AT&T proposal, authorizes joint plan of Comsat/MCI-Lockheed

Seven years after it began considering the matter, the U.S. government has completed the policy structure within which the nation will be provided telephone, telegraph, broadcast and other communications services by satellite.

In a final order in the lengthy proceeding issued on Dec. 22, the FCC assured a prominent role for Communications Satellite Corp., now the nation's participant in the global satellite system.

The order—adopted unanimously—affirms the policy the commission laid down in June (BROADCASTING, June 19), generally permitting all qualified applicants to provide communications service. However, it withdraws the commission's objection to a joint Comsat-AT&T proposal and approves a new joint proposal, by Comsat and Microwave Communications Inc. and Lockheed.

Thus, the order assured the entry into the domestic - communications - satellite business of two strong contenders. In one, Comsat will provide service solely for AT&T. In the other, Comsat and MCI-Lockheed will operate a multipurpose domestic-satellite system.

But in the process, the commission not only reaffirmed, with modifications, the limitations it had imposed on AT&T's initial use of satellites, it moved to break the corporate links now existing between AT&T and Comsat.

The commission said the limitations on AT&T use of satellites—generally, it is barred from using them for services that are competitive with those of other common carriers, like private line—would be lifted in three years or sooner, if the other systems in operation have "achieved substantial utilization of their satellite capacity." However, the commission left open the possibility of extending the restrictions on petitions by other parties that they were required in the public interest.

In either case, however, to secure a lifting of the restrictions AT&T would be required to divest itself of its holdings in Comsat—now, 29%. The commission said that such ownership, authorized in the Communications Satellite Act of 1962, was no longer necessary to achieve the objectives of that act.

The act provides for carrier ownership of up to 50% of Comsat's stock and entitles them to representation by six directors. But AT&T is now the only carrier still owning stock in the company or electing directors; it now has three.

Thus, it said, "the competitive roles which Comsat and AT&T are assuming in the domestic-communications field dictate the need for maximum independence from each other and an arms-length relationship."

The commission also moved to end, within the next several months, relations existing through common directors or officers. The commission said it would no longer authorize directors or officers of AT&T to serve on the Comsat board. The terms of the present AT&T directors on the Comsat board expire in April.

The action was one of several conditions and safeguards the commission took in connection with its approval of the Comsat/MCI-Lockheed proposal to insure that Comsat's role in the joint enterprise would minimize conflicts resulting from Comsat's relationship with AT&T. Another was that Comsat is barred from owning more than the one-third interest in the enterprise it has now.

The commission in its June order not only disallowed the Comsat-AT&T contract, it required Comsat to choose between operating as a carrier's carrier, serving AT&T and other carriers on uniform terms and conditions, or serving groups other than AT&T, including members of the public.

The Comsat/MCI-Lockheed arrangement helped ease the commission's concerns about the Comsat-AT&T proposal. The commission noted that the Comsat/MCI-Lockheed combination would bring together technical and marketing capabilities that would enhance the likelihood of a successful domestic-satellite common-carrier service and thereby further the policy objectives of the June order.

Comsat, the big winner in the December order, as it had been the big loser in the one issued in June, welcomed the commission's announcement, and said it was delighted "to offer the American people the expertise and experience in the domestic field that it has brought to the international-satellite communications service."

AT&T's pleasure was not unqualified. Robert D. Lilley, president of the company, expressed concern over the three-year bar on the use of satellites for non-monopoly service. He called it an "artificial restriction that isn't in the public interest." He said the company uses its existing facilities interchangeably for varied services, and added, "This is a practical approach that provides the best service for customers, and it is an approach which makes sense for satellites as well."

FCC Chairman Dean Burch was also concerned about the restrictions. In a statement in which Commissioners Charlotte Reid and Richard E. Wiley concurred, he said that "carving up the marketplace and unfurling umbrellas are abhorrent" to him "in principle" and that he feels the limitations imposed on AT&T do both.

But he also felt the commission must bow to practical considerations. He said that AT&T's domination of the domestic communications market, and the advantage that gave it over other companies attempting to enter the new satellite field could not be ignored. Although such firms must take their chances, he said, they "must also have a chance to get started." Chairman Burch and Commissioners Reid and Wiley had voted against the June order.

Commission interest in domestic satellites was stimulated by ABC in 1965, when it petitioned for authorization to establish a space system to distribute its network programing. Over the years, during which commission consideration of the basic policy question was interrupted by the White House twice—once under President Johnson, a second time under President Nixon—television's role has assumed less importance compared to that of telephone and other communications service. The three networks have yet to decide whether to switch from a terrestrial to a satellite system for distributing programing.

With the work of the policy makers now completed, it will be up to the legal and technical experts to establish the first U.S. domestic system. Commission officials say the space segment of a system could be authorized between 30 and 60 days after an application is filed, and that a system could be in operation two years later. One application is already being processed; it was filed by Western Union Telegraph Co.

Other applications ready for processing are those of AT&T and Comsat. GT&E-Hughes, although the latter is subject to GT&E answering a number of questions raised in the June order. Other interested parties are RCA Global Communications Inc. and RCA Alaska Communications Inc., and American Satellite Corp. (a joint venture of Fairchild Industries and Western Union International), and Western Tele-Communications Inc.

1972 was best yet for TV set sales

EIA also reports exhibitors' rush for midwinter show in Chicago

Record sales exceeding 17-million TV units in 1972 was reported in late December by the consumer electronics group of the Electronic Industries Association.

TV sales were about equally divided between color and monochrome, EIA said. It noted, however, that in domestic manufacture color ran about 7 million units, while black and white ran at 5-million. This continued color's ascendency in sales that began in 1967 (in dollar value this began in 1965).

Radio in the past year approached the 55-million-unit mark, EIA said.

Over-all, the consumer-electronics market which includes phonographs as well as tape equipment, approached a record $6-billion mark at manufacturer-importer level, up from 1971's $5.5 billion.

Previous forecasts project a consumer-electronics market of $6.5 billion in 1975; $8.8 billion in 1980, and $12.9 billion in 1985.

The report was issued in conjunction with EIA's announcement that its first midwinter consumer electronics show is a sellout for exhibitors and that there are already more than 7,500 registrations. The 104 exhibitors represent more than 95% of the dollar volume of the industry. It takes place next week (Jan. 12-16) at the Conrad Hilton hotel in Chicago. For the last five years, EIA's consumer electronics group has sponsored a show in June.

FCC completes phase I of radio re-regulation

Wiley defends commission's pace in easing technical requirements as more are lifted; further action, however, will require rulemaking

The FCC just before Christmas issued its second order in its ongoing broadcast re-regulation program. The order, like the first, issued on Nov. 2, 1972 (BROADCASTING, Nov. 6), involves relatively minor changes in the rules—it eliminates a number of reporting, record-keeping and operating requirements.

But the commission said it is part of the effort to remove unnecessary operating burdens and improve service to the public. And FCC Commissioner Richard E. Wiley, who heads the task force studying re-regulation, issued a statement that constitutes a sharp rebuttal to some industry figures who have criticized the commission's moves as being insignificant.

What is involved "is a long range program," the commissioner said. "And, while we will move along our projected pathway as expeditiously as prudent administrative conduct makes possible, we will not be stampeded by the impatience of special interests nor impelled by an inordinate desire on our own part to reap immediate and perhaps short-sighted benefits.

"For, as I see it, a hasty, incomplete and imprudent consideration of the complex and important issues involved would benefit neither our pronounced goal, the licensees we regulate nor, ultimately, the public we serve."

In the order adopted on Dec. 21, the commission eliminated requirements that an auxiliary transmitter must be tested at least once a week at specified hours. Under the change, the testing may be done at any time.

The commission said it will permit operation of an AM or FM auxiliary transmitted in excess of its licensed power, but not at more than the regular transmitter's licensed power. The commission lifted a five-day restriction on use of an FM or television auxiliary transmitter without further FCC authority.

Another change modifies reporting requirements in connection with problems beyond the broadcaster's control that cause the station to operate with less than specified minimum power or minimum hours of operation. Under present rules, the broadcaster must notify the FCC district field office of the problem immediately. The new rule will give him 10 days to correct the problems before writing to the commission in Washington for additional time, if it is needed.

Other changes clarify AM and FM rules requiring that an operator on duty must have access to and have visibility of transmitter metering or remote-control equipment; eliminate a requirement that broadcasters notify the district FCC engineer in charge of a number of technical difficulties, including the presence of defective indicating instruments, modulation monitors or frequency monitors; and delete specifications concerning temperature variations at the crystals used in transmitters.

The rule changes become effective April 4, 1973.

They constitute probably the last changes that will be made by the commission on its own motion, without employing formal procedures. (However, it did receive 520 informal comments in response to repeated urgings on the part of Commissioner Wiley and other officials soliciting suggestions as to what rules could be modified.)

The commission said future actions in the re-regulation proceeding will involve more substantive matters and will include notices of inquiry and formal rulemaking proceedings. In addition, the task force will consider topics presently the subject of rulemaking proceedings.

The commission listed these matters as likely subjects for those formal proceedings, and invited comments: remote pickup; automatic transmitters; logging, program, and operating maintenance; operator testing; subsidiary communications authority; selected aspects of radio license renewals; reorganization and reformulation of FCC rules; administrative requirements; records to be filed with the commission; records to be filed at the stations; reports to the FCC; application and other forms, and FCC and licensee relationships.

FCC leans toward protecting UHF from land mobile

Commission says that for now it will determine extent of congestion, seek solutions other than reallocation

Broadcasters concerned about losing spectrum space to land-mobile radio services have been given some reassurances in the FCC order providing for regional licensing of land-mobile radio stations and systems in the Chicago area.

The order, which involves the operation of the first Regional Spectrum Management Center, is designed to implement plans for dealing with the rapid growth of private land-mobile services and the heavy concentration of land-mobile systems in large metropolitan centers. The Chicago center is now collecting and analyzing data and building

Teleprompter domsat unit. Teleprompter Corp., New York, acted upon the FCC's announcement of its new domestic-satellite policy by disclosing it has formed an office of satellite operations. Governor Raymond P. Shafer, chairman and chief executive officer of Teleprompter, said a head for the new operation will be named shortly. He said the new office of satellite operations will determine "the most expeditious and most immediate manner" of working with companies authorized by the FCC to provide domestic-satellite service.

a data base, using sophisticated monitoring equipment, a computer and mathematical models.

But what interested broadcasters was the commission's assertion that it has rejected, at least for the present, suggestions that it consider reallocation of television spectrum space to land mobile. The commission said it will determine through its regional spectrum management program whether the saturation claimed for the land-mobile frequencies is a reality and whether, if it is, the application of modern problem-solving techniques might provide the cure, or whether reallocation would be required.

"But to reallocate at this time," the commission added, "would result in a continuation of the oft-criticized approach and practice of the past which oftentimes resulted in inequitable and inefficient allocations and reallocations which were based largely on insufficient and inadequate data and information."

The commission also said it is not foreclosed from considering other means of improving spectrum utilization. It noted that it is considering expanding to other markets the program of UHF-TV/land-mobile sharing: the program is now in effect in the 10 most populous cities and involves channels 14-20.

Technical Briefs

Million-dollar deal. RCA reports that Christian Broadcasting Network Inc., Portsmouth, Va., has ordered RCA color broadcast equipment worth more than $1 million for its new TV station in Boston (ch. 25) with tentative call letters of WCNE-TV. Christian Broadcasting Network, nonprofit, religious corporation, also operates WYAH-TV Portsmouth (ch. 27) and WHAE-TV Atlanta (ch. 46) and WXRI(FM) Portsmouth, Va., and following stations in New York: WJIV(FM) Cherry Valley, WOIV(FM) DeRuyter, WEIV(FM) Ithaca, WMIV(FM) South Bristol and WBIV(FM) Wethersfield.

Read all about it. International Good Music Inc., Bellingham, Wash., is making available illustrated material describing its IGM audio control systems. The 400 is a six-channel unit, the 500 can handle any number of inputs and the 700 features seven models, each with built-in software. IGM, *3950 Home Road, Bellingham 98225.*

Special Report

Radio does an about-face in 1971

Revenues, expenses and profits each jump over 10% against 1970, setting new records for the medium, according to FCC accounting

The FCC finally unveiled on Dec. 18 its compilation of radio's financial accomplishments during 1971. For the aural medium, it was almost an across-the-board success story. Total radio revenues, the commission's figures show, reached their highest level in history and profits were surpassed only by the banner year of 1968. Expenses, however, continued to rise and amounted to the highest total ever.

The official figures confirm what radio broadcasters knew all along: in the downside economy of 1971, their business advanced sharply. Now, however, they face the dreary paradox that in the rising economy of 1972 a major element of their business—national spot—went the other way. But the current consensus is that all elements, including national spot, will be back on the up side again in 1973.

By most accounts, radio business in total rose again in 1972—despite an almost certain slippage, variously estimatedly at 4% to 5%, in spot. The Radio Advertising Bureau estimates the 1972 total advanced 7-8% over 1971, with spot down 5% but local up 10% and network up 12%. In general, the forecasts for 1973 anticipate further gains (see page 19).

Radio in 1971 reversed the downbeat trend established over the two preceding years when expenses rose faster than revenues and profits showed a marked decrease. Revenues, profits and expenses all increased in 1971 by 10.7%.

In contrast to television, the revenues of which declined 2.1% to $2.75 billion in 1971 (BROADCASTING, Aug. 21), the radio total advanced to $1.26 billion, an increase of nearly $121 million. Television income, likewise, declined by 14.2% (to $389.2 million) in 1971 while radio increased its profitability by $10 million (from $92.9 million in 1970 to $102.8 million in 1971), the first 12-month period in which the medium achieved returns in the nine-column bracket. But while television expenses increased by only 0.3% in the same year, radio broadcasters expended $111.2 million more than in 1970 (an increase from $1.44 billion to $1.55 billion).

For radio and television combined, the FCC reported that revenues increased by 1.6% (from $3.945 billion to $4.008 billion) and that expenses rose by 3.5% ($3.398 billion to $3.516 billion). In the income category, the substantial gains made by radio were offset by television's 14.2% decline, causing a consolidated profit decrease of 10% (from $546.7 million to $492 million).

Advertisers spent more on radio in 1971—$1,383.7 million—than ever before. Total billings increased by 10.1% from the 1970 total of $1,256.8 billion. The majority of this business (69%) came from local spot, for which sponsors shelled out $950.6 million ($97.9 million more than 1970's $852.7 mil-

Broadcast revenues, expenses and income of networks and stations of radio [1] and television broadcast services

	1971	1970	Percentage change 1970-71
TOTAL BROADCAST REVENUES			
Radio	$1,258,000	$1,136,900	10.7%
Television	2,750,300	2,808,200	(2.1%)
Industry total	$4,008,300	$3,945,100	1.6%
TOTAL BROADCAST EXPENSE			
Radio	$1,155,200	$1,044,000	10.7%
Television	2,361,200	2,354,400	0.3%
Industry total	$3,516,400	$3,398,400	3.5%
BROADCAST INCOME (before federal income tax)			
Radio	$ 102,800	$ 92,900	10.7%
Television	389,200	453,800	(14.2%)
Industry total	$ 492,000	$ 546,700	(10.0%)

[1] Includes AM and FM broadcasting.

( ) Indicates decline.

Note: 1971 radio data covers the operations of nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,252 AM and AM-FM stations, 241 FM stations associated with AM stations but reporting separately in 1971, and 527 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, nor their expenses. Radio data for 1970 covers the operations of nationwide networks, 4,209 AM and AM-FM stations, 225 associated FM's that reported separately in 1970 and 464 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenue retained by the other networks nor their expenses.

TV data for 1971 covers the operations of three networks and 688 stations. TV data for 1970 covers the operations of three networks and 686 stations.

lion). National and regional spot contributed 27% of the business ($378 million as opposed to $355.3 million in 1970), and network advertising was responsible for only 4% ($55.1 million against 1970's $48.8 million).

Revenues of the seven major national radio networks (NBC, CBS, MBS and the four ABC facilities) were reported by the commission at $38.7 million, an 11.3% increase over 1970. While the networks continued to lose money, the red ink ran much less heavy than in the preceding year. This was attributed mainly to the relative stability of network expenses combined with the increased revenues. Consolidated network losses were put at $1.7 million in 1971 against $5.5 million the year before.

Network owned-and-operated stations, meanwhile, showed a 15.7% increase in revenues (to $61.4 million) and a 10.3% rise in profits (to $5.1 million). The other 4,232 stations reporting showed revenues of $1.10 billion (an increase of 9.3%) and income of $108.4 million (up 6.4%). Sixty-eight per cent of all stations reporting showed a profit, although independent FM's lost a total of $9 million, compared with a $6.2 million loss the preceding year.

Average 1971 financial data for AM and AM/FM[1] stations in one- and two-station communities outside standard metropolitan statistical areas by population of community (Stations operating full year)

	One-station communities			Two-station communities		
Community population (1960 census)	*Number of stations*	*Average station revenue*	*Average station profit/loss*	*Number of stations*	*Average station revenue*	*Average station profit/loss*
25,000-50,000						
Total stations reporting	36	$271,370	$27,239	115	$215,221	$12,718
Reporting profits	26	307,603	49,781	82	237,412	27,104
Reporting losses	10	177,165	—31,370	33	160,079	—23,027
10,000-25,000						
Total stations reporting	278	166,868	14,493	308	140,214	7,945
Reporting profits	218	178,680	22,686	222	151,550	16,702
Reporting losses	60	123,948	—15,277	86	110,952	—14,661
5,000-10,000						
Total stations reporting	536	112,602	7,996	117	109,090	8,265
Reporting profits	400	121,992	14,279	80	126,622	16,116
Reporting losses	136	84,983	—10,483	37	71,182	—8,710
2,500-5,000						
Total stations reporting	479	82,298	5,135	22	91,665	3,083
Reporting profits	349	87,965	10,530	14	107,153	10,355
Reporting losses	130	67,084	—9,350	8	64,561	—9,643
Less than 2,500						
Total stations reporting	278	76,393	4,710	16	63,220	—7,263
Reporting profits	184	83,926	10,648	10	70,338	6,673
Reporting losses	94	61,647	—6,913	6	51,355	—30,489
Total all communities						
Total stations reporting	1,607	110,249	8,129	578	144,858	8,353
Reporting profits	1,177	120,551	14,941	408	160,405	18,214
Reporting losses	430	82,051	—10,515	170	107,546	—15,313

[1] Excludes FM stations associated with AM's but reporting separately.

Number of AM and AM/FM stations reporting payments to proprietors, partners, or stockholders, 1971 [1]
(Excludes dividends and other payments from surplus)

Stations reporting payments of	*Number*	*Amount*
Over $100,000	34	$ 6,075,388
75,000 - 99,999	52	$ 4,446,776
50,000 - 74,999	157	$ 9,457,752
40,000 - 49,999	140	$ 6,206,642
30,000 - 39,999	268	$ 9,180,829
25,000 - 29,999	173	$ 4,689,607
20,000 - 24,999	237	$ 5,323,930
15,000 - 19,999	342	$ 5,906,575
10,000 - 14,999	442	$ 5,454,203
5,000 - 9,999	426	$ 3,142,171
2,500 - 4,999	179	$ 654,952
Under 2,500	219	$ 289,117
Total	**2,669**	**$60,827,942**

[1] Includes only stations reporting for the full year. Excludes FM stations that are associated with AM's but which reported separately.

Relationship of AM and AM/FM station losses to reported payments to proprietors, partners and stockholders, and to reported depreciation expense[1] 1971

1. Total number of stations reporting losses	1,338	
A. Total amount of losses		$47,169,882
2. Number of losing stations which reported payments to proprietors, etc.	758	
A. Total amount of payments to proprietors, etc. ..		$14,442,910
3. Number of losing stations which reported depreciation expense	1,278	
A. Total amount of depreciation expense		$20,134,414
4. Stations reporting a loss:		
A. Total number of losing stations reporting payments to proprietors, etc. and/or depreciation expense which together exceeded the amount of loss	706	
B. Total number losing stations reporting payments to proprietors, etc. which alone exceed the amount of loss	407	

[1] Includes only stations reporting for the full year. Excludes FM stations that are associated with AM's but which reported separately.

Broadcast financial data of nationwide networks and 4,252 AM and AM/FM stations, 1971
(In thousands of dollars)

Line no.	*Broadcast revenues, expenses and income*	*Nationwide Networks [1]*	*Percent change from previous year*	*20 owned-and-operated AM [2] stations*	*Percent change from previous year*	*4,232 other AM and AM/FM stations [3]*	*Percent change from previous year*	*Total Networks and stations*	*Percent change from previous year*
1	Sales to advertisers for time, programs, talent, facilities, and services.								
2	Network sales	53,572	13.7						
3	Deduct: Payments to owned-and-operated stations	851	13.0						
4	Deduct: Payments to other affiliated stations	8,139	23.2						
5	Retained from network sales (line 2 minus lines 3 and 4)	44,582	12.1	851	13.0	9,022 [4]	11.1	54,455	11.9
6	Nonnetwork sales								
7	To national and regional advertisers	—		45,093	3.6	315,951	5.6	361,045	5.3
8	To local advertisers	—		24,262	33.1	860,292 [5]	9.7	884,554	10.3
9	Total nonnetwork sales (line 7 plus line 8)	—		69,355	12.3	1,176,243	8.6	1,245,599	8.8
10	Total sales to advertisers (line 5 plus line 9)	44,582	12.1	70,207	12.3	1,185,265	8.6	1,300,054	8.9
11	Sales to other than advertisers	1,951	13.6	564	(6.6)	10,834	(.3)	13,349	1.2
12	Total sales (line 10 plus line 11)	46,533	12.2	70,770	12.1	1,196,099	8.5	1,313,403	8.8
13	Deduct: commissions to agencies, representatives, etc.	7,867	16.5	12,511	6.5	116,694	5.2	137,071	5.9
14	TOTAL BROADCAST REVENUES (line 12 minus line 13)	38,667	11.3	58,259	13.4	1,079,405	8.9	1,176,331	9.2
15	TOTAL BROADCAST EXPENSE	40,398	0.4	49,010	10.9	969,157	9.0	1,058,565	8.7
16	TOTAL INCOME (before federal income tax) (line 14 minus line 15)	(1,732)	[6]	9,249	28.9	110,248	7.8	117,766	13.3

[1] CBS, MBS, NBC and ABC's three AM networks and one FM network.
[2] Includes 14 AM stations and six AM/FM combinations. Fourteen of the owned-and-operated FM stations are excluded from this table for 1971. The 1971 revenues of the 14 FM owned-and-operated stations totaled $3.1 million and their expenses totaled $7.2 million.
[3] Excludes 227 FM stations that are associated with AM's but reported separately. The 1971 revenues of these stations totaled $23.2 million; expenses totaled $25.1 million.
[4] Includes $1,534 thousand in compensation from regional networks. The balance differs from the amount reported by the networks on line 4 because of differences in accounting methods.
[5] Since stations with less than $25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.
[6] Loss of $5,510,000 in 1970.
( ) Denotes loss.

We've changed our name.

In the beginning . . . 1932 . . . there was only us:

Edward Petry & Company . . . the first broadcast representatives ever.

We were radio-only in those days and things were a lot different . . . like riding the trains instead of the 747s . . . and selling the station instead of the "numbers" . . . because there weren't any numbers in the beginning.

Then television came to pass and we became the Radio Division of Edward Petry & Company. That was the end of radio-only . . . until January, 1971, when Buckley Broadcasting bought the Radio Division. We formally severed all ties and became PETRY RADIO SALES.

We assumed everyone knew we'd come full circle and were radio-only again. We were wrong. Some people still had us confused with Edward Petry & Company. That's why now we've changed our name to BUCKLEY RADIO SALES.

We're new in many ways . . . in incorporating all the new and sophisticated tools of the broadcast industry into our selling . . . innovating, initiating, instigating . . . selling with Numaths, GRPs, RSAs, TSAs, ADIs, BRIs, CPMs and those ever present numbers. But we still maintain those philosophies that were the basic fibre of our company when it all started back in '32 . . . i.e., the station story, the searching for new concepts, the individual sell.

We'd like you to judge us as we are today, and remember how it all came to be: that we were Edward Petry & Company . . . first! . . . then Petry Radio Sales . . . now BUCKLEY RADIO SALES, radio-only, as it was in the beginning . . . and still first.

Buckley Radio Sales, Inc.

Tailoring the tradition to today . . . and tomorrow.

Broadcast expenses of nationwide radio networks, their 20 owned-and-operated stations and 4,153 other AM and AM-FM stations, reporting time sales of $25,000 or more, 1971
(in thousands of dollars)

Type of expense	Nationwide networks [1]	20 network owned-and-operated stations [2]	4,153 other stations [3]	Total
Technical	$ 3,082	$ 7,448	$ 90,893	$ 101,423
Program	26,393	18,158	299,986	344,537
Selling	6,019	13,805	190,124	209,748
General and administrative	4,904	9,800	385,810	400,514
Total broadcast expenses	$40,398	$49,010	$966,815	$1,056,223

[1] CBS, MBS, NBC and ABC's 3 AM networks and one FM network.
[2] Includes 14 AM stations and 6 AM-FM stations filing a combined report.
[3] Includes 2,698 AM stations and 1,455 AM-FM stations filing a combined report. Does not include 173 FM stations that are associated with AM's but reported separately.

Employment and investment in tangible broadcast property of nationwide networks, their 20 owned-and-operated stations [1] and other AM and AM-FM radio stations, 1971

Employment	Nationwide networks [3]	20 network owned-and-operated stations [1]	Other stations	Total
Full time	912	1,457	47,942	50,329
Part time	17	106	15,449	15,572
Total	929	1,581	63,391 [2]	65,901
Investment in tangible broadcast property				
Original cost (thousands of dollars)	9,367	19,446	770,260 [4]	799,073
Depreciated cost (thousands of dollars)	3,793	9,301	392,577	405,671

[1] Includes 14 AM and 6 AM-FM combinations.
[2] Includes 4,219 AM and AM-FM stations.
[3] CBS, MBS, NBC, and ABC's three AM networks and one FM network.
[4] Includes 4,211 AM and AM-FM stations.

FM FINANCIAL DATA—1961-1971

			Independent FM Stations				FM stations Associated with AM's [1] but reporting separately			
Year	Total FM stations reporting	Total FM revenues (millions)	Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)	Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)
1971	2,235 [2]	$115.0	527	$55.3	$64.4	$(9.0)	241	$26.3	$32.3	$(6.0)
1970	2,105	84.9	464	40.6	46.8	(6.2)	225	18.9	23.8	(4.9)
1969	1,961	67.4	442	33.4	38.9	(5.5)	179	12.1	16.9	(4.8)
1968	1,888	53.2	433	28.3	32.2	(3.9)	*	*	*	*
1967	1,706	39.8	405	22.6	26.8	(4.2)	*	*	*	*
1966	1,575	32.3	381	19.4	22.7	(3.3)	*	*	*	*
1965	1,381	24.7	338	15.7	19.0	(3.3)	*	*	*	*
1964	1,175	19.7	306	12.8	15.8	(3.0)	*	*	*	*
1963	1,071	16.3	294	11.4	14.6	(3.2)	*	*	*	*
1962	993	13.9	279	9.3	12.5	(3.2)	*	*	*	*
1961	938	10.0	249	7.1	9.7	(2.6)	*	*	*	*

Number of independent FM stations reporting profit and loss, 1962-1971

Year	Total number reporting	Number reporting profit	Number reporting loss
1970	464	144	320
1969	442	136	306
1968	433	148	285
1967	405	115	290
1966	381	111	270
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208
1971	527 [3]	182 [4]	345 [5]

[1] FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately.
[2] Includes 432 stations that are part of AM-FM combinations but for which no FM revenues were reported.
[3] In addition to the 527 independent FM stations, 241 FM stations associated with AM stations reported financial data. Of these, 80 reported an average profit of $45,695 while 161 reported an average loss of $59,680.
[4] The average profit for these stations was $26,598.
[5] The average loss for these stations was $40,200.
* Data not available.
( ) Denotes loss.

Average financial data for AM and AM/FM [1] stations reporting profits by size of metropolitan area or community in which station is located, 1971
(Stations operating full year)
(In thousands of dollars)

	Average time sales per station reporting					Average per station reporting					
1960 census population of:	No. of stations reporting total time sales of $25,000 or more	Networks	National & regional advertisers & sponsors	Local advertisers and sponsors	Total stations reporting	Rev.	Exp.	Inc.	Total revenues	Total expenses	Total income
2,000,000 and over	145	$11	$855	$953	145	$1,547	$1,173	$374	$224,290	$170,040	$ 54,249
1,000,000-2,000,000	105	12	424	699	105	980	707	273	102,856	74,214	28,642
500,000-1,000,000	216	5	251	430	218	594	474	120	129,551	103,411	26,139
250,000-500,000	256	4	111	290	258	672	311	61	96,046	80,221	15,825
200,000-250,000	53	1	69	327	53	390	326	64	20,646	17,279	3,367
150,000-200,000	87	2	65	237	87	297	257	40	25,876	22,388	3,488
100,000-150,000	115	3	66	226	115	279	242	37	32,039	27,776	4,262
50,000-100,000	74	1	40	191	74	227	199	29	16,807	14,692	2,115
25,000-50,000	254	1	36	195	255	231	203	28	58,919	51,883	7,036
10,000-25,000	516	1	22	147	517	167	148	19	86,369	76,337	10,032
5,000-10,000	474	*	13	112	476	124	110	15	59,229	52,201	7,027
2,500-5,000	346	*	9	84	351	91	81	11	32,067	28,266	3,801
Less than 2,500	182	*	8	80	184	87	76	11	16,014	13,989	2,025
Total	2,823	$ 2	$107	$240	2,838	$ 317	$ 258	$ 59	$900,716	$732,703	$168,013

[1] Excludes FM stations that are associated with AM's but which reported separately.
* Less than $1,000.

Average financial data for AM and AM/FM[1] stations reporting losses by size of metropolitan area or community in which station is located, 1971
(Stations operating full year)
(In thousands of dollars)

1960 census population of:	Average time sales for station reporting: No. of stations reporting total time sales of $25,000 or more	Networks	National & regional advertisers & sponsors	Local advertisers and sponsors	Total stations reporting	Average per station reporting: Rev.	Exp.	Loss	Total revenues	Total expenses	Total losses
2,000,000 and over	78	$15	$210	$386	78	$547	$700	$153	$ 42,686	$ 54,602	$ 11,916
1,000,000-2,000,000	69	8	127	293	71	366	465	100	25,993	33,072	7,078
500,000-1,000,000	130	4	65	211	132	253	304	52	33,356	40,178	6,821
250,000-500,000	148	3	48	172	150	206	244	39	30,825	36,638	5,812
200,000-250,000	36	2	23	138	36	157	190	33	5,649	6,836	1,185
150,000-200,000	59	1	27	142	59	165	192	27	9,735	11,324	1,587
100,000-150,000	56	3	32	148	57	174	202	28	9,898	11,489	1,591
50,000-100,000	47	1	27	118	48	140	171	31	6,707	8,188	1,481
25,000-50,000	116	1	24	130	119	152	177	25	18,046	21,065	3,020
10,000-25,000	172	1	15	105	174	119	135	16	20,646	23,419	2,772
5,000-10,000	166	*	9	76	173	82	92	10	14,191	18,939	1,748
2,500-5,000	130	*	7	64	141	67	70	9	9,409	10,729	1,320
Less than 2,500	92	*	6	59	100	61	89	8	6,102	6,935	832
Total	**1,301**	**$ 3**	**$ 42**	**$146**	**1,338**	**$174**	**$210**	**$ 35**	**$233,251**	**$280,421**	**$ 47,170**

* Less than $1,000.
[1] Excludes FM stations that are associated with AM's but which reported separately.

Radio financial data, 1961-1971
(Industry totals [1])

A. Gross advertising revenues [2]

Year	Total [3] ($ Million)	Network [4] ($ Million)	Network [4] Percent of Total	National and regional spot [5] ($ Million)	National and regional spot [5] Percent of Total	Local [5] ($ Million)	Local [5] Percent of Total
1971	$1,383.7	$55.1	4	$378.0	27	$950.6	69
1970	1,256.8	48.8	4	355.3	28	852.7	68
1969	1,200.4	50.9	4	349.6	29	799.9	67
1968	1,130.3	54.7	5	342.2	30	733.4	65
1987	997.6	58.2	6	298.3	30	641.2	64
1966	957.7	57.4	6	292.6	31	607.6	63
1965	868.7	54.3	6	261.3	30	553.0	64
1964	802.3	54.0	7	244.1	30	504.2	63
1963	747.6	51.5	7	231.0	31	465.0	62
1962	697.3	44.9	7	218.2	31	434.2	62
1961	651.0	47.7	7	205.6	32	397.7	61

B. Broadcast revenues, expenses and income (in millions of dollars)

Year	Revenues [6] Total	Revenues [6] AM, AM-FM [8]	Revenues [6] Independent FM	Expenses Total	Expenses AM, AM-FM [8]	Expenses Independent FM	Income [7] Total	Income [7] AM, AM-FM [8]	Income [7] Independent FM
1971	$1,258.0	$1.176.3	$81.7	$1,155.2	$1,058.6	$96.7	$102.8	$117.8	$(15.0)
1970	1,136.9	1,077.4	59.5	1,044.0	973.4	70.6	92.9	104.0	(11.1)
*1969	1,085.8	1,040.3	45.5	985.0	929.2	55.8	100.9	111.2	(10.3)
**1969	1,085.8	1,052.4	33.4	985.0	946.1	38.9	100.9	106.4	(5.5)
1968	1,023.0	994.7	28.3	909.6	877.4	32.2	113.4	117.3	(3.9)
1967	907.3	884.7	22.6	826.5	799.7	26.8	80.8	85.0	(4.2)
1966	872.1	852.7	19.4	774.8	752.1	22.7	97.3	100.6	(3.3)
1965	792.5	776.8	15.7	714.7	695.7	19.0	77.8	81.1	(3.3)
1964	732.0	719.2	12.8	661.2	645.4	15.8	70.8	73.8	(3.0)
1963	681.1	669.7	11.4	626.2	611.6	14.6	54.9	58.1	(3.2)
1962	636.1	626.8	9.3	592.6	580.1	12.5	43.5	46.7	(3.2)
1961	590.7	583.6	7.1	561.3	551.6	9.7	29.4	32.0	(2.6)

[1] Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.

[2] Gross advertising revenues are the total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

[3] Detail may not add to totals because of rounding.

[4] Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total advertising revenues.

[5] National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. This data provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers, (2) charges for programs, materials and facilities and services supplied in connection with sales of time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for years prior to 1969 by applying the rates which prevailed in 1969. Local advertising revenues for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

[6] Gross advertising revenues plus all other broadcast revenue less commissions.

[7] Before federal income tax. ( ) denotes loss.

[8] Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM-FM figures.

* This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM-FM totals.

** These figures are comparable with prior years. Data for the associated FM stations that reported separately is included in the AM, AM-FM totals.

Market-by-market comparison of radio revenues and expenses

Selected revenue items and broadcast revenues, expenses and income of radio[1] stations by standard metropolitan statistical areas and by communities not in standard metropolitan statistical areas, 1971

Metropolitan Areas	No. of stations in operation 1971	Network times sales 1971	Network times sales 1970	Gain or (loss)	Time sales to national & regional advertisers[3] 1971	Time sales to national & regional advertisers[3] 1970	Gain or (loss)	Time sales to local advertisers[3] 1971	Time sales to local advertisers[3] 1970	Gain or (loss)	Total stations reporting[4] 1971	Total broadcast revenues[5]	Total broadcast expenses	Total broadcast income[6]
Abilene, Tex.	6	$ 1,276	$ 1,105	$ 171	$ 108,136	$ 112,873	$ (4,737)	$ 665,123	$ 791,203	$ (126,080)	6	$ 875,881	$ 757,681	$ 118,200
Akron, Ohio	5	45,920	36,359	9,561	2,211,784	1,633,630	578,154	2,559,385	2,770,748	(211,363)	5	4,204,570	3,000,429	1,204,141
Albany, Ga.	4	847	1,183	(336)	166,299	155,028	11,271	597,568	545,440	52,128	4	759,764	698,786	60,978
Albany-Schenectady-Troy, N.Y.	10	93,539	66,702	26,839	1,835,444	1,768,376	67,068	3,590,428	3,325,313	265,115	10	4,683,986	4,266,751	417,235
Albuquerque, N.M. **	10	14,307	12,599	1,708	547,290	637,640	(90,350)	2,096,588	1,739,789	356,799	10	2,413,525	2,327,590	85,935
Allentown-Bethlehem-Easton, Pa.-N.J.	8	43,402	17,000	26,402	428,192	447,581	(19,389)	2,121,196	1,958,848	162,348	8	2,541,361	2,026,808	514,553
Altoona, Pa.	6	4,268	4,268		206,631	193,780	12,851	806,606	710,169	96,437	6	981,676	1,043,304	—61,628
Amarillo, Tex. **	7	5,422	5,666	(244)	398,338	423,734	(25,396)	1,140,236	1,023,500	116,736	7	1,420,385	1,408,816	11,569
Anaheim-Santa Ana-Garden Grove, Cal.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Anderson, Ind.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Ann Arbor, Mich.	5	650	596	54	105,258	90,459	14,799	771,662	736,688	34,974	5	886,309	866,767	19,542
Asheville, N.C.	4	3,241	6,439	3,198	192,903	114,232	78,671	967,860	846,825	121,035	4	1,107,530	1,069,783	37,747
Atlanta	22	214,632	300,245	(85,613)	4,988,574	4,215,703	772,871	10,070,525	9,342,487	728,038	22	12,963,163	9,123,189	3,839,974
Atlantic City	5	4,758	4,721	37	107,618	130,368	(22,750)	982,823	824,465	158,367	4	1,099,493	1,048,248	51,245
Augusta, S.C.-Ga.	11	19,632	22,157	(2,525)	155,839	187,038	(31,199)	1,399,624	1,337,984	61,640	10	1,541,983	1,646,948	—104,965
Austin, Tex.	5	4,190	6,985	(2,795)	628,819	566,430	62,389	1,750,354	1,671,249	79,105	5	2,178,514	1,947,746	230,768
Bakersfield, Cal. **	14	33,206	33,358	66,564	470,413	446,390	24,023	1,567,746	1,379,835	187,911	13	1,947,698	2,181,842	—234,144
Baltimore	19	134,988	99,440	(35,548)	4,559,375	4,358,981	200,394	9,195,780	9,102,108	93,672	18	11,898,890	9,289,530	2,609,360
Baton Rouge, La.	7	6,402	6,122	280	338,569	259,935	78,634	1,645,540	1,601,674	43,866	7	1,835,830	1,559,729	276,101
Bay City, Mich.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	9	28,742	22,808	5,934	366,669	323,183	43,486	1,632,489	1,513,651	118,838	9	1,927,766	1,956,493	—28,727
Billings, Mont.	5	5,200	3,869	1,331	190,978	182,274	8,704	814,878	616,426	198,452	5	957,925	859,195	98,730
Binghamton, N.Y.	5	8,580	10,235	(1,655)	282,960	304,283	(21,323)	1,190,509	897,876	292,633	5	1,406,365	1,457,586	—51,221
Birmingham, Ala.	15	44,878	39,239	5,639	1,536,321	1,312,762	223,599	3,770,692	3,414,438	356,254	15	4,866,347	4,338,576	527,771
Bloomington-Normal, Ill.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Boise, Idaho	6	12,674	12,707	(33)	251,666	218,167	33,499	748,703	683,536	65,167	6	926,378	1,011,016	—84,638
Boston	19	299,517	271,797	27,720	10,679,956	10,263,084	416,872	11,041,565	9,839,231	1,202,334	19	18,597,503	15,080,047	3,517,456
Bridgeport, Conn.	3	6,227	3,500	2,727	383,322	438,199	54,877	1,075,122	1,044,260	30,862	3	1,309,848	1,268,123	41,725
Brockton, Mass.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Buffalo, N.Y.	12	121,391	66,663	54,728	3,253,100	2,840,883	412,217	4,942,684	4,208,742	733,942	12	7,195,142	6,467,912	727,230
Canton, Ohio	6	29,870	28,500	1,370	980,215	853,074	127,141	1,138,968	1,121,830	17,138	6	1,999,190	1,867,609	131,581
Cedar Rapids, Iowa	4	21,125	20,999	126	399,164	468,977	(69,813)	1,606,397	1,501,619	104,778	4	1,963,176	1,837,263	125,913
Champaign-Urbana, Ill.	3	4,951	5,091	(140)	112,025	92,222	19,803	512,669	520,568	(7,899)	3	601,156	515,482	85,674
Charleston, S.C.	7	10,985	10,540	445	414,519	301,449	113,070	1,409,113	1,178,219	230,894	7	1,700,987	1,410,713	290,274
Charleston, W. Va.	7	13,082	12,496	586	392,254	417,614	(25,360)	1,532,134	1,415,953	116,181	6	1,875,208	1,782,524	92,684
Charlotte, N.C.	10	42,160	44,654	(2,494)	1,593,606	1,460,549	133,058	3,517,993	3,039,764	478,229	10	4,626,827	4,231,498	395,329
Chattanooga, Tenn.-Ga.	11	20,824	20,453	371	381,139	302,284	78,855	2,319,994	2,098,628	221,366	11	2,584,549	2,281,577	302,972
Chicago	32	186,253	178,225	8,028	21,388,571	21,533,346	(144,755)	23,936,178	21,139,521	2,796,655	31	40,030,711	32,459,545	7,571,166
Cincinnati, Ohio-Ky.	9	297,983	339,210	(41,227)	3,560,947	2,920,812	640,135	6,386,595	5,508,813	877,782	9	8,616,908	6,456,580	2,160,328
Cleveland	11	214,967	202,201	12,766	5,089,876	4,748,263	341,613	9,146,709	7,778,052	1,368,657	11	12,355,580	10,905,464	1,450,116
Colorado Springs	7	61,050	82,689	(21,639)	252,688	188,152	64,536	1,248,448	1,134,134	114,314	7	1,449,461	1,458,821	—9,360
Columbia, S.C.	7	28,014	27,422	592	352,996	305,995	47,001	1,715,061	1,499,484	215,577	7	2,157,901	1,679,658	478,243
Columbus, Ga.-Ala.	6	10,014	8,180	1,834	303,253	228,663	74,590	1,314,920	1,385,333	(70,413)	6	1,569,738	1,594,811	—25,073
Columbus, Ohio	7	26,011	20,388	5,623	3,831,676	3,500,447	(368,771)	4,212,467	4,220,111	(7,644)	7	7,005,157	5,217,776	1,787,381
Corpus Christi, Tex.	8	25,532	22,681	2,851	551,624	499,329	52,295	1,629,711	1,289,923	339,788	8	2,062,615	1,716,565	346,050
Dallas	13	91,543	90,858	685	4,264,293	3,903,467	360,826	7,601,677	6,941,415	660,262	13	10,198,499	8,062,922	2,135,577
Davenport-Rock Island-Moline, Ill.-Iowa	7	19,869	17,759	2,110	582,282	613,438	(31,156)	1,945,489	1,817,842	127,647	7	2,398,993	2,341,718	57,275
Dayton, Ohio	7	63,391	52,832	10,559	2,413,770	2,175,008	(31,238)	3,317,753	2,775,271	524,482	7	4,965,497	3,703,342	1,262,155
Decatur, Ill.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Denver	18	155,261	115,607	39,654	3,326,902	3,118,852	208,050	8,097,273	6,894,030	1,203,243	18	10,191,867	9,111,014	1,080,853
Des Moines, Iowa	6	98,768	76,488	22,280	1,503,613	1,455,792	47,821	2,474,585	2,089,933	384,652	6	3,667,322	3,268,824	398,498
Detroit	12	317,814	238,243	79,571	9,282,001	9,231,357	50,644	11,653,459	10,600,264	1,053,195	12	18,600,699	15,418,987	3,181,712
Dubuque, Iowa	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	10	25,059	24,926	136	310,300	379,800	(69,500)	1,355,227	1,234,825	120,402	10	1,653,400	1,562,200	91,200
Durham, N.C.	5	5,237	5,548	(311)	246,827	228,490	18,337	863,124	855,973	7,151	5	1,102,622	1,034,779	67,843
El Paso	7	24,752	23,567	1,185	368,513	380,062	(11,549)	1,786,660	1,448,860	337,800	7	1,960,280	1,902,076	58,204
Erie, Pa.	6	12,062	10,558	1,504	274,315	266,350	7,965	1,041,041	841,889	199,152	6	1,251,223	1,329,052	—77,829
Eugene, Ore **	8	6,166	5,223	943	345,049	319,817	25,232	1,028,622	962,986	65,636	8	1,276,891	1,451,777	—174,886
Evansville, Ind.-Ky.	6	11,413	11,965	552	257,781	284,785	(27,004)	1,335,887	1,184,365	151,522	6	1,580,273	1,397,026	183,247
Fall River, Mass.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Fargo-Moorhead, N.D.-Minn.	4	20,621	16,966	3,655	285,798	310,022	(24,224)	1,257,019	1,133,588	123,431	4	1,507,020	1,402,422	104,598
Fayetteville, N.C.	5	28,096	2,919	25,177	275,878	135,963	139,915	927,056	828,488	98,568	5	1,218,502	1,067,622	150,880
Fitchburg-Leominster, Mass.	3		1,377		78,645	78,807	(162)	560,514	574,377	(13,863)	3	615,518	590,473	25,045
Flint, Mich.	7	34,943	33,836	1,107	1,055,766	935,672	120,094	2,228,548	1,934,105	294,443	7	2,985,822	2,933,558	52,264
Fort Smith, Ark.-Okla.	7	5,960	6,148	(188)	193,932	123,269	70,663	731,151	728,519	2,632	7	893,968	791,458	102,510
Fort Wayne, Ind.	5	16,179	14,971	1,207	556,252	876,987	(320,735)	2,464,533	2,066,159	398,374	5	2,773,968	2,303,905	470,063
Fort Worth	7	46,741	45,323	1,418	1,731,289	1,334,396	396,893	4,295,785	3,497,471	798,314	7	5,276,572	4,456,691	819,881

Fresno, Calif.	12	29,560	25,288	4,272	1,403,349	1,417,417	(14,068)	2,351,879	2,144,194	207,685	12	3,376,889	3,244,401	132,488
Ft. Lauderdale-Hollywood, Fla.**	7	4,288	13,696	(9,408)	512,193	556,308	(44,115)	1,745,985	1,907,100	(161,115)	7	2,082,042	2,269,639	—187,597
Gadsden, Ala.	3	67	849	(782)	124,621	108,786	15,835	619,094	552,981	66,113	3	746,733	658,761	87,972
Galveston-Texas City, Tex.	3	634	547	87	138,675	112,615	26,060	440,389	421,700	18,689	3	565,339	563,473	1,868
Gary-Hammond-East Chicago, Ind.	5	958	967	(9)	33,561	33,214	347	1,467,413	1,441,248	26,165	5	1,440,013	1,405,377	34,636
Grand Rapids, Mich.	11	19,007	18,776	231	799,744	1,018,022	(218,278)	2,797,739	2,388,868	408,871	10	3,313,004	3,159,665	153,339
Great Falls, Mont.	4	5,266	2,974	2,292	164,226	159,322	4,904	542,104	457,319	84,785	4	783,448	694,084	89,364
Green Bay, Wis.	3	6,754	9,657	(2,903)	269,652	237,744	31,908	846,836	793,761	53,075	3	1,062,119	1,012,004	50,115
Greensboro-Winston-Salem-High Point, N.C.**	17	25,631	29,630	(3,999)	838,024	767,741	70,283	3,578,805	3,190,309	388,496	17	4,266,381	3,631,276	635,105
Greenville, S. C.	12	21,653	22,069	(416)	412,338	327,399	84,939	2,257,188	1,979,658	277,503	12	2,642,104	2,399,617	242,487
Hamilton-Middleton, Ohio	3	3,163	3,024	139	207,598	229,375	(21,777)	727,230	706,521	20,709	3	1,194,902	1,180,990	13,912
Harrisburg, Pa.	7	18,503	21,274	(2,771)	652,053	635,226	16,777	1,616,173	1,479,911	136,262	7	2,218,951	2,026,666	192,285
Hartford, Conn.	7	65,509	53,308	12,201	2,029,213	2,616,598	(587,385)	4,027,305	3,122,156	905,149	7	5,150,803	4,415,977	734,826
Honolulu, Hawaii **	17	10,471	3,473	6,998	821,799	823,931	(2,132)	4,428,516	4,124,019	304,497	15	4,976,329	5,645,759	—669,430
Houston	18	107,688	112,355	(4,667)	5,205,144	4,412,001	793,143	8,959,759	8,208,956	750,803	16	12,396,222	9,762,535	2,633,687
Huntington-Ashland, Ohio-W. Va.-Ky.	6	8,805	7,926	879	304,530	274,619	29,911	1,193,317	1,105,879	87,438	6	1,441,922	1,332,580	109,342
Huntsville, Ala.	7	1,323	632	691	150,514	136,159	14,355	1,012,040	947,722	64,318	7	1,130,967	1,000,031	130,936
Indianapolis, Ind. *	11	76,300	68,198	8,102	3,060,253	2,552,209	508,044	6,202,650	5,028,689	1,173,961	11	8,006,354	6,248,033	1,758,321
Jackson, Mich.	3	601	857	(256)	121,756	109,780	11,976	455,573	454,523	1,050	3	536,189	583,366	—47,177
Jackson, Miss.	8	11,218	8,669	2,459	422,426	397,100	25,326	1,696,853	1,531,822	165,031	8	2,048,469	2,019,712	28,757
Jacksonville, Fla.	11	55,246	46,997	8,249	1,175,062	1,089,301	85,761	2,738,997	2,471,354	267,643	11	3,601,621	3,981,220	—379,599
Johnstown, Pa.	9	25,197	14,563	10,634	128,441	192,899	(64,457)	1,005,370	892,036	113,334	9	1,135,077	1,279,628	—144,551
Kalamazoo, Mich. **	5	4,533	5,472	(939)	347,640	360,894	(13,294)	1,146,999	1,006,720	140,279	5	1,454,535	1,304,880	149,655
Kansas City, Kan.-Mo. **	12	101,861	71,221	30,640	3,089,561	2,716,769	372,792	6,151,574	5,392,792	758,782	12	7,858,737	6,209,640	1,649,097
Kenosha, Wis.	1	*	*	*	*	*	*	*	*	*	1	*	*	*
Knoxville, Tenn.	13	35,287	32,340	2,947	820,681	755,503	65,178	2,168,329	2,074,425	93,904	12	2,865,334	2,521,263	344,071
Lafayette, La.	3	1,654	1,908	(254)	193,191	185,732	7,459	857,349	752,684	104,665	3	1,022,355	871,250	151,105
Lafayette-West Lafayette, Ind.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Lake Charles, La.	4	4,444	7,770	(3,326)	140,429	114,208	26,221	613,234	507,473	105,761	4	729,795	744,472	—14,677
Lancaster, Pa. **	5	10,680	9,625	1,055	204,614	191,783	12,831	1,066,071	864,712	201,359	5	1,239,162	1,251,217	—12,055
Lansing, Mich.	6	5,068	6,004	(936)	474,891	397,076	77,815	1,499,282	1,238,217	261,065	6	1,925,135	1,676,702	248,433
Laredo, Tex.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Las Vegas	8	18,392	23,191	(4,799)	309,979	233,931	76,048	1,846,787	1,334,798	511,989	8	1,996,706	1,905,349	91,357
Lawrence-Haverhill, Mass.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Lawton, Okla.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Lewiston, Me.	3	5,134	*		67,498	*		359,956	*		3	416,867	445,694	—28,827
Lexington, Ky.	3	4,708	4,471	237	365,200	401,374	(36,174)	763,484	697,858	65,626	3	1,092,586	899,384	193,202
Lima, Ohio	3	1,954	1,710	244	239,621	247,483	(7,862)	726,718	640,911	85,807	3	971,943	929,286	42,657
Lincoln, Neb.	4	4,765	3,419	1,346	365,674	291,376	74,471	1,259,632	1,171,732	87,900	4	1,572,546	1,422,681	149,865
Little Rock-North Little Rock, Ark.	11	48,085	58,226	(10,141)	810,994	671,625	139,319	2,345,456	2,053,232	292,224	11	2,886,242	2,538,292	347,950
Lorain-Elyria, Ohio **	3		*		104,392	*		522,987	*		3	606,625	493,209	113,416
Los Angeles-Long Beach, Calif.	30	479,433	371,007	108,426	22,716,225	21,822,420	893,805	33,386,785	31,790,642	1,596,143	30	47,779,573	41,575,097	6,204,476
Louisville, Ky.-Ind.	11	50,804	47,763	3,041	2,315,122	2,233,346	81,776	3,808,525	3,157,378	651,147	11	5,586,068	5,118,688	467,380
Lowell, Mass.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Lubbock, Tex.	8	8,703	9,192	(489)	229,376	233,794	(4,419)	1,750,989	1,593,677	157,312	8	1,872,513	1,846,403	26,110
Lynchburg, Va.	6	843	209	634	92,792	56,065	36,727	831,892	769,356	62,536	6	901,834	871,752	30,082
Macon, Ga.	9	12,303	14,306	(2,003)	359,487	325,212	34,275	1,520,327	1,383,183	137,144	9	1,845,011	1,666,683	178,328
Madison, Wis.	4	9,031	12,226	(3,195)	516,835	510,943	5,892	1,736,470	1,563,405	173,065	4	2,207,519	1,937,259	270,260
Manchester, N.H.	3	14,796	17,634	(2,838)	205,467	190,197	15,270	840,578	788,005	52,573	3	997,377	937,892	59,485
Mansfield, Ohio	2	*	*	*	*	*	*	*	*	*	2	*	*	*
McAllen-Pharr-Edinburg, Tex.	4	4,368	6,395	(2,027)	150,879	158,443	(7,564)	954,669	810,545	144,124	4	1,070,399	1,057,905	12,494
Memphis, Tenn.-Ark.	12	63,358	64,534	(1,176)	2,514,660	2,087,416	427,244	3,795,235	3,438,608	356,627	12	5,565,433	4,040,883	1,524,550
Meriden, Conn.	1	*	*	*	*	*	*	*	*	*	1	*	*	*
Miami	15	163,160	137,902	25,258	5,117,448	4,630,478	486,970	7,695,324	7,812,888	(117,564)	15	11,010,226	9,416,078	1,594,148
Midland, Tex.	4				90,826	88,150	2,676	462,695	448,994	13,701	4	526,599	514,257	12,342
Milwaukee	13	110,058	59,517	50,541	3,691,584	3,158,771	532,813	5,969,548	5,364,740	604,808	13	8,516,240	7,239,384	1,276,856
Minneapolis-St. Paul	17	103,515	97,016	6,499	4,660,460	4,083,945	576,515	9,577,323	9,369,879	207,444	17	13,727,440	10,017,088	3,710,352
Mobile, Ala. **	11	15,932	31,391	(15,459)	699,356	593,685	105,671	1,414,137	1,227,753	186,384	11	1,978,527	1,992,177	—13,650
Monroe, La.	4	1,606	1,322	284	120,925	123,235	(2,310)	449,053	413,922	35,131	3	540,217	512,049	28,168
Montgomery, Ala.	9	8,129	7,922	207	419,557	326,173	93,384	1,143,421	1,004,641	138,780	9	1,552,787	1,447,229	105,558
Muncie, Ind.	2	1,145	*		160,664	*	*	567,917	*		2	704,020	658,058	45,962
Muskegon-Muskegon Heights, Mich. **	5	503	7,345	(6,842)	82,505	135,204	(52,699)	700,204	664,299	35,905	5	768,306	754,462	13,844
Nashville **	13	71,912	75,774	(3,862)	2,324,705	1,925,899	398,806	3,435,743	3,252,642	193,101	13	6,104,301	4,874,972	1,229,329
New Bedford, Mass.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
New Britain, Conn.	3	6,740	6,463	277	358,892	295,695	63,197	910,774	767,691	143,083	3	1,095,624	916,372	179,252
New Haven, Conn.	5		16,721		868,835	854,186	14,649	1,808,552	1,764,924	43,628	5	2,373,921	2,280,522	93,399
New London-Groton-Norwich, Conn.	3	907	1,000	(93)	201,502	213,767	(12,265)	817,232	780,761	36,741	3	955,841	966,255	—10,414
New Orleans **	13	54,449	47,323	7,126	2,668,118	2,450,071	218,047	4,125,997	3,652,045	473,752	13	5,882,768	4,851,182	1,031,586
New York **	34	663,216	429,523	233,693	31,630,423	33,400,036	(1,769,613)	31,191,914	28,746,046	2,445,868	33	54,859,113	46,464,839	8,394,274
Newark, N.J.	7	113,141	154,409	(41,268)	869,128	1,452,758	(583,630)	3,452,466	2,734,993	717,473	7	4,027,341	5,227,228	—1,199,887
Newport News-Hampton, Va.	3	1,111	1,049	62	423,128	431,442	(8,314)	1,478,388	1,315,795	162,593	3	1,710,860	1,593,726	117,134
Norfolk-Portsmouth, Va.	8	26,358	23,407	2,951	886,551	925,171	(38,620)	2,459,115	2,233,080	226,035	8	3,053,220	3,168,507	—115,287
Norwalk, Conn.	2	*	*	*	*	*	*	*	*	*	2	*	*	*
Odessa, Tex.	4				89,316	72,294	17,022	470,050	490,311	(20,261)	4	528,965	606,640	—77,675
Ogden, Utah	4	76,357	63,219	13,138	8,480	*		380,143	241,961	138,182	4	403,010	402,524	486
Oklahoma City	9	25,582	17,261	8,321	1,787,157	1,617,668	169,469	2,885,759	2,613,422	272,337	9	4,153,299	3,458,445	694,854
Omaha, Neb.-Iowa	7	73,084	53,173	19,911	1,440,149	1,159,183	280,966	3,766,644	3,515,025	251,619	6	4,598,500	3,714,742	883,758
Orlando, Fla.	10	30,600	42,567	(11,967)	905,385	809,220	96,165	2,504,769	2,447,956	56,813	10	3,085,074	3,266,642	—181,568
Oxnard-San Buena Ventura, Calif.**	6	9,600	9,600		339,814	329,190	10,624	1,224,554	998,540	226,014	6	1,488,097	1,453,410	34,687

Metropolitan Areas	No. of stations in operation 1971	Network times sales 1971	Network times sales 1970	Gain or (loss)	Time sales to national & regional advertisers[3] 1971	Time sales to national & regional advertisers[3] 1970	Gain or (loss)	Time sales to local advertisers[3] 1971	Time sales to local advertisers[3] 1970	Gain or (loss)	Total stations reporting[4] 1971	Total broadcast revenues[5]	Total broadcast expenses	Total broadcast income[6]
Paterson-Clifton-Passaic, N.J.	2	•	•	•	•	•	•	•	•	•	2	•	•	•
Pensacola, Fla.	8	4,034	8,055	(4,021)	179,932	150,938	28,994	1,717,787	1,495,775	222,012	8	1,823,219	1,738,232	84,987
Peoria, Ill.	5	17,655	19,526	(1,871)	413,137	500,726	(87,589)	1,204,693	1,347,409	(142,716)	5	1,503,912	1,383,667	120,245
Philadelphia, Pa.-N.J.-Md.	24	295,426	205,887	85,539	10,616,192	9,720,254	895,938	14,506,552	12,642,544	1,864,006	24	21,326,676	19,805,828	1,520,848
Phoenix, Ariz. **	19	36,353	25,511	10,842	1,834,604	1,756,679	77,925	4,526,028	3,878,063	647,965	18	5,821,535	6,126,586	—305,051
Pine Bluff, Ark.	5				44,472	44,522	(50)	464,452	448,260	16,192	5	507,390	469,453	37,937
Pittsburgh	23	80,513	71,981	8,532	5,363,628	4,790,870	572,758	10,054,423	7,697,733	2,356,690	22	13,792,645	11,664,135	2,128,510
Pittsfield, Mass. **	3	5,311	•		100,114	•		533,519	•		3	617,502	585,785	31,717
Portland, Me.	5	15,580	17,315	(1,735)	465,132	577,108	(111,976)	948,453	721,549	226,904	5	1,300,230	1,240,583	59,647
Portland, Wash.-Ore.	16	72,913	67,561	5,352	3,031,341	2,733,967	297,374	4,764,909	3,649,790	1,115,119	15	6,890,326	6,684,929	205,397
Providence-Pawtucket-Warwick, R.I.-Mass.	13	73,918	48,996	24,922	1,945,830	1,871,884	73,946	3,690,397	3,438,519	251,878	13	5,046,625	4,380,196	666,429
Provo, Ore.-Utah	4	76,497	71,516	4,981	10,715	51,229	(40,514)	390,014	353,570	36,444	4	425,375	452,168	—26,793
Pueblo, Col.	6				131,601	94,014	37,587	574,550	541,909	32,641	6	667,365	660,869	6,496
Racine, Wis.	2	•	•	•	•	•	•	•	•	•	2	•	•	•
Raleigh, N.C.	8	43,089	36,946	6,143	883,153	809,448	73,705	1,925,275	1,624,238	301,037	8	2,646,483	2,037,843	608,640
Reading, Pa.	3	11,497	6,335	5,162	201,424	139,639	61,785	996,384	831,188	165,196	3	1,154,619	952,497	202,122
Reno	8	1,928	1,164	764	214,805	174,530	40,275	1,007,929	954,281	176,741	7	1,156,981	1,372,206	—215,225
Richmond, Va.	12	85,323	71,790	13,533'	1,410,393	1,226,801	183,592	3,194,289	2,876,322	317,967	12	4,189,543	3,758,481	431,062
Roanoke, Va.	7	15,111	25,852	(10,741)	474,260	434,831	39,429	1,354,122	1,153,342	200,780	7	1,735,524	1,703,884	31,640
Rochester, N.Y.	7	105,815	95,865	9,950	1,566,745	1,384,577	182,168	3,508,086	3,078,154	429,932	7	4,445,115	3,416,845	1,028,270
Rockford, Ill.	5	8,730	6,135	2,595	203,052	214,444	(10,392)	1,270,519	1,287,383	(16,864)	5	1,431,407	1,327,876	103,531
Sacramento, Calif.	9	57,451	57,362	89	2,376,787	2,293,942	82,845	2,489,257	2,219,730	269,527	9	4,182,499	4,220,583	—38,084
Saginaw, Mich.	3	8,909	8,613	296	237,374	243,858	(6,484)	794,244	738,108	56,136	3	1,001,388	919,400	81,988
Salem, Ore. **	6	584	349	235	170,042	157,485	12,557	580,706	551,959	28,747	6	686,273	729,867	—43,594
Salinas-Monterey, Calif.	8	9,753	7,983	1,770	192,562	220,021	(27,459)	891,696	880,509	11,187	8	1,073,193	1,273,102	—199,909
Salt Lake City	12	37,727	35,696	2,031	1,269,672	1,085,535	184,137	3,109,692	2,594,221	515,471	12	4,014,448	3,704,268	310,180
San Angelo, Tex. **	4		14,413		49,929	46,026	3,903	447,632	308,612	139,020	4	480,902	490,682	—9,780
San Antonio, Tex.	14	57,290	67,632	(10,342)	1,844,424	1,619,859	224,565	4,972,897	4,385,442	587,455	14	6,188,904	5,749,129	439,775
San Bernardino, Calif.	27	53,948	39,421	14,527	1,362,086	1,343,855	18,231	3,166,576	2,913,261	253,315	26	4,258,701	4,967,064	—708,363
San Diego	10	35,174	30,747	4,427	3,696,836	3,620,998	75,838	4,141,477	3,980,346	161,131	10	6,740,828	6,885,320	—144,492
San Francisco-Oakland, Calif. **	18	125,330	117,107	8,223	15,101,322	14,573,065	528,257	11,825,033	10,610,545	1,214,488	18	22,421,312	20,222,022	2,199,290
San Jose, Calif.	7	2,816	2,773	43	1,288,870	1,478,268	(189,398)	2,877,881	2,257,867	620,014	7	3,686,032	3,649,855	36,177
Santa Barbara, Calif.	12	35,509	31,844	3,665	271,802	310,041	(38,239)	1,196,715	1,193,913	2,802	12	1,475,180	1,627,895	—152,715
Savannah, Ga.	7	9,566	9,823	(257)	231,178	258,986	(27,808)	970,253	1,007,899	(37,646)	7	1,174,508	1,084,145	90,363
Scranton, Pa.	6	14,537	14,292	245	520,875	482,349	38,526	1,491,200	1,214,927	276,273	6	1,821,665	1,607,934	213,731
Seattle-Everett, Wash.	21	102,011	95,380	6,631	4,098,074	4,184,653	(86,619)	6,790,843	5,864,854	925,989	18	9,414,349	8,817,998	596,351
Sherman-Denison, Tex.	3				43,907	44,365	(458)	307,125	300,401	6,724	3	355,382	371,685	—16,303
Shreveport, La.	8	75,897	70,145	5,752	805,935	753,596	52,339	1,606,181	1,490,354	115,827	8	2,232,465	1,892,699	339,766
Sioux City, Iowa	3	963	908	55	155,344	147,752	7,592	695,113	624,859	70,254	3	824,960	750,264	74,696
Sioux Falls, S.D.	5	5,947	5,715	1,232	216,647	198,691	17,956	891,927	919,063	(27,136)	5	1,069,305	971,761	97,544
South Bend, Ind.	4	10,983	11,414	(431)	248,802	272,015	(32,013)	1,048,796	935,940	112,856	4	1,174,765	1,108,091	66,674
Spokane, Wash. **	11	34,652	33,554	1,098	850,943	756,763	94,180	1,717,955	1,580,774	137,181	11	2,343,072	2,416,759	—73,687
Springfield, Ill.	3	5,008	3,894	1,114	222,046	174,947	47,099	1,285,340	1,150,741	134,599	3	1,453,479	1,186,525	266,954
Springfield, Mo.	4	20,245	18,458	1,787	267,766	254,304	13,462	958,298	844,091	114,207	4	1,127,049	1,043,862	83,187
Springfield, Ohio	2	•	•	•	•	•	•	•	•	•	2	•	•	•
Springfield-Chicopee-Holyoke-Mass.	10	26,090	27,678	(1,588)	833,585	711,017	122,568	2,203,943	2,102,004	101,939	10	2,725,484	2,566,547	158,937
St. Joseph, Mo.	3	3,332			201,459	194,663	6,828	527,688	535,840	(8,152)	3	669,819	674,397	—4,578
St. Louis, Mo.-Ill.	20	153,281	100,088	53,193	6,432,299	5,910,161	522,138	8,970,403	8,033,191	937,212	20	13,379,107	9,974,652	3,404,455
Stamford, Conn.	2	•	•	•	•	•	•	•	•	•	2	•	•	•
Steubenville-Weirton, Ohio-W. Va.	2	•	•	•	•	•	•	•	•	•	2	•	•	•
Stockton, Calif.	4	8,500	8,500	0	199,630	193,987	5,643	832,042	825,269	6,773	4	990,779	1,105,856	—115,077
Syracuse, N.Y.	11	41,279	45,812	(4,533)	1,343,261	1,335,122	8,139	3,003,462	2,475,102	528,360	11	3,866,852	3,565,559	301,293
Tacoma, Wash.	5	1,647	1,210	437	266,595	175,104	91,491	892,874	744,200	148,674	5	1,075,525	958,605	116,920
Tallahassee, Fla.	4				160,418	165,756	(5,338)	753,916	708,825	45,091	4	881,424	813,099	68,325
Tampa-St. Petersburg, Fla.	17	51,710	60,259	(8,549)	1,959,687	1,987,593	(27,906)	4,317,027	3,582,088	734,939	17	5,609,082	4,407,076	1,202,006
Terre Haute, Ind.	4	4,393	3,344	1,049	133,428	138,073	(4,645)	648,399	572,284	76,115	4	738,407	839,054	—100,647
Texarkana, Ark.-Tex.	5	1,781	737	1,044	108,569	109,637	(1,068)	558,607	600,443	(41,846)	5	667,448	605,277	62,171
Toledo, Ohio-Mich.	7	45,196	81,679	(36,483)	1,530,576	1,502,122	28,454	3,426,872	2,980,967	445,905	7	4,363,785	3,525,012	838,773
Topeka, Kan.	4	18,383	15,962	421	652,463	599,378	53,085	1,103,029	1,068,794	34,235	4	1,625,126	1,457,645	167,481
Trenton, N.J. **	4	3,204	3,359	(155)	199,861	227,305	(27,444)	1,281,988	1,148,011	133,977	4	1,477,027	1,352,504	124,523
Tucson, Ariz.	11	8,176	8,479	(303)	542,897	455,757	87,140	1,915,821	1,718,206	197,615	11	2,270,919	2,200,038	70,881
Tulsa, Okla.	9	15,783	12,860	2,923	1,089,210	1,023,227	65,983	2,931,591	2,477,754	453,837	9	3,587,803	3,187,854	399,949
Tuscaloosa, Ala.	5	1,783	1,522	261	98,563	73,643	24,920	718,322	678,917	39,405	5	822,973	802,300	20,873
Tyler, Tex.	4	10,865	9,950	915	140,850	104,772	36,128	611,211	603,701	7,510	4	720,007	670,999	49,008
Utica-Rome, N.Y.	9	11,103	13,713	(2,610)	487,489	490,287	(2,798)	1,394,178	1,251,928	142,250	9	1,801,031	1,731,798	69,233
Vallejo-Napa, Calif.	2	•	•	•	•	•	•	•	•	•	2	•	•	•
Waco, Tex.	4	2,131	1,059	1,072	145,819	177,369	(31,550)	832,972	746,112	86,860	4	915,121	960,010	—44,889
Washington, D.C.-Md.-Va. **	24	214,348	108,890	105,488	8,095,897	6,334,171	1,761,726	13,600,555	11,786,937	1,813,618	23	18,815,119	15,598,028	3,217,091
Waterbury, Conn.	3	10,056	6,843	3,313	115,200	127,085	(11,885)	529,419	543,197	(13,778)	3	627,988	747,874	—119,886
Waterloo, Iowa	3	8,436	1,911	6,525	338,734	313,002	25,732	801,302	841,585	(40,283)	3	1,114,450	1,044,853	69,597
West Palm Beach, Fla. **	10	10,041	8,056	1,985	572,113	376,847	195,266	1,669,126	1,626,803	42,323	10	2,128,675	2,163,809	—35,134

Wheeling, W. Va.-Ohio**	6	17,242	13,232	4,010	544,789	579,598	(34,810)	1,523,525	1,209,817	313,698	6	2,236,175	1,913,671	322,504
Wichita, Kan.	7	33,818	26,914	6,904	646,982	626,194	20,788	2,664,025	2,573,393	90,632	7	3,240,036	2,849,122	390,914
Wichita Falls, Tex.	3	1,840	4,726	(2,886)	246,802	260,382	(13,580)	639,195	650,153	(10,958)	3	861,467	822,784	38,683
Wilkes Barre-Hazleton, Pa.	6	31,903	29,586	2,317	217,948	191,689	26,259	1,185,910	1,088,360	97,550	6	1,385,115	1,263,741	121,374
Wilmington, Del.-N.J.-Md.	7	19,145	19,320	(175)	341,394	250,269	91,125	1,984,713	1,801,248	183,465	7	2,281,253	1,950,730	330,523
Wilmington, N.C.	5	2,174	2,163	11	105,167	106,313	(1,146)	581,376	538,077	43,299	5	684,548	690,477	—5,929
Worcester, Mass. **	4	36,600	37,280	(680)	487,676	538,909	(51,233)	961,332	972,258	(10,926)	4	1,296,868	1,421,941	—125,073
York, Pa.	5	14,313	12,988	1,325	461,667	428,086	33,581	1,801,021	1,558,681	242,340	5	2,105,438	1,613,396	492,042
Youngstown, Ohio **	7	31,847	19,727	12,120	806,112	694,616	111,496	1,692,466	1,583,894	108,572	7	2,366,871	2,134,584	232,287
Total	**1727**	**$8,612,074**	**$7,599,403**	**$1,012,671**	**$316,080,539**	**$300,312,294**	**$15,768,245**	**$585,529,193**	**$525,844,642**	**$59,684,551**	**1703**	**$809,256,345**	**$710,261,876**	**$98,994,469**

Non-metro areas of three or more stations

Anniston, Ala.	3				$ 44,041	$ 38,799	$ 5,242	$ 523,392	$ 490,954	$ 32,438	3	$ 558,897	$ 490,849	$ 68,048
Decatur, Ala.	3	$ 219	$ 8,340	$ (8,121)	49,345	44,104	5,241	317,730	305,395	12,335	3	363,952	367,237	—3,285
Dothan, Ala.	3	2,777	2,748	29	58,220	50,683	7,537	385,812	378,578	7,234	3	438,854	407,878	30,976
Florence-Sheffield, Ala.	6	1,707	1,531	176	89,421	87,048	2,373	675,448	628,155	47,293	6	759,444	763,298	—3,854
Selma, Ala.	3	1,543	1,315	228	30,133	29,238	895	359,422	371,103	(11,681)	3	405,381	381,792	23,589
Anchorage	5				277,073	268,869	8,204	1,532,040	1,705,161	(173,171)	5	1,744,294	1,921,216	—176,922
Flagstaff, Ariz.	3				106,748	91,747	15,001	362,110	343,189	18,921	3	454,192	433,293	20,899
Hot Springs, Ark.	3	1,604	2,125	(521)	66,399	56,292	10,107	381,190	343,275	37,915	3	434,639	388,647	45,992
Merced, Calif.	3				51,355	39,705	11,650	277,866	193,582	84,284	3	318,389	294,454	23,935
Modesto, Calif.	3		722		212,516	193,624	18,892	555,981	479,701	76,280	3	719,688	766,849	—47,161
Redding, Calif.	4	2,585	2,863	(278)	89,919	88,222	1,697	346,050	288,194	57,856	4	413,132	468,780	—55,648
San Luis Obispo, Calif.	3	11,157	10,916	241	142,092	172,611	(30,519)	458,019	363,327	94,692	3	590,740	556,663	34,077
Santa Rosa, Calif.	3				63,326	84,652	(21,326)	649,896	588,790	61,106	3	686,107	680,506	5,601
Grand Junction, Colo.	4	17,261	17,178	83	93,578	75,963	17,615	454,389	451,671	2,718	4	565,553	647,429	—81,876
Cocoa, Fla.	3				113,279	146,881	(33,602)	346,027	252,808	93,219	3	438,884	487,632	—48,748
Daytona Beach, Fla.	3	747	676	71	110,448	88,060	22,388	643,663	570,986	(47,323)	3	719,080	682,333	36,747
Fort Myers, Fla.	3	1,930	1,904	26	121,951	134,428	(12,477)	361,849	381,989	(20,140)	3	462,863	409,621	53,242
Gainesville, Fla.	4	4,294	3,857	437	115,922	117,830	(1,908)	777,771	717,828	59,943	4	915,977	916,544	—567
Lakeland, Fla.	3	5,359	5,422	(63)	150,655	116,202	34,453	408,190	427,274	(19,084)	3	554,784	535,179	19,605
Melbourne, Fla.	3				71,202			457,965			3	519,667	525,739	—6,072
Ocala, Fla.	3	312	264	48	99,728	67,325	32,403	444,589	411,242	33,347	3	536,389	536,215	174
Panama City, Fla.	4	239			67,684	64,442	3,242	424,195	400,341	23,854	4	501,857	516,623	—14,766
Sarasota, Fla.	4	1,728	1,425	303	87,499	75,260	12,239	465,448	551,481	(86,033)	3	544,934	506,440	38,494
Athens, Ga.	3	2,975	3,755	(780)	97,611	102,703	(5,092)	562,301	576,956	(14,655)	3	665,984	610,654	55,330
Brunswick, Ga.	3	17,485	1,628	15,857	37,890	52,866	(14,976)	376,160	348,407	27,753	3	432,847	451,080	—18,233
Dalton, Ga.	3				31,772	31,331	441	368,124	354,300	13,824	3	398,776	301,178	97,598
Gainesville, Ga.	3	1,571	1,100	471	74,165	67,529	6,636	512,617	528,504	(15,887)	3	604,619	595,843	8,776
Griffin, Ga.	3	65	•		28,714	•		335,876	•		3	362,127	332,728	29,399
Rome, Ga.	4	3,117	2,857	260	63,929	63,345	584	733,052	666,854	66,198	4	808,905	735,518	73,387
Valdosta, Ga.	4				140,756	142,313	(1,557)	429,853	339,016	90,837	4	560,542	476,599	83,943
Hilo, Hawaii	3		2,165		35,743	4,228	(31,515)	471,733	412,633	59,100	3	498,052	497,922	130
Mason City, Iowa	3	5,312	4,633	679	150,749	145,563	5,186	542,033	540,209	1,824	3	684,450	551,415	133,035
Idaho Falls, Idaho	3	16,967	16,726	241	149,796	105,340	44,456	407,199	378,542	28,657	3	545,105	468,199	76,906
Pocatello, Idaho	3	2,697	2,394	303	116,481	98,269	18,212	298,098	288,383	9,715	3	396,152	354,331	41,821
Twin Falls, Idaho	3	2,630	2,097	533	63,777	47,926	15,851	378,874	341,751	37,123	3	428,485	410,943	17,542
Salina, Kan.	3	946	833	113	561,550	544,022	17,528	556,196	469,291	86,905	3	1,095,970	1,063,274	32,696
Bowling Green, Ky.	3	152	161	(9)	79,408	76,668	2,740	491,922	444,948	46,974	3	555,521	476,680	78,841
Paducah, Ky.	3	3,516	8,277	(4,761)	96,854	85,868	10,986	432,094	389,930	42,164	3	523,197	521,805	1,392
Alexandria, La.	3	5,348	5,690	(342)	124,678	109,656	15,022	565,659	487,600	78,059	3	678,647	549,781	128,866
Battle Creek, Mich.	3	5,935	4,818	1,117	126,569	133,667	92,902	521,689	482,776	38,913	3	613,421	584,731	28,690
Cumberland, Md.	3	3,541	3,586	(45)	47,614	49,913	(2,299)	465,783	439,157	26,626	3	534,632	576,452	—41,820
Salisbury, Md.	3	3,450	2,525	925	150,129	127,989	22,140	486,995	454,750	32,245	3	602,529	556,963	45,566
Bangor, Me.	3	16,512	14,508	2,004	196,320	192,622	3,698	476,647	394,045	82,602	3	640,469	537,222	103,247
Rochester, Minn.	3	900	900		56,996	64,300	(7,304)	631,729	603,089	28,640	3	673,926	689,294	—15,368
Columbus, Miss.	3				34,970	32,189	2,781	299,436	301,831	(2,395)	3	329,110	297,501	31,609
Greenville, Miss.	3	1,147	1,010	137	21,070	20,660	410	373,688	322,475	51,213	3	388,232	314,488	73,744
Greenwood, Miss.	3	1,056	966	90	30,310	39,981	(9,671)	234,067	162,007	72,060	3	278,347	331,602	—53,255
Hattiesburg, Miss.	5	863	610	253	19,684	13,440	6,244	567,340	422,837	144,503	5	586,890	543,482	43,408
Laurel, Miss.	3	954	851	103	29,990	27,953	2,037	525,271	486,776	38,495	3	561,644	553,045	8,599
Meridian, Miss.	5	3,616	1,990	466	71,314	55,924	15,390	664,604	549,282	205,322	5	719,945	714,768	5,177
Cape Girardeau, Mo.	3				140,276	118,673	21,603	324,531	270,751	53,580	3	448,265	386,699	61,566
Joplin, Mo.	4	2,700	3,150	(450)	76,985	62,674	14,311	249,150	266,782	(17,632)	3	322,050	319,591	2,459
Missoula, Mont.	4	24,082	23,087	995	39,911	31,381	8,530	560,897	528,520	32,377	4	692,436	645,007	47,429
Goldsboro, N.C.	3	23,932	28,037	(4,105)	22,926	16,616	6,310	516,794	466,922	49,872	3	570,424	514,810	55,614
Greenville, N.C.	3	27,897	30,304	(2,407)	73,274	51,383	21,891	276,209	271,325	4,884	3	353,488	373,876	—20,388
Hickory, N.C.	3	739	687	52	96,205	109,769	(13,564)	527,395	461,309	66,086	3	618,544	552,312	66,232
Jacksonville, N.C.	3				46,899	33,274	13,625	478,672	512,462	(33,790)	3	528,552	497,345	31,207
Kinston, N.C.	3	3,758	3,071	687	37,036	45,963	(8,927)	561,615	470,930	90,685	3	610,915	552,548	58,367
Rocky Mount, N.C.	3	16,524	17,333	(809)	18,917	17,834	36,751	333,745	345,485	679,230	3	376,175	364,141	12,034
Wilson, N.C.	3	10,245	9,522	723	55,386	49,453	5,933	304,405	308,477	(4,072)	3	408,870	365,451	43,419
Bismarck, N.D.	3	8,623	5,386	3,237	215,475	236,183	(20,708)	624,673	536,902	(87,771)	3	829,860	749,553	80,307
Minot, N.D.	4	1,569	1,604	(35)	65,453	78,355	(12,902)	624,400	594,047	30,353	4	687,655	638,606	49,049
Carlsbad, N.M.	3	•	•	•	•	•	•	•	•	•	2	•	•	•
Clovis, N.M. **	3				38,759			284,808			3	327,735	347,989	—20,254
Farmington, N.Y.	3				62,676	46,548	16,218	443,009	401,774	41,235	3	496,032	359,339	136,693
Roswell, N.M. **	5	1,688	1,530	158	86,120	77,761	8,359	322,137	324,633	(2,496)	4	422,762	470,951	—48,189
Santa Fe, N.M.	3				49,559	22,233	27,326	384,331	345,089	39,242	3	413,912	424,804	—10,892
Elmira-Horseheads, N.Y.	4	4,170	5,917	(1,747)	43,766	51,499	(7,733)	705,475	650,309	55,166	4	745,597	723,194	22,403
Kingston, N.Y.	3	4,487	•		37,029	•		718,217	•		3	729,620	729,886	—266
Plattsburg, N.Y.	3	17,909	24,106	(6,197)	98,734	77,215	21,519	536,150	507,005	29,145	3	660,924	683,914	—22,990

Radio metropolitan area community-city, state	No. of stations in operations	Network time sales 1971	Network time sales 1970	Network time sales Gain or (loss)	Time sales [3] to national & regional advertisers [4] 1971	Time sales [3] to national & regional advertisers [4] 1970	Gain or (loss)	Time sales [3] to local advertisers [4] 1971	Time sales [3] to local advertisers [4] 1970	Gain or (loss)	Total stations reporting	Total broadcast revenues [5]	Total broadcast expenses	Total broadcast income [6]
Watertown, N.Y.	3	3,321	7,067	(3,746)	220,670	130,336	90,334	389,812	423,557	(33,745)	3	604,711	604,318	393
Klamath Falls, Ore.	3	1,977	2,800	(823)	92,465	72,453	20,012	295,554	245,790	49,764	3	382,867	367,281	15,586
Medford, Ore.	5	4,609	3,919	690	151,420	94,989	56,431	534,677	474,134	60,543	4	665,531	638,905	26,626
Roseburg, Ore.	3	2,108	2,196	(88)	54,306	44,611	9,695	272,631	269,778	2,853	3	317,902	299,386	18,516
Williamsport, Pa.	3	7,757	6,980	777	65,394	68,050	(2,656)	317,718	317,507	211	3	394,713	458,057	—63,344
Florence, S.C.	3	1,276	1,690	(414)	94,731	93,785	946	400,231	343,563	56,668	3	484,480	414,598	69,882
Orangeburg, S.C.	3				51,189	57,648	(6,459)	412,983	365,660	47,323	3	462,061	432,513	29,548
Spartanburg, S.C. **	4	4,867	5,104	(237)	248,240	170,664	77,576	845,059	781,739	63,320	4	1,079,493	994,978	84,515
Sumter, S.C.	3				83,468	64,536	18,932	369,762	312,733	57,029	3	441,192	417,055	24,137
Rapid City, S.D.	4	6,769	6,358	411	59,337	79,975	(20,638)	590,256	534,342	46,914	4	653,678	581,414	72,264
Bristol, Tenn. **	4		1,043		311,124	99,433	211,691	280,754	452,150	(171,396)	4	582,593	575,369	7,224
Jackson, Tenn.	3	1,045	823	222	96,657	101,976	(5,319)	443,491	426,761	16,730	3	533,404	495,174	38,230
Kingsport, Tenn.	3	989	1,485	(496)	24,364	59,970	(35,606)	560,163	481,574	78,589	3	575,432	549,578	25,858
Big Springs, Tex.	3				44,110	52,574	(8,464)	335,746	295,197	40,589	3	381,924	367,785	14,139
Del Rio, Tex.	3	*			*	18,743		*	121,107		2	*	*	*
Charlottesville, Va.	3	5,200	4,847	353	99,470	92,065	7,405	708,679	660,815	47,864	3	829,874	929,842	—99,968
Danville, Va.	4	955	707	248	93,558	86,768	6,790	834,808	793,684	41,124	4	948,191	815,107	133,084
Harrisonburg, Va.	3	1,587	454	1,133	50,282	60,862	(10,580)	627,788	584,632	43,156	3	666,243	641,311	24,932
Burlington, Vt.	3	10,538	9,888	650	122,041	126,125	(4,084)	770,754	690,993	79,761	3	875,792	779,711	97,081
Bellingham, Wash.	4	488			164,413	117,187	47,226	549,082	506,495	42,587	4	691,379	657,766	33,613
Kennewick, Wash.	4				162,584	98,220	64,364	486,475	538,985	(52,510)	4	608,627	668,807	—60,180
Walla Walla, Wash.	3	1,863	1,728	135	39,811	36,778	3,033	221,772	223,888	(2,116)	3	257,124	236,824	20,300
Wenachee, Wash.	3	7,966	8,969	(1,003)	89,022	82,617	6,405	412,300	334,188	78,112	3	502,572	509,939	—7,367
Yakima, Wash.	5	7,308	5,850	1,458	221,060	204,436	16,624	737,503	609,501	128,002	5	930,885	867,610	63,275
Appleton, Wis.	3	1,739	5,795	(4,056)	69,790	49,560	20,230	657,600	478,730	178,870	3	715,384	633,752	61,632
Eau Claire, Wis.	3	2,476	2,280	196	43,477	48,799	(5,322)	699,614	647,414	52,200	3	791,808	739,399	52,409
La Crosse, Wis.	3	8,159	7,475	684	164,876	103,860	61,016	513,391	564,295	(50,904)	3	772,454	803,789	—31,335
Manitowoc-Two Rivers, Wis.	3		157		29,365	26,087	3,278	572,359	523,487	48,872	3	610,340	576,033	34,307
Wausau, Wis.	3	8,132	9,750	(1,618)	87,583	103,412	(15,829)	566,726	530,291	36,435	3	632,012	628,005	4,007
Beckley, W. Va.	3	3,933	4,083	(150)	81,999	65,242	16,757	598,672	507,310	91,362	3	697,682	608,137	89,545
Clarksburg, W. Va.	3	3,692	2,189	1,503	52,314	54,193	(1,879)	419,973	382,961	37,012	3	469,621	443,210	26,411
Parkersburg, W. Va.	3	216	1,373	(1,157)	86,457	68,996	17,461	540,017	456,020	83,997	3	616,957	544,965	71,992
Casper, Wyo.	3	7,277	8,043	(766)	99,670	91,586	8,084	420,150	444,462	(24,312)	3	508,272	479,795	28,477
Cheyenne, Wyo.	4	12,046	15,507	(3,461)	44,346	22,426	21,920	318,259	316,907	1,352	4	377,580	487,638	—110,058
Total	**345**	**420,833**	**447,428**	**(26,595)**	**9,693,928**	**8,725,430**	**968,498**	**50,120,467**	**46,418,667**	**3,701,800**	**339**	**59,482,839**	**57,060,379**	**2,422,460**
Commonwealth and Possessions														
Mayaguez, P.R.	5	[7] 24,245	1,360	52,756	331,821	413,288	(81,467)	530,340	530,698	(358)	5	859,037	828,252	30,785
Ponce, P.R.	5	59,910	54,116	5,794	506,929	603,994	(97,065)	489,159	445,835	43,324	5	991,916	736,686	255,230
San Juan, P.R.	13	1,494	275	1,219	2,224,556	2,459,667	(235,111)	3,471,304	3,150,759	320,545	13	5,096,240	4,868,641	227,599
Total	**23**	**85,649**	**55,751**	**29,898**	**3,063,306**	**3,476,949**	**(413,643)**	**4,490,803**	**4,127,292**	**363,511**	**23**	**6,947,193**	**6,433,579**	**513,614**
Arecibo, P.R.	3	5,454	7,637	(2,183)	250,042	258,535	(8,493)	228,234	202,137	26,097	3	482,670	455,569	27,101
OTHER COMMUNITIES	25	37,490	7,130	30,360	1,114,659	1,162,783	(48,124)	2,134,039	2,084,795	49,244	24	3,176,893	3,029,754	147,139
Total	**51**	**128,593**	**70,518**	**58,075**	**4,428,007**	**4,898,267**	**(470,260)**	**6,853,076**	**6,414,224**	**438,852**	**50**	**10,606,756**	**9,918,902**	**687,854**
Metropolitan Areas United States	1727	8,612,074	7,599,403	1,012,671	316,080,539	300,312,274	15,768,654	585,529,193	525,844,642	59,684,551	1703	809,256,345	710,261,876	98,994,469
Non-metro areas of 3 or more stations	345	420,833	447,428	(26,595)	9,693,928	8,725,430	968,498	50,120,467	46,418,667	3,701,800	339	59,482,839	57,060,379	2,422,460
Non-metro areas of two stations	592	332,327	329,511	2,816	10,139,385	9,360,037	779,348	73,478,148	66,208,257	7,269,891	583	83,524,669	78,548,164	4,976,505
Non-metro areas of one station	1608	379,671	430,941	(51,270)	17,944,492	16,107,192	1,837,300	156,150,422	145,094,828	11,055,594	1577	174,794,269	162,377,934	12,416,335
Total United States	4272	9,744,905	8,807,283	937,622	353,858,344	334,504,933	19,353,411	865,278,230	783,566,394	81,711,836	4202	1,127,058,122	1,008,248,353	118,809,769
Commonwealth and Possessions	51	128,593	70,518	58,075	4,428,007	4,898,267	(470,260)	6,853,076	6,414,224	438,852	50	10,606,756	9,918,902	687,854
GRAND TOTAL	**4323**	**$9,873,498**	**$8,877,801**	**$995,697**	**$358,286,351**	**$339,403,200**	**$(16,883,151)**	**$872,131,306**	**$789,980,618**	**$82,150,688**	**4252**	**$1,137,664,878**	**$1,018,167,255**	**$119,497,623**

[1] Excludes 527 independent FM stations and 241 FM stations associated with AM stations but reporting separately.

[2] Stations with less than $25,000 in revenues report only total revenues and total expenses. However, stations with more than $25,000 in revenues accounted for 99 percent of the broadcast revenues of the reporting stations.

[3] Before commissions to agencies, representatives and others. Because clarifying instructions were issued in 1969 regarding he classification of time sales into national and local, caution should be used in comparing these figures with prior years.

[4] Excludes data for 77 stations whose reports were not filed on time.

[5] Total revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenues, less commissions.

[6] Before federal income tax. Note: — denotes loss.

[7] Includes two stations in Xenia county which were not previously included in figures for Dayton metropolitan area.

* Data withheld to maintain confidentiality.

** Not all stations in this market operated for the full year.

Selected revenue items, broadcast revenues, expenses, income of radio[1] stations for selected[2] communities within SMSA, 1970

Albany-Schenectady-Troy														
Albany, N.Y.	4	$ 67,870	$ 39,979	$ 27,891	$ 855,837	$ 743,898	$ 111,939	$ 1,636,770	$ 1,593,015	$ 43,755	4	$ 2,152,527	$ 1,877,964	$ 274,563
Allentown-Bethtehem-Easton														
Allentown, Pa.	4	32,758	12,319	20,441	318,933	329,685	(10,752)	1,237,313	1,145,657	91,656	4	1,534,891	1,135,392	399,499
Altoona														
Altoona, Pa.	3	4,133	3,948	185	150,050	162,579	(12,529)	541,411	489,701	51,710	3	669,895	768,708	—98,813
Atlanta														
Atlanta	11	188,523	283,882	(95,359)	4,758,268	4,085,194	673,074	8,583,135	8,102,983	480,152	11	11,294,005	7,512,058	3,781,947
Augusta														
Augusta, Ga.	5	19,632	21,920	(2,288)	134,809	164,886	(30,057)	797,378	832,020	(34,642)	4	913,962	936,044	—22,082
North Augusta, S.C.	3		*			*		408,037	*		3	412,816	444,635	—31,819

Bakersfield														
Bakersfield, Calif.	6	33,206	29,528	3,678	436,915	397,662	39,253	1,382,590	1,163,909	218,681	8	1,710,101	1,925,915	—215,814
Baltimore														
Annapolis, Md.	3				252,198	239,512	12,686	588,913	504,516	84,397	3	803,779	705,550	98,229
Baltimore, Md.	9	126,438	92,393	34,045	4,136,029	4,044,877	91,152	7,758,805	7,774,274	(15,469)	8	10,104,441	7,483,384	2,621,057
Beaumont-Port Arthur														
Beaumont, Tex.	4	21,136	18,446	2,690	304,783	258,790	45,993	1,060,855	988,968	71,887	4	1,292,818	1,232,336	60,482
Birmingham														
Birmingham, Ala.	9	36,092	31,957	4,135	1,457,881	1,208,621	249,260	2,877,322	2,545,951	331,371	9	3,929,735	3,309,557	620,178
Boston														
Boston, Mass.	9	266,374	231,971	34,403	10,405,198	10,000,019	405,179	8,699,342	7,695,317	1,004,025	9	15,833,852	12,214,360	3,619,492
Buffalo														
Buffalo, N.Y.	8	121,391	65,591	55,800	2,988,493	2,562,689	425,804	4,107,955	3,435,656	672,299	6	6,132,479	5,370,565	761,914
Chattanooga														
Chattanooga, Tenn.	6	17,075	18,097	(1,022)	232,204	156,386	75,818	1,761,752	1,571,421	186,331	6	1,885,020	1,635,778	249,242
Chicago														
Chicago, Ill.	13	183,690	171,946	11,744	20,034,411	20,235,543	(201,132)	15,999,793	13,531,274	2,468,519	13	31,401,280	25,122,974	6,278,306
Cleveland														
Cleveland, Ohio	7	214,909	202,201	12,708	4,811,528	4,414,095	397,433	8,197,562	6,913,258	1,284,304	7	11,186,133	9,740,930	1,445,203
Dallas														
Dallas, Tex.	7	69,733	70,508	(775)	4,009,341	3,766,276	243,065	6,201,014	5,900,783	300,231	7	8,678,437	6,685,122	1,993,315
Davenport-Rock Island-Moline														
Davenport, Iowa	3	10,440	7,936	2,504	349,341	336,632	12,709	974,115	841,214	132,901	3	1,215,840	1,182,947	32,893
Dayton														
Dayton, Ohio	4	63,391			2,331,502			2,943,418			4	4,504,972	3,273,433	1,231,539
Denver														
Denver, Colo.	10	115,695	62,881	52,814	2,787,660	2,685,347	102,313	5,416,926	4,680,089	736,837	10	7,344,126	6,487,268	856,858
Detroit														
Detroit, Mich.	6	317,814	238,243	79,571	8,262,939	7,866,132	396,807	8,312,828	7,084,390	1,228,438	6	14,770,434	11,578,292	3,192,142
Duluth-Superior														
Duluth, Minn.	3	10,348	11,826	(1,478)	218,603	281,785	(63,182)	615,522	559,291	56,231	3	816,452	760,393	56,059
Superior, Wis.	3	14,613	12,961	1,652	54,410	57,856	(3,446)	293,453	256,724	36,729	3	354,752	389,904	—35,152
Ft. Lauderdale-Hollywood														
Ft. Lauderdale, Fla.	3				308,393	313,330	(4,937)	962,782	795,293	167,489	3	1,177,619	1,329,512	—151,893
Fort Smith														
Fort Smith, Ark.	4	5,960	6,148	(188)	173,978	111,433	62,545	575,667	584,387	(8,720)	4	720,893	626,290	94,603
Grand Rapids														
Grand Rapids, Mich.	6	15,618	16,172	(554)	760,454	1,012,382	(251,928)	2,077,536	1,619,016	458,520	6	2,533,110	2,402,835	130,275
Greensboro-Winston Salem-High Point														
Greensboro, N.C.	5	19,602	22,419	(2,817)	324,462	344,315	(19,853)	1,369,200	1,169,805	199,395	5	1,635,309	1,256,295	379,014
High Point, N.C.	3	1,650			113,769			389,053			3	506,868	476,404	30,464
Winston-Salem, N.C.	6	4,379	4,358	21	388,745	343,649	45,096	1,465,022	1,325,000	140,022	6	1,758,869	1,496,758	262,111
Greenville														
Greenville, S.C.	6	20,510	20,957	(447)	381,158	300,700	80,458	1,745,989	1,510,291	235,698	6	2,103,642	1,881,508	222,134
Harrisburg														
Harrisburg, Pa.	4	14,503	17,274	(2,771)	600,050	587,521	12,529	1,249,406	1,181,451	67,955	4	1,782,485	1,608,249	174,236
Houston														
Houston, Tex.	10	107,688	111,775	(4,087)	4,368,244	3,752,494	615,750	7,051,055	6,429,730	621,325	9	9,871,624	7,769,647	2,101,977
Huntington-Ashland														
Huntington, W.Va.	3	8,598	5,617	2,981	196,930	172,555	24,375	718,461	681,625	36,836	3	866,612	784,526	82,086
Indianapolis														
Indianapolis, Ind.	8	76,300			3,031,193			5,887,446			8	7,653,675	5,931,174	1,722,501
Johnstown														
Johnstown, Pa.	3	23,919	13,705	10,214	89,490	157,862	(68,372)	539,620	461,321	78,299	3	634,380	763,144	—128,764
Kansas City														
Kansas City, Mo.	6	33,043	11,032	22,011	2,390,812	2,195,997	194,815	4,421,177	3,722,593	698,584	6	5,649,688	4,297,291	1,352,397
Knoxville														
Knoxville, Tenn.	9	35,287	32,340	2,947	756,279	691,272	65,007	1,660,259	1,590,333	69,926	8	2,310,498	1,987,845	322,653
Lansing														
Lansing, Mich.	3				384,439	350,212	34,227	1,065,318	901,067	164,251	3	1,418,806	1,226,922	191,884
Little Rock-North Little Rock														
Little Rock, Ark.	6	41,921	49,378	(7,457)	654,522	578,899	75,623	1,832,835	1,643,860	188,975	6	2,238,051	2,026,934	211,117
Los Angeles-Long Beach														
Los Angeles	12	321,342	284,021	37,321	19,719,780	18,743,832	975,948	23,011,194	22,182,461	828,733	12	35,828,524	30,111,761	5,716,763
Pasadena, Calif.	3				1,744,330	1,762,605	(18,275)	3,939,544	3,593,991	345,553	3	4,872,739	4,168,592	704,147
Louisville														
Louisville, Ky.	8	46,579	43,417	3,162	2,281,712	2,205,234	76,548	3,511,755	2,878,378	633,377	8	5,266,578	4,750,868	515,710
Macon														
Macon, Ga.	6	12,303	14,306	(2,003)	316,704	294,749	22,000	1,154,452	1,082,597	71,855	6	1,440,030	1,340,351	99,679
Memphis														
Memphis	9	62,846	63,589	(743)	2,493,940	2,076,674	417,266	3,659,297	3,313,341	345,956	9	5,411,209	3,910,931	1,500,278
Miami														
Miami	8	100,213	74,012	26,201	3,587,122	3,047,870	539,252	5,265,834	5,378,359	112,525	8	7,533,091	6,254,528	1,278,563
Milwaukee														
Milwaukee	7	110,058	59,517	50,541	3,594,923	3,091,056	575,867	5,017,008	4,442,444	574,564	7	7,537,809	6,211,390	1,326,419
Minneapolis-St. Paul														
Minneapolis	6	29,518	42,613	(13,095)	3,649,395	3,140,028	509,367	6,414,593	6,636,318	221,725	6	9,832,262	6,043,792	3,788,470
Mobile														
Mobile, Ala.	7	15,932	31,391	(15,459)	696,031	589,904	106,127	1,003,200	901,068	102,132	7	1,571,271	1,515,810	55,461

Radio metropolitan area community-city, state	No. of stations in operations	Network time sales 1971	Network time sales 1970	Network time sales Gain or (loss)	Time sales [3] to national & regional advertisers [4] 1971	Time sales [3] to national & regional advertisers [4] 1970	Time sales [3] to national & regional advertisers [4] Gain or (loss)	Time sales [3] to local advertisers [4] 1971	Time sales [3] to local advertisers [4] 1970	Time sales [3] to local advertisers [4] Gain or (loss)	Total stations reporting	Total broadcast revenues [5]	Total broadcast expenses	Total broadcast income [6]
Nashville														
Nashville, Tenn.	7	63,561	67,423	(3,862)	2,174,225	1,805,188	369,037	2,423,015	2,207,660	215,355	7	5,001,752	3,830,721	1,171,031
New York														
New York	16	655,217	417,263	237,954	29,772,379	31,396,409	(1,624,030)	25,951,931	24,289,525	1,662,406	16	48,272,971	40,098,371	8,174,600
Norfolk-Portsmouth														
Norfolk, Va.	4	20,595	18,408	2,187	831,794	850,037	(18,243)	1,994,211	1,764,658	229,526	4	2,565,674	2,426,253	139,421
Orlando														
Orlando, Fla.	5	26,129	37,948	(11,819)	753,379	675,454	77,925	2,395,971	1,985,941	410,030	5	2,649,049	2,630,805	18,244
Philadelphia														
Philadelphia	11	295,426	205,771	89,655	10,022,798	9,311,086	711,712	12,062,638	10,104,642	1,957,996	11	18,389,733	16,720,023	1,669,710
Phoenix														
Phoenix, Ariz.	12	36,353	25,511	10,842	1,383,417	1,322,698	60,719	3,217,201	2,684,647	532,544	11	4,146,215	4,145,209	1,006
Pittsburgh														
Pittsburgh	8	61,848	56,809	5,039	4,701,042	4,226,066	474,976	7,435,404	5,452,555	1,982,849	8	10,719,664	8,451,275	2,268,389
Portland														
Portland, Ore.	9	72,913	60,716	12,197	2,212,879	1,824,796	388,083	2,923,072	2,115,443	807,692	9	4,471,870	4,418,265	53,605
Vancouver, Wash.	4		6,845		401,172	562,665	(161,493)	1,094,814	844,492	250,322	4	1,434,928	1,336,406	98,522
Providence-Pawtucket-Warwick														
Providence, R.I.	7	66,724	38,136	28,588	1,860,551	1,791,901	68,650	2,779,604	2,627,505	152,099	7	4,066,277	3,365,026	701,251
Raleigh														
Raleigh, N.C.	5	39,827	36,875	2,952	866,251	792,154	74,097	1,720,717	1,438,109	282,608	5	2,423,242	1,823,221	600,021
Richmond														
Richmond, Va.	9	85,323	69,469	15,854	1,212,123	1,046,950	165,173	2,914,457	2,612,835	301,622	9	3,751,230	3,328,233	422,997
St. Louis														
St. Louis	9	87,724	83,830	3,894	5,891,954	5,427,168	464,786	6,585,718	5,687,221	898,497	9	10,656,876	7,740,064	2,916,812
Salinas-Monterey														
Salinas, Calif.	4	9,575	7,615	1,960	120,888	145,393	24,505	477,092	458,409	935,501	4	597,074	679,412	—82,338
San Antonio														
San Antonio, Tex.	11	42,290	52,632	(10,342)	1,583,480	1,341,943	241,537	4,201,135	3,677,324	523,811	11	5,253,287	4,927,504	325,783
San Bernardino-Riverside- Ontario-														
Palm Springs, Calif.	3	2,099	*		71,264	*		306,352	*		3	360,859	636,925	—276,066
San Bernardino, Calif.	4	23,949	11,709	12,240	671,732	666,096	5,636	1,073,979	1,058,961	15,018	4	1,550,116	1,768,014	—217,898
San Diego														
San Diego	6	31,235	25,475	5,760	3,186,576	3,157,739	28,837	3,212,898	3,103,702	109,196	6	5,450,611	5,651,390	—200,779
San Francisco-Oakland														
Oakland, Calif.	3				2,403,869	2,469,878	(66,009)	2,305,912	2,112,304	193,608	3	3,935,067	3,429,716	505,351
San Francisco	10	125,330	117,107	8,223	12,522,908	11,927,395	595,513	8,574,559	7,584,229	990,330	10	17,348,241	15,407,986	1,940,255
San Jose														
San Jose, Calif.	4				1,177,570	1,407,940	(230,370)	2,570,575	1,897,215	673,360	4	3,253,021	3,087,991	165,030
San Juan														
San Juan, Puerto Rico	9	1,494	275	1,219	1,491,754	1,830,946	(339,192)	2,917,957	2,717,844	200,113	9	3,944,240	3,732,464	211,776
Santa Barbara														
Lompoc, Calif.	3	332	330	2	8,444	9,023	(579)	186,300	168,836	17,464	3	189,714	200,686	—10,972
Santa Barbara, Calif.	5	25,147	21,420	3,727	214,399	231,292	(16,893)	608,286	630,369	(22,083)	5	827,130	971,220	—144,090
Santa Maria, Calif.	4	10,030	10,094	(64)	48,959	69,726	(20,767)	402,129	394,708	7,421	4	458,336	455,989	2,347
Seattle-Everett														
Seattle	12	102,011	95,380	6,631	3,749,831	3,867,049	(117,218)	6,104,883	4,991,821	1,113,062	12	8,446,380	7,645,115	801,265
Springfield-Chicopee-Holyoke														
Springfield, Mass.	3	11,090	13,168	(2,078)	714,874	569,681	145,193	953,668	943,343	10,325	3	1,403,171	1,201,626	201,545
Syracuse														
Syracuse, N.Y.	5	34,786	39,095	(4,309)	1,235,874	1,231,394	4,480	2,290,767	1,830,172	460,595	5	3,057,511	2,773,038	284,473
Tampa-St. Petersburg														
St. Petersburg, Fla.	4	19,414	20,831	(1,417)	823,328	985,992	(162,664)	1,598,177	1,020,056	578,121	4	2,110,631	1,466,347	644,284
Tampa, Fla.	8	32,296	39,428	(7,132)	1,106,797	934,204	172,527	2,011,764	1,795,783	215,981	8	2,758,546	2,248,690	509,856
Tulsa														
Tulsa, Okla.	6	15,783	12,860	2,923	1,006,731	980,482	26,249	2,765,766	2,294,949	470,817	6	3,368,935	2,869,452	499,483
Utica-Rome														
Utica, N.Y.	4	5,528	6,514	(986)	366,481	375,952	(9,471)	924,549	786,530	138,019	4	1,220,849	1,179,535	41,314
Washington														
Washington, D.C.	6	136,683	52,779	83,904	5,888,754	4,863,622	1,025,132	7,297,409	6,158,885	1,138,524	6	11,220,661	9,341,285	1,879,376
West Palm Beach														
West Palm Beach, Fla.	3	2,436	77	2,359	495,871	284,190	211,681	841,093	756,768	84,325	3	1,266,152	1,049,280	216,872
Wilkes Barre-Hazelton														
Wilkes Barre, Pa.	3	29,000	26,728	2,272	81,923	72,407	9,516	697,182	657,410	39,772	3	759,003	672,018	86,985
Wilmington														
Wilmington, Del.	4	16,228	13,778	2,450	304,032	224,743	79,289	1,626,484	1,463,507	162,977	4	1,886,699	1,563,890	322,809

[1] Excludes independently operated FM stations and FM stations associated with AM stations but reporting separately.
[2] Communities are included in this table if totals do not reveal individual station data.
[3] Stations with less than $25,000 time sales report only total revenue and total expenses.
[4] Before commissions to agencies, representatives and others.
[5] Total revenues consist of total time sales plus talent and program sales plus other incidental broadcast revenues, less commissions.
[6] Before federal income tax. Note: — denotes loss.
* Withheld to maintain individual station confidentiality

Fates & Fortunes®

Broadcast Advertising


Mr. Heekin

James R. Heekin Jr., former agency executive who has been an advertising and marketing consultant for past year, joins Doyle Dane Bernbach, New York, as executive VP. Mr. Heekin served as president, Ogilvy & Mather, 1966-70, was then executive VP, Interpublic, where he presided over merger of Tinker and Pritchard & Wood agencies and was president of merged agency for short period.

Eric Kaufmann and **William Deval,** account supervisors, Needham, Harper & Steers, New York, elected VP's. **Donald F. Mohr,** TV account executive, and **Philip E. Parker,** executive art director, elected VP's. **William R. Butler Jr.,** senior VP, management supervisor and member of board, Dreher Advertising, New York, joins NH&S as VP and senior account director. **Kevin O'Shaughnessy Jr.,** account executive, J. Walter Thompson Co., Chicago; **Sharon K. Holt,** account executive, Griswold-Eshleman, Chicago; **Gary K. Benz,** account executive, Dancer-Fitzgerald-Sample, New York, and **Joan Abramson** and **Terry M. Bowman,** assistant account executives, all appointed account executives, Chicago division, NH&S.


Mr. Korn Mr. Feldman

Al Korn, director of advertising, promotion and public relations, WOR-TV New York, named VP-advertising for WOR-TV, KHJ-TV Los Angeles and RKO Television Representatives Inc., all units of RKO General Inc. **Robert M. Feldman,** general sales manager, WOR-TV, named VP-sales for station. **Bob Qudeen,** account executive, RKO Television Representatives, New York, appointed general manager, RTVR's Detroit office. **Marty Callendar,** account executive, Chicago office, appointed RTVR's Midwest sales manager for independents repped by RKO.

Jon Firestone and **Arnold Ross,** media planning group heads, and **Ralph Pastore,** director of print and broadcast operations, BBDO, New York, elected VP's.

Mort Weinstein, media director, Shaller-Rubin Co., New York, elected VP. **Michael T. Reid,** senior VP, named executive VP.

Robert Kroll and **Don Pojednic,** creative directors, Foote, Cone & Belding, New York; **William Baker** and **Robert Nelson,** associate creative directors, Chicago office; **Norman Brown,** management supervisor, Los Angeles, and **Bryon Mayo,** FC&B Cablevision president, elected senior VP's and members of FC&B advertising board.

John F. Brennan, national sales manager, Wisconsin TV Network, appointed general sales manager. Network includes

WKOW-TV Madison, WAOW-TV Wausau and WXOW-TV La Crosse, and is owned by Horizons Communications Corp., New York.

Pat Brady, national sales manager, WJW-TV Cleveland, appointed general sales manager.

Stuart Swartz, with KMSP-TV Minneapolis, appointed regional sales manager.

Patrick Mahoney, with WBAL-TV Baltimore, joins WCAU-TV Philadelphia as retail sales manger.

Adam G. Polacek, local sales manager, WXIX-TV Cincinnati, joins WTTG(TV) Washington in similar capacity. Both are Metromedia-owned stations.

J. Bert Caldwell, with WDEF-TV Chattanooga, appointed local and regional sales manager.

Jim Wiley, local sales manager, KOA-TV Denver and formerly with WTCN-TV Minneapolis, rejoins WTCN-TV as local sales manager.

James Thomas, local sales manager, WFIE-TV Evansville, Ind., appointed general sales manager. **Jerry Eastham,** with WFIE-TV, appointed national sales manager.

Stan Shields, with sales department, WELI(AM) New Haven, appointed local sales manager.

Michael J. Faherty, general sales manager, Radio Advertising Representatives, New York, elected VP.

Art Scott, group sales manager, Petry, TV division, New York, elected VP. **Browning Holcombe Jr.,** sales manager, Chicago office, elected VP, Midwest sales, and will also be responsible for sales in Detroit and St. Louis.

Martin R. Shaw, VP, creative supervisor, Martin Landey Arlow Advertising, New York, joins McCann-Erickson there as VP, associate creative director. **Jeffrey A. Rochlis,** account executive, Benton & Bowles, New York, named to similar post at McCann-Erickson.

Paul Zoellner, VP and copy supervisor, Doyle Dane Bernbach, New York, joins Warren, Muller, Dolobowsky there as VP and associate creative director.

Dean Carson, copy group head, Kenyon & Eckhardt, Chicago, appointed creative group head. **Alan Mond,** copy group supervisor, joins K&E there in similar capacity.

David J. Brangan, account executive, Katz Television, Detroit, joins Avery-Knodel Inc. there as manager and TV account executive.

Bob Saalfield, account executive, Blue Group, Metro TV Sales, Chicago, appointed sales manager.

Justin Paltrow, account executive, Avco Radio Sales, New York, appointed assistant sales manager.

Jack J. Ciulla, account executive, BBDO, New York, joins Richard K. Manoff Inc., New York, as senior account executive on Carrols Development Corp. (Carrols restaurant chain).

Nita Gwyn, writer-producer, Kircher, Helton & Collett Advertising, Dayton, Ohio, joins Ralph Jones Advertising, Cincinnati, as broadcast manager-writer in charge of all radio and TV production.

Rod Daniel, director of broadcast productions, Liller Neal Battle & Lindsey, Atlanta agency, joins Cargill, Wilson & Acree there as broadcast manager-producer. **Brian McKenna,** writer, LNB&L, joins CW&A as copy writer.

Harry J. Maginity, partner, Maginity-Kane Advertising/Marketing, Terre Haute, Ind., joins Caldwell-Van Riper, Indianapolis, as copywriter.

Media

Dorothy Botts, account representative, special activities, affiliate relations for ABC-TV, New York, appointed regional manager for all ABC-TV affiliates in Illinois, Indiana, Iowa, Minnesota, Nebraska, North Dakota and South Dakota.

William P. Eaton Jr., general manager, WPTZ(TV) Plattsburgh, N.Y., named director of television, Rollins Inc., owner of station. He is succeeded by **Robert O. Paxon,** independent consultant in broadcast sales and advertising and formerly general sales manager, KHOU-TV Wilmington, Del., WBEE(AM) Harvey, Ill., WRAP-(AM) Norfolk, Va., WGEE-AM-FM Indianapolis, WCHS-AM-TV Charleston, W. Va., WEAR-TV Pensacola, Fla., and KDAY(AM) Santa Monica, Calif.

Carlos Barba, sales manager, WNJU-TV, Spanish-language station in Newark, N.J., appointed general manager with additional responsibility for creation and promotion of programing for Screen Gems' Spanish Network. Screen Gems is owner of station.

Warren Silver, general manager, KFDX-TV Wichita Falls, Tex., named VP.

Claud N. Gallegos, assistant director of international education at Colorado State University, appointed national minority-affairs coordinator for McGraw-Hill Broadcasting Inc., serving as liaison between company management and minority communities served by McGraw-Hill's KMGH-TV Denver, WRTV(TV) Indianapolis, KGTV(TV) San Diego, and KERO-TV Bakersfield, Calif. Mr. Gallegos will make his headquarters in Denver.


Mr. Rosenberg

Hal Rosenberg, general manager, KRTH-(FM) Los Angeles, RKO General station, named VP, RKO General Inc., New York, in addition to his station responsibilities.

William L. Lauer, acting general manager, WOMC-FM Detroit, elected VP and general manager.

Norman Wain, business consultant and investor, joins WIXY(AM)-WDOK(FM) Cleveland as general manager. Mr. Wain was previously majority stockholder, Westchester Corp., former owner of stations.

Rodney V. Louden, with Sterling Recreation Organization, Seattle, appointed general manager, KALE(AM) Richmond, Wash., and southeast Washington area manager of parent company. Sterling Broadcasting division is owner of KASH-(AM) Eugene and KODL(AM) The Dalles, both Oregon; KBFW(AM) Bellingham, KEDO(AM) Longview, and KALE(AM) Richmond, all Washington.

Claude Barnett, sales manager, KILE(AM) Galveston, Tex., joins KIDD(AM) Monterey, Calif., as general manager.

Joseph Schmidt, controller, Broad Street Communications Corp., New Haven, Conn., named VP-treasurer. **Ralph Nelson,** advertising-promotion manager, WELI(AM) New Haven, appointed director of corporate promotion, BSCC. BSCC's subsidiaries include Covenant Cable Inc.; BGW Associates, communications consulting firm, and Covenant Broadcasting Corp., operator of WELI.

Ben F. Hovel, VP-marketing, Wisconsin TV Network, appointed management consultant. **Dennis R. Selenka,** controller, named VP-administration.

Ana Maria Stephens, consultant-reporter, *Positvely Black* series, NBC-TV, New York, appointed director of community relations, ABC-owned WABC-TV New York.

Ruth C. Baker, with General Electric Co., Schenectady, N.Y., appointed manager-customer services, GE Broadcasting Co.

Roger J. Lowry, with Harding College, Searcy, Ark., joins WJXT(TV) Jacksonville, Fla., as business manager.

Donna M. Mungen, free-lance reporter/producer, National Public Radio, Washington, joins WGMS-AM-FM there as director of public affairs.

Greg McShea, with WTLB(AM) Utica, N.Y., appointed public relations coordinator.

Programing

Stanley Chase, producer, Metromedia Producers Corp., Hollywood, joins Alan Landsburg Productions, Los Angeles, subsidiary of General Electric's Tomorrow Entertainment Inc., as program executive with responsibilities to create, develop and produce new projects.

Andrea Caldwell, with creative services department, Carson/Roberts division, Ogilvy & Mather Inc., Los Angeles, joins NBC-TV as administrator, program development, West Coast, with offices in Burbank, Calif.

Jim Quinn, with KQV(AM) Pittsburgh, joins WPLJ(FM) New York as program director. Both are ABC-owned stations.

Tom Barsanti, news director, WOW(AM)-KFMX(FM) Omaha, appointed acting program director. He succeeds **Andy Bickel,** who resigns.

Al Adolph, with Warner Bros. Television, Burbank, Calif., joins Rhodes Productions Inc., Los Angeles, as special projects manager. Rhodes Productions, a division of Taft Broadcasting Co., is TV distribution firm.

Robert J. Wickhem, VP-engineering,

Wisconsin TV Network, Madison, named VP-operations.

Allison Caine, with 20th Century-Fox, Madrid, and **Vicki Sherer,** production assistant, Balaban & Ouine Inc., Beverly Hills, Calif., join Carl Gottlieb Inc., Hollywood-based commercial producer, as associate producer and production manager, respectively.

Jerrold J. Greenberg, newsman, WLLH(AM)-WSSH(FM) Lawrence, Mass., joins WESX(AM) Salem, Mass., as sports director.

Dave Preston, with KWBB(AM) Wichita, Kan., joins KLEC(AM) Oklahoma City as sports director.

Broadcast Journalism

Henry H. Hicks, news director, Outlet Co.'s WJAR-TV Providence, R.I., joins WNYS-TV Syracuse, N.Y., as director of news and community affairs. Outlet is partial owner of WNYS-TV.

Boh Read, with KNUZ(AM) Houston, joins KLEC(AM) Oklahoma City as news director.

Richard R. White, public information officer, New Haven Model Cities Program, New Haven, Conn., joins WNAB(AM) Bridgeport, Conn., as news director.

Gary Essex, staff weatherman, WCBS-TV New York, appointed weekend weatherman, WABC-TV New York.

Frank Hemingway, newscaster for KABC(AM) Los Angeles, retires after 35 years in broadcasting. Mr. Hemingway began his career, as announcer for KBND(AM) Bend, Ore., in 1937, Mr. Hemingway has been delivering daily newscasts for KABC for last 13 years.

Ernest Lamoreaux, producer, sports reports, CBS-TV News, New York, appointed executive producer, *CBS Saturday Evening News with Roger Mudd* and *CBS Sunday News with Dan Rather.*

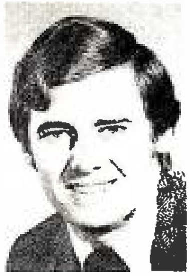
Lucy Salenger, reporter and field producer, CBS News, Los Angeles, joins WLS-TV Chicago as on-air news reporter. **Pat Brown,** with WDSU-TV New Orleans, joins WLS-TV as on-air general assignment reporter.

Cable

Mr. Papernow

Leon N. Papernow, executive VP, Cypress Communications Corp., Los Angeles-based CATV operator recently merged with Warner Communications Inc., New York, resigns to plan development of nationwide CATV industry in Brazil, among other activities. Mr. Papernow, who in 1965 organized Community Cablecasting Co., Pacific Palisades, Calif., forerunner to Cypress, will maintain office at and act as parttime consultant to Cypress Communications.

Aaron I. Fleischman, VP and general attorney, Television Communications Corp., CATV subsidiary of Warner Communications, New York, elected senior VP and general attorney.



Mr. Towan

Mr. Katzin

Gerald R. Towan, program manager, Teleprompter Corp.'s Galveston, Tex., CATV system, appointed program director, Southeast region, Atlanta. He succeeds **Ron Katzin,** appointed program director, Northwest region, Seattle.

Charles C. Woodward, president, Covenant Cable Inc., Riverside, Conn., elected VP, Broad Street Communications, New Haven, Conn., parent company. Covenant Cable owns and operates systems in Millville, N.J., and Greensburg, Pa., and has agreed to purchase Port Huron, Mich., CATV system.

Equipment & Engineering

Mr. Sekulow

Eugene A. Sekulow, RCA director of licensing for Europe, Middle East and Africa, with headquarters in Geneva, Switzerland, since 1965, named VP, RCA International, New York, effective Jan. 1. He succeeds **Charles R. Denny,** recently named RCA executive VP, Washington.

Mr. Muller

Richard E. Muller, VP and general manager, Remington Rand office machine division of Sperry Rand, Norwalk, Conn., appointed VP-operations, Philips Broadcast Equipment Corp., Montvale, N.J., subsidiary of North American Philips Corp. Philips, under trade name Norelco, produces color-TV cameras, video cassette record/play machines, and equipment for closed-circuit television and audio systems.

Mr. Bluth

Joseph E. Bluth, founder and recently president, Vidtronics Co., Hollywood, appointed VP, Republic Communications Inc., Los Angeles, newly formed subsidiary, Republic Corp., designed to provide range of communications services in image and message conception, generation, recording display, storage and transfer.

Derald O. Cummings, manager, research and development, C-Cor Electronics, State College, Pa., appointed manager, systems engineering and special products. **Martin L. Zelenz,** engineer, CATV operations, GTE Sylvania, joins C-Cor Electronics as senior staff electronics engineer.

Charles L. Jeffers, director of engineering, WOAI-FM-TV San Antonio, Tex., retires after 31 years with stations.

Allied Fields

Robert Leder, formerly board chairman, Project 7 Inc., New York, and earlier executive VP, RKO General Broadcasting, named president and chief executive officer, Panacolor Inc., Lodi, N.J. Panacolor services hotels and motels with film cassettes of motion pictures. Panacolor, under Mr. Leder's aegis, intends to develop its own programing for hotel and motel pay TV.

Raymond Croze, former director-general of telecommunications, Ministry of Posts and Telecommunications, and more recently state counselor, French government, elected director, International Consultative Committee for Telegraphy and Telephony (CCITT) of International Telecommunications Union, Geneva. Mr. Croze succeeds J. Rouviere of France who died several months ago.

John L. Bartlett, Warwick R. Furr II and **Richard C. Lowery,** with Kirkland, Ellis & Rowe, Washington communications law firm, become partners.

John Pettit, FCC general counsel, named FCC representative to Administrative Conference of the U.S. **David W. Warren Jr.,** deputy chief, Office of Opinions and Review, named chairman, FCC Procedure Review Committee.

Deaths

Axel G. Jensen, 75, former director of visual and acoustics research, Bell Laboratories, Murray Hill, N.J., died Dec. 11 in Mountain View, Calif. Mr. Jensen, who joined what later became Bell Laboratories in 1922, worked on the development of trans-Atlantic short-wave radio telephone service and coaxial cable until 1938 when he was named engineer in charge of television research. In 1952 he was named director of television research. He is survived by his wife, Florence, and two sons.

James H. Nicholson, 56, president, Academy of Pictures, Los Angeles, and president, American International Pictures, Hollywood, from 1954 until last June, died on Dec. 10 after surgery for brain tumor at University of California at Los Angeles medical center. He is survived by his wife, Susan; six sons, and three daughters from previous marriage.

Jimmy Wallington, 65, best known for his role of announcer-straight man for Eddie Cantor network show of thirties, died Dec. 22 at Fairfax (Va.) hospital of cancer. Starting in 1928 at WGY(AM) Schenectady, N.Y., he became NBC announcer in 1930 on such series as *Eddie*

Cantor Show, Fleischman's Yeast Hour and *Duffy's Tavern*. Since 1966, Mr. Wallington had been Voice of America announcer. He is survived by his wife, Erna Gilson, two daughters and two sons.

Charles J. Frederick, 63, FCC administrative law judge, died Dec. 15. Judge Frederick had been with the commission since 1953, first as a hearing examiner on a temporary basis and then with the Office of Opinions and Review before receiving his appointment as examiner in 1957.

Lester A. Benson, 72, founder and former president, WIL-AM-FM St. Louis, died Dec. 16 at Missouri Baptist Hospital of complications following surgery.

Verl D. Bratton, 65, broadcast executive, died Dec. 6 in St. Francis Hospital, Colorado Springs, Colo., from complications following a heart attack. Mr. Bratton was VP and general manager of WKTY(AM) La Crosse, Wis., from 1950 to 1954 and general manager, KVOR-AM-FM Colorado Springs from 1954 to 1958. He is survived by his wife, Esther, and one brother.

Tom Sims, 75, newspaper, magazine and radio writer and humorist, died Dec. 15 in Anniston, Ala., after a long illness. Mr. Sims wrote scripts for radio shows, among them *Amos 'n Andy,* and wrote several comic strips.

For the Record®

As compiled by BROADCASTING Dec. 13 through Dec. 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Application

■ South Bend, Ind.—G & E Religious and Educational Broadcasting Corp. Seeks UHF ch. 46 (662-668 mhz); ERP 1027 kw vis, 205.4 kw aur. HAAT 1,000 ft; ant. height above ground 983 ft. P.O. address c/o George H. McQueen, 902 Reddick Street, Mishawaka, Ind., 46544. Estimated construction cost $344,116; first-year operating cost $34,048; revenue $200,000. Geographic coordinates 41° 36' 12" north lat.; 86° 12' 41" west long. Type trans. RCA TTU-60B. Type ant. RCA TFU-25G. Legal counsel Eugene T. Smith, Washington; consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals of non-profit corporation are George McQueen, owner of recording studio in Mishawaka, and Glenn L. Smith, general manager of WHME-(FM) South Bend. Ann. Dec. 13.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, received in evidence civic exhibits 51 through 60 and closed record (Docs. 18845-9). Action Dec. 11.

Call letter action

■ Mountain State Radio & TV Corp., Fort Collins, Colo.—Granted KNCO(TV).

Existing TV stations

Final actions

■ FCC, in response to request by WVEC-TV Hampton, Va., extended time for filing comments and reply comments on notice of inquiry and proposed rulemaking considering operation of and possible changes in prime-time access rule (Doc. 19622). Date for comments was extended to Jan. 15 and for replies to Feb. 12. Action Dec. 14.

■ FCC ruled that TV's affiliated with ABC and NBC may carry to completion scheduled sports events starting Dec. 29 through Feb. 28, 1973, without any excess over three hours being counted against time permissible under prime-time access rule. Action Dec. 13.

■ FCC waived prime-time access rule and granted request of NBC affiliates in mountain and Pacific time zones to present Academy Awards program during prime time on March 27, 1973. NBC will present awards program on live, simultaneous basis throughout continental U.S. for about two hours and plans to present two hours of other network programs that evening which means that in the Western part of nation, all four hours of network material would fall in prime time. Action Dec. 14.

■ Texarkana, Tex.—Review board denied application of Tex-Ark TV Co., permittee of UHF KTXK-TV Texarkana, for additional time to construct station. CP and call letters have been deleted (Doc. 19612). Action Dec. 12.

Action on motion

■ Administrative Law Judge Herbert Sharfman in matter of applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., on request of Mr. Overmyer extended to Jan. 8 time to file reply. Broadcast Bureau may file reply to Mr. Overmyer by Feb. 8 (Doc. 18950). Action Dec. 6.

Other action

■ Review board in New York, TV proceeding, granted motions by WPIX Inc., applicant for renewal of license of WPIX(TV), ch. 11, New York, and by Forum Communications Inc., competing applicant for ch. 11, each seeking addition of issue of failure to advise commission of substantial changes within 30 days. (Docs. 18711-2). Action Dec. 11.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KHSL-TV Chico, Calif. (Golden Empire Broadcasting Co.)—Amendment to agreement dated Nov. 2, 1970, extends agreement to Nov. 1, 1974.

■ WGTU(TV) Traverse City, Mich. (Northern Entertainment Inc.)—Agreement dated June 6, effective June 18 through June 18, 1974, with amendments. First call right. Network rate $50; compensation paid at 30%.

■ KXLF-TV Butte, Mont. (Garryowen Butte TV Inc.)—Amendment to original agreement extends agreement to Oct. 1, 1974.

■ KFBB-TV Great Falls, Mont. (Harriscope Broadcasting Corp.)—Agreement dated Oct. 4, effective Oct. 1 through Oct. 1, 1974. First call right. Programs delivered to Salt Lake City. Network rate $411; compensation paid at 30%.

■ KPAX-TV Missoula, Mont. (Garryowen Butte TV Inc.)—Amendment to original agreement extends agreement to Oct. 1, 1974.

■ KTWO-TV Casper, Wyo. (Harriscope Broadcasting Corp.)—Amendment to original agreement extends agreement to Jan. 1, 1975.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ KRTV(TV) Great Falls, Mont. (Garryowen Cascade TV Inc.)—Amendment to original agreement changes network rate to $260, effective Jan. 1.

■ WAEO-TV Rhinelander, Wis. (Northland Television Inc.)—Amendment to original agreement changes network rate to $211, eective Jan. 1.

CBS

■ Formula: Same as ABC.

■ WINK-TV Fort Myers, Fla. (Ft. Myers Broadcasting Co.)—Amendment to agreement dated Nov. 1, 1966, changes network rate from $187 to $262, effective March 4.

■ WHBQ-TV Memphis (RKO General Inc.)—Agreement dated Sept. 7, effective Nov. 3. Network rate $1,200; compensation paid at 30%.

New AM stations

Final action

■ Las Vegas—FCC denied petition by WGN Continental Broadcasting Co. for reconsideration of order released Feb. 14 denying WGN's application for review of review board decision granting CP to Radio Nevada for new AM at Las Vegas (Doc. 16115). Action Dec. 13.

Actions on motions

■ Administrative Law Judge Frederick W. Dennis-

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Summary of broadcasting

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	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,361	5	15	4,381	48	4,429
Commercial FM	2,353	1	47	2,401	111	2,512
Commercial TV-VHF	504	1	6	511	11	523
Commercial TV-UHF	185	0	5	190	49	252
Total commercial TV	689	1	11	701	60	775
Educational FM	531	0	18	549	78	627
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	10	130	7	137
Total educational TV	206	0	15	221	8	229

* *Special Temporary Authorization.*

ton in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, granted nunc pro tunc motion by Burns, Rieke and Voss and extended time for filing of oppositions to petition filed on Nov. 16 by Braverman to coincide with date established for filing of replies to opposition to petition to enlarge issues now pending before review board (Docs. 19596-7). Action Dec. 11.

■ Administratinve Law Judge Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, granted supplemented petition by Bay Broadcasting Corp. to amend application to reflect substitution of William C. Garrett for Joel Bluestone as officer, director, stockholder and subscriber and to reflect revised financial and other data (Doc. 18413). Action Dec. 6.

■ Administrative Law Judge Millard F. French in Nashua, N.H. (Eastminster Broadcasting Corp.), AM and FM proceeding, granted petition by applicant and ordered its motion for summary decision withdrawn (Docs. 19564-5). Action Dec. 7.

■ Administrative Law Judge Millard F. French in Lubbock and Plainview, both Texas (Caprock Radio Inc. and Panhandle Broadcasting Inc.), AM proceeding, granted motions by Panhandle Broadcasting Inc. to amend application relating to interviews with minority-group leaders and reflecting change in ownership of Panhandle Broadcasting Inc. (Docs. 19455-6). Action Dec. 5.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana) Inc., et al), AM and FM proceeding, granted petition by Star Broadcasting Inc. to reopen record and granted petition by Indianapolis to amend application relating to proposed ant. site, and to modify manner in which Mr. Kunkel will make financial contribution to applicant (Docs. 19122-25). Action Dec. 7.

Other action

■ Review board in Tallahassee and Quincy, both Florida, AM proceeding, in response to petition by Broadcast Bureau, enlarged issues in 1070 khz proceeding to include determination whether Charles W. Holt failed to comply with provisions of rules by not disclosing all his business interests in his application, and what effect non-compliance would have on his qualifications to be commission licensee (Docs. 19445-47). Action Dec. 11.

Call letter application

■ Alleghany-Highlands Radio Inc., Clifton Forge, Va.—Seeks WXCF.

Call letter action

■ Brocade Broadcasting Co., Boulder, Colo.—Granted KADE.

Existing AM stations

Final actions

■ KDLK Del Rio, Tex.—Broadcast Bureau granted mod. of license to change main studio location to 402 East 4th Street, Del Rio; remote control permitted from main studio. Action Dec. 11.

■ WXMT-AM-FM Merrill, Wis.—Broadcast Bureau granted mod. of licenses to change corporate name from Northwoods Enterprises Inc. to Heath Communications Inc. Action Dec. 6.

Initial decision

■ Yuba City, Calif.—Administrative Law Judge Basil P. Cooper proposed in initial decision grant of application of General Broadcasting Co. to increase daytime operating power of KOBO Yuba City from 250 w to 500 w LS (Doc. 19549). Ann. Dec. 15.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Chillicothe, Ohio (Court House Broadcasting Co. and Chillicothe Telcom Inc.), AM proceeding, designated Administrative Law Judge Basil P. Cooper to serve as presiding judge; scheduled prehearing conference for Jan. 10 and hearing for Feb. 26 (Doc. 19600). Action Dec. 11.

Other actions

■ KTLK Denver—Review board, in response to petition by Action Radio Inc., licensee of KTLK, added issue in proceeding on renewal of station's license to determine whether past programing was meritorious, particularly with regard to public-service programs (Doc. 19274). Action Dec. 12.

■ Review board in Indianapolis, AM proceeding, denied petition by Star Stations of Indiana Inc. to enlarge issues against Indianapolis Broadcasting Inc. in proceeding involving Star's applications for renewal of license for WIFE-AM-FM Indianapolis, and competing application of Indianapolis Broadcasting for new AM at Indianapolis (Docs. 19122-23). Action Dec. 11.

■ Review board in New York, AM proceeding, granted petition by Broadcast Bureau for enlargement of issues against City of New York Municipal Broadcasting System, applicant for extension of SSA for WNYC New York, and to increase power of WNYC from 1 to 50 kw. and change facilities (Docs. 11227, 17588). Board added issue to determine whether WNYC's 50 kw proposal would provide coverage of New York as required by rules; extent of gain or loss of coverage compared with present operations, and, if there is such violation whether circumstances exist to warrant waiver of sections. Action Dec. 13.

■ WAYS Charlotte, N.C.—William B. Ray, Chief, Complaints and Compliance Division, informed SIS Radio Inc., licensee, that it failed to fully comply with obligations under personal attack rules with respect to broadcast criticizing newspaper story written by Polly Paddock about changes in WAYS format. Ann. Dec. 15.

■ Review board in Vinita, Okla., AM proceeding, denied late-filed motion by Northeast Oklahoma Broadcasting Inc. and PBL Broadcasting Co. requesting extension of time through Dec. 18 to file motions to enlarge, change or delete issues, in proceeding involving competing applications for authority to operate facilities of KVIN Vinita (Docs. 19639-40). Action Dec. 13.

■ KXRO Aberdeen, Wash.—William B. Ray, Chief, Complaints and Compliance Division, informed Aberdeen Broadcasting Co., licensee, that it failed to comply with fairness doctrine by denying opportunity for presentation of opposing viewpoints on school bond issue. Ann. Dec. 14.

Fines

■ WTLK Taylorsville, N.C.—FCC notified International Broadcasting Co., licensee, of apparent liability of $500 for willful or repeated violation of rules by failing to make equipment performance measurements, by failing to make trans. inspections and by failing to sign and make required entries in maintenance logs. Action Dec. 13.

■ WILE Cambridge, Ohio—FCC notified Cloverleaf Broadcasting Corp., licensee, that it has incurred apparent liability of $1,000 for willful or repeated violation of rules by operating station with power in excess of that authorized during presunrise hours. Action Dec. 13.

Call letter action

■ WINT Winter Haven, Fla.—Granted WZNG.

Designated for hearing

■ WECP Carthage, Miss.—FCC designated for oral argument on Jan. 22, 1973, application by Ford Broadcasting Co. for review of review board decision granting CP to Meredith Colon Johnstone to change facilities of WECP from 1480 khz, 500 w-D to 1080 khz, 250-D., and denying Ford's application for new AM on 1080 khz, DA-D, at Jackson, Miss. (Docs. 18487-8). Action Dec. 13.

New FM stations

Applications

■ Globe, Ariz.—Willard Shoecraft. Seeks 100.3 mhz, 14 kw. HAAT 3,529 ft. P.O. address: Route 1, Box 25, Globe 85501. Estimated construction cost: $48,000; first-year operating cost: $30,000; revenue: $50,000. Principal: Mr. Shoecraft (100%). Mr. Shoecraft owns KIKO(AM) Miami, Ariz. He also has mobile home interests in area. Ann. Dec. 14.

■ San Juan Bautista. Calif.—Mount Wilson FM Broadcasters Inc. Seeks 93.5 mhz, 56 w. HAAT 2,027 ft. P.O. address: 10880 Wilshire Boulevard, Los Angeles 90024. Estimated construction cost: $14,040; first-year operating cost: $25,000; revenue: $20,000. Mount Wilson FM Inc. is licensee of KBCA-FM Los Angeles. Principals: Saul Levine, president and director (80%), et al. Mr. Levine is lawyer. Ann. Dec. 13.

■ Marathon, Fla.—Breeze 94 Inc. Seeks 94.3 mhz, 3 kw. HAAT 107 ft. P.O. address: 11300 Overseas Highway, Suite 94, Marathon 33050. Estimated construction cost: $22,565; first-year operating cost: $26,849; revenue: $36,000. Principals: John F. and June I. Thacker (together 70%). Mr. Thacker, formerly general manager of WFFG(AM) Marathon, is assistant to manager of Sun World Broadcasters Inc., owner of CP for new TV in Orlando. Fla. Mrs. Thacker is nurse. Ann. Dec. 14.

■ *Atlanta—Clark College. Seeks 91.9 mhz, 54 w. HAAT 340 ft. P.O. address: 240 Chestnut Street. Southwest, Atlanta 30314. Estimated construction cost: $16,091; first-year operating cost: $5,000; revenue: none. Principals: V. W. Henderson, president, et al. Ann. Dec. 13.

■ Fulton, Miss.—Tombigbee Broadcasting Co. Seeks 101.7 mhz, 3 kw. HAAT 300 ft. P.O. address: 403 Adams Avenue, Okolona, Miss. 38860. Estimated construction cost: $36,360; first-year operating cost: $26,434; revenue: $67,200. Principals: Ralph Mathis (51%) and Aubrey Freeman (49%). Mr. Mathis has interests in WCPC-AM-FM Houston, WSJC-AM-FM Magee, WXTN(AM) Lexington and WSAO(AM) Senatobia, all Mississippi. He owns Pic Music Co., Okolona. He and Mr. Freeman have applied for new AM at Tupelo, Miss. Mr. Freeman is announcer and salesman at WCPC. Ann. Dec. 13.

■ *Valhalla, N.Y.—Westchester Community College. Seeks 88.5 mhz, 16 w. HAAT 180 ft. P.O. address: 75 Grasslands Road, Valhalla 10595. Estimated construction cost $1,000; first-year operating cost: $2,400; revenue: none. Principals: Joseph Hankin, president of college, et al. Ann. Dec. 14.

■ *Davidson, N.C.—Trustees of Davidson College. Seeks 90.5 mhz, 10 w. HAAT 60 ft. P.O. address: c/o Davidson College, Davidson 28036. Estimated construction cost: $2,500; first-year operating cost: $1,190; revenue: none. Principals: Warner L. Hall, president, et al. Ann. Dec. 13.

■ *Tiffin, Ohio—Heidelberg College. Seeks 88.9 mhz, 10 w. HAAT 80 ft. P.O. address: Greenfield Street, Tiffin 44883. Estimated construction cost: $2,315; first-year operating cost: $2,800; revenue: none. Principals: Leslie H. Fishel Jr., president of college, et al. Ann. Dec. 14.

■ *Pittsburgh—Pittsburgh Community Broadcasting Corp. Seeks 91.5 mhz, 840 w. HAAT 519 ft. P.O. address: Box 10250, Pittsburgh 15232. Estimated construction cost: $13,350; first-year operating cost: $28,100; revenue: none. Principals: Ellory Schempp, interim president, et al. Ann. Dec. 13.

■ Bayamon, Puerto Rico—RAAD Broadcasting Corp. Seeks 100.7 mhz, 50 kw, HAAT minus 45 ft. P.O. address: Bamboo Drive K-8 Urb, Torrimar, Guaynabo, Puerto Rico 00657. Estimated construction cost: $85,745; first-year operating cost: $33,200; revenue: $60,000. Principals: Ramon Rios Roure (51%), Roberto Davila Rodriguez (39%), et al. Mr. Roure has real estate interests in Puerto Rico. Mr. Rodriguez has resort and retail sales interests there. Ann. Dec. 11.

■ Waupun, Wis.—Collins Broadcasting Corp. Seeks 99.3 mhz, 3 kw. HAAT 141 ft. P.O. address: 609 Home Avenue, Waupun 63963. Estimated construction cost: $42,851; first-year operating cost: $6,000; revenue: $25,000. Principals: Jerry J. and Catherine J. Collins (together 97%). Collins Broadcasting owns WLKE(AM) Waupun. Ann. Dec. 13.

■ *Riverton, Wyo.—Central Wyoming College. Seeks 88.1 mhz, 10 w. HAAT 50 ft. P.O. address: Riverton 82501. Estimated construction cost $12,051; first-year operating cost: $2,000; revenue: none. Principals: Walter Palmberg, president, et al. Ann. Dec. 11.

Starts authorized

■ WLCL Lowell, Ind.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 24.

■ WONT(FM) Oneonta, N.Y.—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 360 ft. Action Nov. 24.

■ *WERG(FM) Erie, Pa.—Authorized program operation on 89.1 mhz, TPO 10 w. Action Dec. 1.

■ KBHB-FM Sturgis, S.D.—Authorized program operation on 93.1 mhz, ERP 25 kw, HAAT 1,060 ft. Action Dec. 5.

■ WSIM(FM) Red Bank, Tenn.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 22 ft. Action Nov. 27.

Final actions

■ Georgtown, Ky.—Central Kentucky Broadcasters Corp. Broadcast Bureau granted 103.1 mhz, 3w. HAAT 300 ft. P.O. address Box 516, Georgetown 40324. Estimated construction cost $28,915; first-year operating cost $11,680. Principals: Robert E. Johnson, president (100%). Mr. Johnson owns WAXU-(AM) Georgetown. Action Dec. 8.

■ *Grayson, Ky.—Kentucky Christian College. Broadcast Bureau granted 91.5 mhz, 10 w. HAAT not applicable. P.O. address College and Landsdown Avenues. Grayson 41143. Estimated construction cost $18,650; first-year operating cost $8.500; revenue none. Principals: J. Lowell Lusby, president, board of trustees, et al. Action Dec. 8.

■ *St. Louis—Montgomery-Hyde Park Neighborhood Advisory Council Inc. Broadcast Bureau granted 89.9 mhz, 20 w. HAAT 340 ft. P.O. address 2505 St. Louis Avenue, St. Louis 63106. Estimated construction cost $1,295; first-year operating cost $3,056; revenue none. Principals: Dr. Bobby Westbrooks, et al. Dr. Westbrooks is chiropractor. Action Dec. 8.

■ *New Brunswick, N.J.—Board of Governors of Rutgers, the State University. Broadcast Bureau granted 88.7 mhz, 1.35 kw. HAAT 125 ft. P.O. address 126 College Avenue, New Brunswick 08901. Estimated construction cost $30,288; first-year operating cost $10,000; revenue none. Principals: Archibald S. Alexander, chairman of board, et al. Action Dec. 7.

■ Middleport, Ohio—Radio Mid-Pom Inc. Broadcast Bureau granted 92.1 mhz, 1.9 kw. HAAT 370 ft. P.O. address Box 71, Middleport 45760. Estimated construction cost $33,332; first-year operating cost $30,000; revenue $36,000. Radio Mid-Pom Inc. is licensee of WMPO(AM) Middleport. Principals: John E. M. Kerr (52%) and Frank X. Rauch (48%). Mr. Rauch has interests in movie theatres in Athens and Coalton, both Ohio. Mr. Kerr is secretary and treasurer of Radio Mid-Pom. Action Dec. 8.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding. granted petition by Ogallala Broadcasting to amend application with respect to financial issue. to update information concerning business interests of principals and other related matters; by separate action granted petition by Industrial to amend application with respect to ascertainment of community needs, and by separate action granted petition by Ogallala to amend application with respect to issue of ascertainment of community needs (Docs. 19559-60). Action Dec. 11.

■ Acting Chief Administrative Law Judge Jay A. Kyle in Rockford, Ill. (Radio Rockford Inc. and Quest For Life Inc.), FM proceeding, designated Administrative Law Judge Basil P. Cooper to serve as presiding judge; scheduled prehearing conference for Jan. 9 and hearing for Feb. 1 (Docs. 19649-50). Action Dec. 7.

■ Acting Chief Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, designated Administrative Law Judge Charles J. Frederick to serve as presiding judge; scheduled prehearing conference for Jan. 10 and hearing for Feb. 2 (Docs. 19651-2). Action Dec. 7.

■ Administrative Law Judge James F. Tierney in Searcy, Ark. Horne Industries Inc. and Tellum Broadcasting Co., FM proceeding, granted petition by Broadcast Bureau and accepted proposed findings and conclusions (Docs. 18989-90). Action Dec. 8.

Other actions

■ Review board in Dinuba, Calif., FM proceeding, in response to motion by Radio Dinuba Co., deleted air-hazard issue in proceeding on Radio Dinubas application for new FM on ch. 255 (98.9 mhz), Dinuba. Radio Dinuba's request for trans. location and suburban issue against Korus Corp., competing applicant for the channel, was denied (Docs. 19566-7). Oction Dec. 8.

■ Review board in Dayton, Tenn., FM proceeding, granted petition by Broadcast Bureau for extension of time through Dec. 28 to file responsive pleadings to petitions by Erwin O'Conner Broadcasting Co. for reconsideration and for leave to amend in proceeding involving competing applications of Erwin O'Conner Broadcasting Co. and Norman A. Thomas for a new FM at Dayton. (Docs. 18547-8). Action Dec. 13.

Rulemaking action

■ FCC, in first report and order in Doc. 19598, assigned first class A FM channels to seven communities—ch. 296A to Gordon, Ga.; ch. 261A to Elkader and ch. 237A to Washington, both Iowa; 285A to Stanton, Ky.; ch. 221A to Mercersburg, Pa.; ch. 244A to Centerville, Tenn., and ch. 284A to Winnsboro, Tex. Action Dec. 13.

■ Fresno, Calif.—FCC amended FM table of assignments to assign ch. 290 to Fresno as seventh FM assignment (Doc. 19534). Change was proposed in response to petition by Atlas Broadcasting Co., licensee of daytime KXEX Fresno. Action Dec. 13.

■ Terrell Hills, Tex.—FCC retained assignment of FM ch. 292A at Terrell Hills, suburb of San Antonio, Tex. (Doc. 19524). Action Dec. 13.

Call letter applications

■ William R. Gaston, Southern Pines, N.C.—Seeks WIOZ(FM).

■ Lehigh University, Bethlehem, Pa.—Seeks *WLVR-FM.

Call letter actions

■ Emmett Valley Broadcasters Inc., Emmett, Idaho—Granted KMFE(FM).

■ Southwest Missouri State University, Springfield, Mo.—Granted *KSMU(FM).

■ Carteret Broadcasting Co., Morehead City, N.C. —Granted WMBL-FM.

■ Clarendon County Broadcasting Co., Manning, S.C.—Granted WTWE(FM).

Designated for hearing

■ Chief, Broadcast Bureau, set for hearing mutually exclusive applications of Prosser-Grandview Broadcasters Inc. and Bennett Broadcasting Co. for new FM on ch. 244 (96.7 mhz) in Grandview and Sunnyside, Wash., respectively (Docs. 19655-6). Prosser proposes operation with ERP of 858 w. and ant height of minus 91 ft. and Bennett proposes operation with ERP of 3 kw and ant. height of 28 ft. Action Dec. 11.

Existing FM stations

Final actions

■ WRTL-FM Rantoul, Ill.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 275 ft. Action Dec. 7.

■ WLHN(FM) Anderson, Ind.—FCC waived mileage spacing requirements of rules and granted application of Eastern Broadcasting Corp. to move trans. site and decrease ant height to 490 feet. Action Dec. 14.

■ WHAV-FM Haverhill, Mass.—Broadcast Bureau granted license covering main trans. for changes; ERP 50 kw, ant. height 350 ft.; aux. trans. ERP 30 kw; ant. height 350 ft.; (ant. side-mounted near top of WHAV-AM tower; overall height above ground 248 ft.); granted license covering aux. trans. to use former main trans. for aux. purposes only; ERP 30 kw. Action Dec. 7.

■ WLYK(FM) Milford, Ohio—Broadcast Bureau granted waiver of rules to identify as Milford-Mariemont, Ohio. Action Dec. 6.

Call letter application

■ KEDC-FM Northridge, Calif.—Seeks *KCSN-(FM).

Call letter actions

■ KVEN-FM Ventura, Calif.—Granted KHAY-(FM).

■ WFMG(FM) Gallatin, Tenn.—Granted WHIN-FM.

■ KIZZ-FM El Paso—Granted KLOZ(FM).

Designated for hearing

■ WHBI(FM) Newark, N.J.—FCC designated for hearing application of Cosmopolitan Broadcasting Corp., for renewal of license. Fifteen issues were designated for hearing, including whether Cosmopolitan failed to exercise adequate control over station programing. Action Dec. 13.

Renewal of Licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following North Carolina stations, co-pending auxs. and SCA's when appropriate: WFBS Spring Lake, WFGW Black Mountain, WDSL Mocksville, WEED-AM-FM Rocky Mount, WCVP Murphy, WDBS(FM) Durham, WCEC Rocky Mount, WCGC Belmont, WBBS Jacksonville, WDBM-AM-FM Statesville, WBHN Bryson City, WBIG Greensboro, WBLA Elizabethtown, WBT-FM Charlotte, WBZB Selma, WCAB Rutherfordton, WCBX Eden, WBBB-AM-FM Burlington-Graham, WRDU-TV Durham, WTVD(TV) Durham, *WFDD-FM Winston-Salem, WCTI-TV New Bern, WTAB Tabor City, WTOE Spruce Pine, WWIL(FM) Wilmington, WAAA Winston-Salem, WAAK Dallas, WAGY Forest City, WARR Warrenton, WATA Boone, WAYN Rockingham, WQSM(FM) Fayetteville, WREV Reidsville, WKBC-FM North Wilkesboro, WKJK Granite Falls, WPGD Winston-Salem, WPTL Canton, WQMG(FM) Greensboro, WMIT-(FM) Black Mountain, WKVO Havelock, WLLE Raleigh, WLOS-FM Asheville, WSMY Weldon, WTRQ Warsaw, WTYN Tryon, WFMA(FM) Rocky Mount, WFMX(FM) Statesville, WFRC Reidsville, WGAS South Gastonia, WGBG Greensboro, WGIV Charlotte, WGPL(FM) Winston-Salem, WRMT Rocky Mount, WSGH-FM Winston-Salem, WSIC Statesville, WSJS-AM-FM Winston-Salem, WGWR-AM-FM Asheboro, WIDU Fayetteville, WIFM-AM-FM Elkin, WVCB Shallotte, WWDR-AM-FM Murfreesboro, WWMO(FM) Reidsville, WYAL Scotland Neck, WYYD(FM) Raleigh, WCCB-TV Charlotte, WPGF-AM-FM Burgaw, WRCM(FM) Jacksonville, WRNB New Bern, WRXO-AM-FM Roxboro, WJNC Jacksonville, WJSK(FM) Lumberton, WKRK Murphy, WHCC Waynesville, WHSL Wilmington, WLOS-TV Asheville, WNCT-TV Greenville, WRAL-TV Raleigh, WXII(TV) Winston-Salem, WLLY Wilson, WMNC Morgantown, WKSM(FM) Tabor City, WITN-TV Washington, WBTV(TV) Charlotte, *WSHA(FM) Raleigh, *WASU(FM) Boone, WYRU Red Springs, WZOO Asheboro, *WAFR(FM) Durham, WEEB Southern Pines, WEGO Concord, WCNC Elizabeth City, WCOK Sparta, WDNC-AM-FM Durham, WSOC-TV Charlotte, WRCS-AM-FM Ahoskie, WRRZ-AM-FM Clinton, WSAT Salisbury, WCDJ Edentown, WAGR Lumberton, WKYK Burnsville, WLON Lincolnton, WKBC North Wilkesboro, WKIX Raleigh, WKSK West Jefferson, WEEW Washington, WENC-AM-FM Whiteville, WETC Wendell-Zebulon, WEZC(FM) Charlotte, WGTL Kannapolis, WHPE-AM-FM High Point, WHVL Hendersonville, WISE Asheville, WISP Kinston, WIZS Henderson, WYRN Louisburg, WTNC-AM-FM Thomasville, WTOB Winston-Salem, WVOE Chadbourn, WWIT Canton, WYNA Raleigh, WSRC Durham, WSTH Taylorsville, WSML Graham, WSOC-AM-FM Charlotte, WNCA Siler City, WOBR Wanchese, WOHS-AM-FM Shelby, WOOW Greenville, WPET Greensboro, *WTVI(TV) Charlotte, *WUNC-TV Chapel Hill, *WUND-TV Columbia, *WUNE-TV Linville, *WUNF-TV Asheville, *WUNG-TV Concord, *WUNJ-TV Wilmington, WLSE Wallace, WLWL Rockingham, WMBL Morehead City, WMFD-AM-FM Wilmington, WMNC-FM Morgantown. Action Dec. 6.

■ Broadcast Bureau granted renewal of licenses for following South Carolina stations, co-pending auxs. and SCA's when appropriate: WELP-AM-FM Easley, WDXY Sumter, WEAB Greer, WAGS Bishopville, WBAW Barnwell, WBER Moncks Corner, WLSC Loris, WQSN Charleston, WKYB Hemingway, WJAY Mullins, WJOT Lake City, WINH-AM-FM Georgetown, WHSC Hartsville, WYNN Florence, WTGR-AM-FM Myrtle Beach, WSPA-AM-FM Spartanburg. WPXI(FM) Charleston, WSIB Beaufort, WPCC Clinton, WMRB Greenville, WMYB-AM-FM Myrtle Beach, WORD Spartanburg, WPAL Charleston, WSPA-TV Spartanburg, *WEBA-TV Allendale, *WITV(TV) Charleston, *WJPM-TV Florence, *WNTV(TV) Greenville, *WRLK-TV Columbia, WBTW(TV) Florence, WCBD-TV Charleston, *WUSC-FM Columbia, *WSBF-FM Clemson, WSJW Woodruff, WCIV(TV) Charleston, WFBC-TV Greenville, WIS Columbia, WJMX Florence, WGTN Georgetown, WQOK Greenville, WKSC Kershaw, *WARP(FM) Due West, WCKI Greer, WOKE Charleston, WOLS Florence, WKSP Kingstree, WRHI Rock Hill, WVAP Burnettown, WPWR(FM) Saint George, WQIZ Saint George, WFGN Gaffney, WORG Orangeburg, WLOW-AM-FM Aiken, WKMG Newberry, WJES Johnston, WAZS Summerville, WAKN-AM-FM Aiken, WALD Walterboro, WANS-AM-FM Anderson, WATP-AM-FM Marion, WFIG-AM-FM Sumter, WFIS Fountain Inn, WFBC-AM-FM Greenville, WDKD-AM-FM Kingstree, WDOG Allendale, WCKM Winnsboro, WBBR Travelers Rest, WCRE Cheraw, WDAR-AM-FM Darlington, WBHC Hampton, WABV Abbeville, WIS-TV Columbia, WYMB Manning, WCCP Clemson, WSSC Sumter, WSTN(FM) Florence. Actions Dec. 6.

Modification of CP's, all stations

■ Fort Collins, Colo.—FCC granted request by Mountain State Radio and TV Corp. for mod. of condition on CP for commercial TV on ch. 22, Fort Collins, to permit hiring of Lowell S. Levine to provide advice and assistance in making station operational. Original CP contained condition that Mr. Levine, one of firm's principals, would resign. Action Dec. 13.

■ KEZZ(FM) Aitkin, Minn.—Broadcast Bureau granted mod. of CP to extend time of completion on June 13, 1973. Action Dec. 7.

Translators

Actions

■ FCC, in rulemaking notice, proposed amendment of rules to allow TV and FM translators to increase time from 20 to 30 seconds an hour for broadcast of locally originated announcements. Comments are due Jan. 29, 1973, and reply comments Feb. 8, 1973. Action Dec. 14.

■ WO2AY Northome, Bergville, Funkley and Shooks, all Minnesota—Broadcast Bureau granted license covering VHF translator (call letters changed to KO2HG). Action Nov. 30.

■ Angel Island, Mont., Lake Creek TV District—Broadcast Bureau granted CP's for three new VHF translators to serve Bull Lake area near Troy, Mont. on ch. 3, by rebroadcasting programs of KHQ-TV, ch. 6, Spokane, Wash.; on ch. 5, by rebroadcasting programs of KREM-TV, ch. 2, Spokane; and on ch. 7, by rebroadcasting programs of KXLY-TV, ch. 4, Spokane. Action Dec. 4.

■ Chemut, Ore., Walker Mountain Translator Association—Broadcast Bureau granted CP for new VHF translator to serve Chemut and Crescent on ch. 12, by rebroadcasting programs of KMED-TV, ch. 10, Medford, Ore. Action Dec. 4.

■ W73AJ Halifax and South Boston, both Virginia—Broadcast Bureau granted CP for UHF translator to change trans. location to 2.8 miles west on Highway 360 from junction of Highway 360 and 501, Halifax, and to make changes in ant. system. Action Dec. 6.

■ K292AC Labarge, Wyo.—Broadcast Bureau granted CP for new FM translator to serve LaBarge on ch. 292 (106.3 mhz), by rebroadcasting programs of KCPX-FM, ch. 254 (98.7 mhz), Salt Lake City. Action Dec. 5.

Other actions, all services

■ FCC proposed in rulemaking notice revised fee schedule for fiscal year 1974, approximating expected 1974 expenditures of $42,407,406. Proposals with some exceptions include across-the-board increase of 30% for broadcast services; 33⅓% increase in cable television annual fee and approximate 50% increase in filing fees for cable certificate of compliance applications, and single $10 fee for applications for new and renewed commercial operator licenses, first, second, or third class. Action Dec. 13.

■ FCC revoked, effective Dec. 29, the Oct. 14, 1971, order suspending closed-circuit tests of Emergency Broadcast System. Aciton Dec. 13.

■ FCC, in response to request by J. A. W. Iglehart, Lutherville, Md., for tax certificate for sale of his stock in Viacom International Inc., ordered that request be held in abeyance until he has sold stock. Action Dec. 13.

Ownership changes

Applications

■ KRAA(FM) Little Rock, Ark.—Seeks assignment of license from Little Rock Broadcasting Inc. to KRAA Inc. for $155,000. Sellers: J. C. Stallings, president, et al. Buyers: Bernard Mann (60%), Gilbert Gans (30%), et al. Messrs. Mann and Gans have majority interest in KALO(AM) Little Rock. Ann. Dec. 11.

■ KOWN-AM-FM Escondido, Calif.—Seeks assignment of license from Palomar Broadcasting Co. to Palomar Broadcasters Corp. for $370,000. Sellers: Alan B. Skuba, president, et al. Mr. Skuba has majority interest in KGOE(AM) Thousand Oaks, Calif. Buyers: John D. Feldmann and Arthur B. Hogan (each 40%), et al. Messrs. Feldmann and Hogan have brokerage firm in Burbank, Calif. They also have majority interest in Phoenix Broadcasters Corp., applicant for assignment of KAVR-AM-FM Apple Valley, Calif. Ann. Dec. 11.

■ KFI(AM) Los Angeles—Seeks pro forma assignment of license from Earle C. Anthony Inc. to Donald H. Ford, trustee of estate, and concurrent assignment from Mr. Ford to KFI Inc. for $14,927,000. Buyer: KFI Inc. is wholly owned subsidiary of Cox Broadcasting Corp., station group owner. Cox stations are: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; KTVU(TV) Oakland, Calif.; WIIC-TV Pittsburgh, and WIOD(AM)-WAIA(FM) Miami. Ann. Dec. 11.

■ KAOR(AM) Oroville, Calif.—Seeks assignment of license from Hill Radio Inc. to Oroville Radio Inc. for $150,000 plus $65,000 covenant not to compete. Sellers: Duane E. Hill, president, et al. Buyers: James J. and Carol G. McGiffin (together 100%). Mr. McGiffin owns Daily Record Inc., newspaper publishing firm in Ellensburg, Wash. He also owns 33⅓% of *Fairfield Daily Ledger*, Fairfield, Iowa. Mrs. McGiffin is parttime reporter. Ann. Dec. 11.

■ WINZ(AM) Miami—Seeks assignment of license from Rand Broadcasting Co. to Guy Gannett Broadcasting Services for $2.45 million. Sellers: Rex Rand, president, et al. Rand Broadcasting owns WINQ(AM) Tampa, Fla. Buyers: Guy Gannett Publishing Co. (100%). Guy Gannett Publishing Co. has newspaper and publishing business in Portland, Augusta and Waterville, all Maine. Firm owns WGAN-AM-FM-TV Portland and WHYN-AM-FM-TV Springfield, Mass. Principals: Jean Gannett Hawley, board chairman and director, et al. Ann. Dec. 11.

■ WAKO-AM-FM Lawrenceville, Ill.—Seeks assignment of license from Ray J. Lankford, George R. Lankford and Stuart K. Lankford dba Lawrenceville Broadcasting Co. to Stuart K. Lankford for $80,000. The Lankfords own WREY(AM) New Albany, Ind. George and Ray Lankford own WRAY-AM-FM Princeton, Ind. Ann. Dec. 11.

Actions

■ KINO(AM) Winslow, Ariz.—Broadcast Bureau granted transfer of control of Winslow Communications Inc. from Charles D. Wiedenman and Bruce G. Normandin (together 70% before, none after) to Mike J. O'Haco (6% before, 76% after). Consideration: $7,000. Principal: Mr. O'Haco owns cattle ranch in Winslow. Action Nov. 30.

■ WEFM-FM Chicago—FCC granted assignment of license from Zenith Radio Corp. to GCC Communications of Chicago Inc. for $1 million, plus reimbursement of expenses for moving ant. and trans. site. Commission dismissed petition to deny assignment filed by Citizens Committee to Save WEFM; group opposed format change from classical to contemporary music proposed by GCC Communications. Sellers: Zenith Radio Corp., publicly held company. Buyers: Alexander M. Tanger and General Cinema Corp. (50% each). Mr. Tanger owns WLKW-AM-FM Providence, R.I., and operates broadcast consultancy firm. General Cinema Corp. owns WIFI(AM) Philadelphia; KRBE(AM) Houston; WCCL(FM) Cleveland, and WGKA(AM)-WZGC(FM) Atlanta. Action Dec. 13.

■ WRKN(AM) Brandon, Miss.—Broadcast Bureau granted transfer of control of Radio Station WRKN Inc. from Edgar A. Starns Jr., Frank Blossman, David C. Blossman and A. R. Blossman Jr. to David C. Blossman (25% before, 49% after), A. R. Blossman (25% before, 26% after) and Roy Harris (none before, 25% after). Consideration: $1,500. Principals: David Blossman is program manager and Roy Harris is general manager of WRKN. Action Dec. 6.

■ WTRY(AM) Troy and WTRY-FM Albany, both New York—FCC granted assignment of licenses from Kops-Monahan Communications Inc. to Scott Broadcasting Co. of Pennsylvania Inc. for $1.9 million. Sellers: Daniel Kops, president, et al. Kops-Monahan owns WAVZ-AM New Haven and WKCI-FM Hamden, both Connecticut. Buyer: Herbert Scott (100%). Mr. Scott owns WTTM(AM)-WCHR(FM) Trenton, N.J.; WJWL(AM)-WSEA(FM) Georgetown, Del.; WPAZ(AM) Pottstown, WFEC(AM) Harrisburg, WKST(AM) New Castle and WFEM(FM) Elwood City, all Pennsylvania, and WTIG(AM) Massilon, Ohio. Action Dec. 13.

■ WRNA(FM) Charlotte, N.C.—Broadcast Bureau granted assignment of license from Belk Broadcasting Co. of Charlotte, N.C. Inc. to Sis Radio Inc. for $310,000. Sellers: Henderson Belk, president, et al. Buyers: Harriet A. Kaplan (62.14%). Stanley N. Kaplan (28.46%) et al. Mrs. Kaplan is secretary-treasurer and director of Sis Radio Inc., which owns WAYS(AM) Charlotte and WAPE(AM) Jacksonville, Fla. Mr. Kaplan is president of Sis Radio. He was formerly director of WGTR(AM) Chicago. Action Dec. 8.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announces Dec. 12 (stations in parentheses are TV signals proposed for carriage):

■ Mountain States Video, Jefferson county, Sheridan, Golden, Edgewater, Brighton, Broomfield, and Aurora, all Colorado (KBTV[TV], KOA[TV], KMGH[TV], KWGN[TV] and KRMA[TV], all Denver; KTVT[TV] Fort Worth, Tex.; KDTV[TV] Dallas; XEJ[TV] Juarez, Mexico).

■ Bayhead Mobile Home Community, Bayhead Mobile Home Park, Fla. (WCTV[TV] and WFSU-[TV], both Tallahassee, Fla.; WALB[TV] Albany, Ga.; WJHG[TV] Panama City, Fla.).

■ Cocoa TV Cable, Cocoa, Fla. (WSWB-TV Orlando, Fla.).

■ Cocoa TV Cable, unincorporated areas of Brevard county, Rockledge and Merritt Island, all Florida (WSWB-TV Orlando, Fla.).

■ Hawkeye Cablevision Inc., Windsor Heights, Iowa (WOI-TV Ames and KRNT-TV, KDIN-TV and WHO-TV, all Des Moines, all Iowa; WTCN-TV Minneapolis; KBMA-TV Kansas City, Mo.).

■ Community TCI of Kansas, De Soto, Gardner, Fairway and Bonner Springs, all Kansas (KBMA-[TV], KCMO[TV], KMBC[TV], WDAF[TV], KCPT[TV] and KCIT[TV], all Kansas City, Mo.; WIBW[TV], KTSB[TV] and KTWU[TV], all Topeka, Kan.; KQTV[TV] St. Joseph, Mo.; KWGN-[TV] Denver; KPLR[TV] St. Louis).

■ Louisiana CATV, Monroe, La. (KTVT[TV] Fort Worth; KDTV[TV] Dallas; WMAA[TV] Jackson, Miss.).

■ Louisiana CATV, West Monroe, La. (KTVT[TV] Fort Worth; KDTV[TV] Dallas; WMAA-TV Jackson, Miss.).

■ Pioneer Valley Cablevision Inc., Shelburne, Montague, Erving and Buckland, all Mississippi (WSBK-TV Boston).

■ Teleprompter of Oregon, Eugene, Lane county and Springfield, all Oregon (CHEK[TV] Victoria, British Columbia; KTNT[TV] Tacoma, Wash.; KTVU[TV] Oakland, Calif.).

■ Delta Cable TV Co., Delta, Pa. (WLYH-TV and WGAL-TV, both Lancaster, Pa.; WMPB[TV], WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore; WSBA-TV York, WITF-TV Hersey and WTPA-TV and WHP-TV, both Harrisburg, all Pennsylvania; WHYY-TV Wilmington, Del.; WTTG-TV and WDCA-TV, both Washington).

■ Blue Ridge Cable Television Inc., Polk township and Jackson township, both Pennsylvania (WNEP-[TV] and WDAU[TV], both Scranton; WBRE[TV] Wilkes-Barre, WLVT[TV] Allentown, all Pennsylvania; KYW[TV], WPVI[TV] and WCAU[TV], all Philadelphia; WCBS[TV], WNBC[TV], WNEW-[TV], WPIX[TV] and WOR[TV], all New York).

■ Miller Cable TV, Miller, S.D. (KORN[TV] Mitchell, S.D.; WTCN[TV] Minneapolis; KDLO-[TV] Florence, KPLO[TV] Reliance, KCOO[TV] Aberdeen, KTSD[TV] Pierre and KELO[TV] and KSOO[TV], both Sioux Falls, S.D.).

Final actions

■ FCC postponed final date for cable TV operators who were in operation on March 31, 1972, to comply initially with rules which require each cable system to conduct complete performance tests of system at least once each calendar year from Dec. 31 to Dec. 31, 1973. Action Dec. 13.

■ Cable TV Bureau granted following operators of cable TV systems certificates of compliance: Memphis CATV Inc., Memphis; Athena Communications Corp., De Sota, Miss.; West Memphis Cablevision Corp., West Memphis, Ark.; Monterey Peninsula TV Cable, Monterey, Carmel-by-the-Sea, Del Monte and unincorporated parts of Monterey county, all California; Highland Cable Television Inc., Granite Shoals, Tex. Actions Dec. 5. Oneonta Video, city of Oneonta, town of Oneonta, town of Otego, village of Otego, town of Laurens and village of Laurens, all New York; Waseca Cable Television Inc., Waseca, Minn. Actions Dec. 6. Midwest Cable Television Inc., Haxtun and Holyoke, both Colorado; Metro Cable Inc., Farmington and Lakeville, both Minnesota; Champlain Cablevision Inc., Warrensburg, N.Y.; Dillon Cable TV Inc., Dillon, Mont.; Enid Cable TV, Enid, Okla.; Storer Cable TV Inc., unincorporated areas of Ventura, Calif.; Ark City TV Cable Service Inc., Arkansas City, Kan.; Hawkeye Cablevision Inc., Ankeny, Iowa; Teleprompter of Commerce Inc., Cooper and Honey Grove, both Texas. Actions Dec. 7.

■ Los Banos, Calif.—FCC granted application for certificate of compliance by Televents of San Joaquin Valley Inc. Action Dec. 13.

■ St. Louis—FCC granted application by Melhar Corp. for certificate of compliance for new cable television system at St. Louis. Opposition by 220 Television Inc., licensee of KPLR-TV St. Louis, was denied. Action Dec. 13.

■ Toledo, Ohio—FCC granted application by Buckeye Cablevision Inc. for certificate of compliance and petition for special relief to serve portions of Toledo market. Objection to compliance application by D. H. Overmyer Telecasting Co. (WDHO-TV Toledo) was dismissed as moot. Action Dec. 13.

Other actions

■ FCC has initiated inquiry and rulemaking proceeding to determine to what extent special problems faced by smaller cable television systems might be alleviated. Comments are due Feb. 28 and reply comments March 28. Action Dec. 13.

■ FCC ruled that commission rules do not authorize cable TV system to carry network sports program of distant network station if program is blacked out on network station normally carried by cable system. Action Dec. 15.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 20. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Pinellas Park, Fla.*—American Television and Communications Corp. has been awarded franchise.

■ *Plainfield township, Pa.*—Township supervisors granted 20-year franchise to Twin County Trans-video Inc.

■ Sunbury, Pa.—City council approved $.50 rate hike requested by BKP Television Systems Inc. Effective Jan. 1, new rate will be $5.

■ *Lynchburg, Va.*—American Television and Communications Corp. has been granted franchise.

Professional Cards

Service Directory

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send $1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—$5.00 minimum.
—Situations Wanted, 30¢ per word—$5.00 minimum.
—All other classifications, 50¢ per word—$5.00 minimum.
—Add $1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) $25.00 per inch.
—All others $40.00 per inch.
—5" or over billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include names and address. Name of city (Des Moines) or of state New York) counts as two words. Zip Code or phone number including area code count as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words counts as two words.

RADIO

Help Wanted Management

Business Manager. Montana based radio-TV group wants accountant with minimum four years broadcast experience. Starting salary $12,000/up plus fringe benefits. Resume must include experience and references. Box M-127, BROADCASTING|

If you're tired of the big city rat race, or if you're tired of being the number two man in an owner-manager situation, maybe you'd like to consider a new position as Number One man! Here's an opportunity to manage a well-established station in Michigan's beautiful upper peninsula, with ideal fishing, hunting, snowmobiling, excellent living conditions and a fine school system. You may have to do some of your own minor maintenance, some of your own announcing, some of your own news coverage. You may have to be able to speak at the local high school, and address the local Rotary Club. You'll have to be a public relations man as well as a part-time salesman. But you'll be the number one man, and you'll have fun doing it! Salary with an over-ride guaranteed with an option to buy in. Experience necessary. Outstanding references will be required. Box M-145, BROADCASTING.

Wanted Mature adult to assume responsibility as administrative radio executive, involving program, management and sales. Good salary plus benefits, plus stock. Box M-146, BROADCASTING.

Sales

If you're a professional in sales, highly motivated and ready for a take charge position come join our four station group. We're a young aggressive management team and can offer you a very profitable opportunity. Send resume and track record to Box M-45, BROADCASTING. An Equal Opportunity Employer.

Assistant Sales Manager for AM station in border Midwest major market. Please send basic statistics to Box M-78, BROADCASTING.

Wanted—sales person for small market station. Male or female. Qualified to perform in competitive sales situation. Guaranteed—$200 draw against commissions. Equal Opportunity Employer. Send resume to Box M-83, BROADCASTING.

Sales Continued

Experienced salesman for Good Music FM in Florida's growth area. Good living, commission and future. Box M-122, BROADCASTING.

Can you sell? Do you like to sell, to increase your billing, win prizes, cash bonuses, trips. If you are experienced, and a hard worker, these rewards are well within your grasp, in one of California's fastest growing markets. Box M-134, BROADCASTING.

We are looking for additional reps to sell our products. Must already be in broadcast equipment sales field. Send photo and resume to Box M-147, BROADCASTING.

South Dakota aggressive full time MOR station seeks experienced, hungry salesman with play-by-play, ideas, drive. Reply with resume and picture. Box M-161, BROADCASTING.

All salesmen in ethnic radio. If you want a top station to sell, we have it for you. Major Midwestern market number 1 in Pulse in general market survey. Sales list completely wide open. Can earn 20 thousand a year or more. Send complete resume including photograph and salary requirements. Box M-173, BROADCASTING.

Looking for a challenge? This could be it. Manage, program and sell a currently automated (but doesn't have to be) FM station with background music in a competitive city of almost 20,000 in the Southeast. License and equipment are here. You provide the rest. Let's talk. Box M-178, BROADCASTING.

Will pay 30% commission to qualified copy-oriented radio salesmen. Experience and good recommendations necessary. City of 80,000. E. C. Stangland, Manager, KCHF Radio, Sioux Falls, S. Dakota 57101.

Experienced salesman or salesman-announcer. Contact General Manager, KGEK, Sterling, Colo.

Young, aggressive career minded salesman for Florida market of 125,000. Call or rush resume to John Meder, WBRD Radio, Box 1038, Bradenton, Fla. 813-746-9173.

Salesman-Announcer: You want to know details of station operation. You have college experience and want to invest in yourself. You can do an afternoon board shift and be a self-starter, service-oriented, morning salesman. We're a new small-town "Clear Channel" ABC affiliate serving a western Kentucky and southern Indiana regional area of 130,000 . . . Just a month old, we're doing so well we need your help. Your cohorts are professional, college graduates, who like what they're doing. Earn $2.00 p/hr for air shift + 15% commission on good list. We expect you to work hard at least one year. Then we'll help you to bigger market. Tape and resume: WKCM, Hawesville Kentucky 42348. (Don't laugh, we've had $400 million in industrial growth in four years.)

Hard-Hitting Closers (no AE types). We have some Good News and some Bad News. First the Good News . . . Our men averaged over $48,000 in '72. Now the Bad News . . . You get no draw, no expenses, only the best product of its kind in the world with unlimited markets in which to sell, internationally. The highest commission in the industry will pay you over $40,000 on only 3 sales a month. You must be a strong qualifier, and super one call closer and be willing to travel extensively. You must be the calibre that can present persuasively to Bank Presidents, Car Dealers and other executive types. No "blue suede shoe" types. You must work all day, every day, with the knowledge that several of our men earn more than $100,000 and that you can tool We sell packaged and customized radio, TV, print and point-of-sale advertising packages to respondents to trade shows, direct mail and referrals from customers. Big ticket sale, so "dollar-a-holler" specialists can't cut it!! 60% cold calls when in the market. Call Tom Davis, collect, 24 hours a day, at 301-771-4444, if you qualify (and if you're hungry and self-supporting).

I responded five months ago, found great market area! Now building sales staff. If you can sell, want good market, great potential, write me all info first letter: Reisinger, WPDC, Box 1600, Elizabethtown, Pa. 17022.

Sales Continued

Seasoned pro. Self-starter for only station in fastest growing county in New York state. Immediate employment. Contact Al Etkin, Mgr., WPUT, Brewster, NY 914-279-7171.

Announcers

Wanted, announcer with First. Good opportunity in West Kentucky. Equal Opportunity Employer. Send resume to Box M-159, BROADCASTING.

Radio Announcer. Southeastern station seeks experienced man who has good references and is a pro— who can obtain and hold an audience. Send tape, picture, resume and salary requirements. Box M-163, BROADCASTING.

Announcer/Program Director: Southwestern Ohio station needs young, better than average man with programing knowledge of Upbeat MOR, Contemporary and Rock. Good opportunity to grow with a new company. Send tape, photo and resume to Box M-165, BROADCASTING.

NE adult MOR quality 5,000 watt AM/FM Stereo needs mature pro to communicate with VIP market. Our sound is Shearing, Sinatra, Mancini. Polished product. 45 min. NYC. Warm, seasoned broadcaster, or young up and comer with serious attitude. Send 7½ IPS non-returnable tape, resume and salary requirements. Equal Opportunity Employer. Box M-168, BROADCASTING.

Experienced morning man-salesman needed for station in Southeastern city of 17,000. Salary plus commission adds up to fine income. Resume plus tape to Box M-177, BROADCASTING.

Immediate opening for experienced morning man. Salary commensurate with quality of performance. Fringe benefits. Contact Bill Orr, WVOS Radio, Liberty, N.Y. Equal Opportunity Employer.

ABC owned FM stations look for Rock 'N Stereo on air talent. Send tape and resume to Dale Pon, 1330 Ave. of the Americas, New York, NY 212-LT 1-7777.

Wanted experienced, dependable announcer. Become Music Director. Also need announcer-engineer. Call Manager, 314-586-8577.

Mature, experienced morning man who communicates, entertains and informs. Community minded. Progressive MOR format. Permanent future for right man. No floaters, no beginners. Picture, tape and resume to Dick Eaton, Box 1457, Colorado Springs, Colo. 80901.

Technical

Engineer. Seattle Classical Music station has opening for qualified engineer with experience in thorough preventive maintenance of RCA AM 1KW xmtr, plus adequate voice and experience in classical board work. Send resume, references and tape to Box M-103, BROADCASTING.

Chief Engineer—young pro specializing in Top 40 audio. Major station East Coast. Box M-119, BROADCASTING.

Chief Engineer for established major deep South 5KW AM, and 100KW Stereo FM. Exceptional opportunity for a young sound specialist with a super-sensitive ear for top quality audio. Facilities include brand new studios. Excellent fringe benefits, including a house. Salary commensurate with ability. Send picture, complete resume, including references, to Box M-139, BROADCASTING.

Midwest AM needs experienced chief engineer. Good salary. Minimum board work. Reply Box M-162, BROADCASTING.

Chief who appreciates challenge, and wants to be appreciated. We're innovators. You must be tool References, resume. Rockies. Box M-180, BROADCASTING.

Man with first ticket. WAMD, Aberdeen, Md. 21001.

Chief Engineer/Announcer for AM/FM nondirectional. Will run professional station. Good salary and fringe benefits. Charles Hubbard. WLOP/WIFO, Jessup, Ga. 912-427-3711.

Technical Continued

Opening for Chief Engineer for Albany, Georgia, AM-FM. Must be strong on maintenance. Send resume to WMJM, Cordele, Ga.

News

News Director for 5,000 watt, news oriented, CBS affiliate. Competitive market. Responsible for directing three newsmen. Previous ND experience and solid delivery desired. Send resume and tape that will be returned. Box M-91, BROADCASTING.

Self motivated newsman who enjoys digging for news. Requisites: professional delivery, creativity, stability, play-by-play optional. Excellent opportunity in a Midwest growth market. EOE. Tape and resume to Box M-120, BROADCASTING.

Experienced news director to head four man department. Top rated network affiliate in upper Midwest. Send resume and tape to Box M-126, BROADCASTING.

Newsman. Good opportunity in Pennsylvania college community. Must be able to dig, write, and broadcast local news; and have voice and ability to cover inside and outside. All replies must include tape. Equal Opportunity Employer. Box M-130, BROADCASTING.

News Director for prestige fulltime station in small Nebraska community. Must be able to gather, write and deliver local news. Send resume, picture and tape to Box M-151, BROADCASTING.

News Director medium market central Virginia ABC affiliated. Dedicated professional delivery. Send tape, resume, references and salary requirements to Box M-175, BROADCASTING.

Contemporary station in college town needs news person for afternoon drive. Write, produce and deliver the news with your creative touch. Some outside reporting also. Experience required. Expanding news. Position open now. Write or call News Director, WAZY, Lafayette, Indiana.

Want to build a news career? Our last man is now major market news director. It takes strong voice, dedication, and concern for investigative as well as routine reporting. Tape, resume, references. Box 2090, Casper, Wyoming 82601.

Programing, Production, Others

Need experienced Program Director for medium size Midwest market. Knowledge of Modern Country format helpful but not essential. We want a creative person with strong personality that can guide and motivate people to their fullest potential. Salary negotiable. Fringe benefits. Box M-64, BROADCASTING.

Copywriter—air personality for young, fast-growing N.Y.-N.J. Metropolitan MOR daytimer. Searching for male-female applicant to split talents between writing and air shift. Send resume, air check and sample copy to Box M-128, BROADCASTING.

Program Director that can pull an air shift and knows the new sound of Contemporary Soul. Minority groups encouraged to apply. No drifters. Big voice. Salary open. Please send tape, resume, salary requirements and recent photograph in first letter. Box M-142, BROADCASTING.

Program Director for quality fulltime station in small Midwest community. Should be experienced in air work, production, supervision of the "inside shop". Send resume, photo and audition tape to Box M-152, BROADCASTING.

Hartford, Connecticut area. Programing operations, announcing, copy writing. Opportunity for advancement. Send resume, salary requirements. Box M-166, BROADCASTING.

Program Director. Start immediately. Top FM Rocker in Chicago. Experienced in writing production and knowledge of FCC rules. If you cannot deliver top ratings, this is not for you. Send tape and resume to the attention of Charles E. Manson, WGLD, 408 S. Oak Park Ave., Oak Park, Ill.

Situations Wanted Management

14 years successful radio, TV station and syndication sales and station management. Excellent track record and credentials. Capable of group sales or management direction. Desires sales or management challenge with aggressive station or group with growth potential. Box M-112, BROADCASTING.

Manager available now. Proven successful background. Know promotions, programing, and FCC. A real money maker. Box M-156, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Talk show host: experienced talk show host including success in Los Angeles. Strong demographics as well as strong ratings. All markets considered. Box M-143, BROADCASTING.

Female. Black. Professionally trained dj, newscaster, announcer, wants secure job. Prefer dj. Any kind of format. Will relocate. Prefer NY area. Box M-149, BROADCASTING.

Personality plus. Experienced articulate and Black. Ambitious, versatile, soul jock for hire. For tape and resume write Box M-150, BROADCASTING.

1st phone announcer, newsman looking for good medium market position. Hard working. 703-941-5317. Box M-154, BROADCASTING.

Reliable, ambitious jock, 26, married, experienced can work solo. Versatile, follow direction. Tight board, creative, good commercials, 3rd endorsed. Aggressive sales, authoritative news and production. Good references. Available now! Reply Box M-170, BROADCASTING.

Knowledgeable C&W dj, six years experience, seek sign on shift. Medium market. Prefer Midwest. No corn, shouting, honest delivery. Music Director. 48,000 market in Missouri. 3rd endorsed. Box M-171, BROADCASTING.

Northeast preferred. Experience (eight years) with enthusiasm. Employed. First phone. MOR or CW. Awaiting the right opportunity. Box M-172, BROADCASTING.

Professionally trained, Spanish and English announcer. 22 years old, will go any place. George Vargas, 331 Mill St., Southington, Conn. 06489. 747-5769 or 621-0596.

Anyone interested. In an ounce of experience, tons of talent and ambition, aggressive, hard working, middle age man? Will relocate, looking for a full time, permanent job. Salary isn't important. I'm your man. Fred Brown, Box 44, Roosevelt Station, Dayton, Ohio 45417.

Looking for announcing job in Wisconsin. Brown graduate, 3 years experience. Call 715-443-2594.

Country Music good morning man, 17 years, nine in present market. Old but not tired. Can and will sell. South only. Hal Howard, Box 5445, Panama City, Fla.

Young Columbia School of Broadcasting grad seeking announcing position in small station in NY, Penn, NJ or Conn area. Contact Gregory Bresiger, 91-04 109th, Richmond Hill, NY 11418, telephone 212-849-2313.

Looking for first break into broadcasting. Young, hardworking, 3rd endorsed, will relocate. Al Linscott, 143 King Hill Rd., So. Braintree, Mass. 02185. 617-843-3939.

Sports announcer-dj. Broadcasting school grad. Hardworker, willing to relocate and stay awhile. Ron Mangin, 2289 Piper Dr., Arnold, Mo. 287-4874.

Philadelphia MOR dj/news. Experienced; TV booth, cameraman, floor, #1 news. Engineer #1 AM, FM supertight. Assistant PD, MD. Opportunity most important. Seek relocate PD, jock, TV. Reply: 4214 Van Kirk, Philadelphia. Phone 215-JE 5-3883.

I want that break! 3rd endorsed, 23, single. Will send tape and resume upon request. J. Robert Apple, 1312 Hillsdale Dr., Monroeville, Pa. 15146. 412-372-8322.

Technical

Engineer exp. all phases broadcasting AM FM Stereo directional transmitters and broadcast audio equipment available at once to your location. Box M-179, BROADCASTING.

1st phone technician. Solid electronic training. Looking for practical experience. Salary very negotiable. Vincent Topazio 914 YO 9-4106.

News

Four years experience. Available for immediate employment in your news department. Heavy emphasis on local news. Can also be utilized as dj and/or talk show host. Ed Campbell, 370 C River Rd., Nutley, NJ.

Sports is my business. 2 years play-by-play baseball, basketball, football. 3 years general manager minor league baseball clubs. Want full-time radio—play-by-play, sports news, features. I know all sports, can deliver to your listeners. Great interviewer. 3rd endorsed. Also considerable ad sales experience. Possible sports-sales combo. College grad. Will relocate anywhere. Dick Dorfman. 703-460-0850.

'Tis the season for giving. Give me opportunity, I'll give you hard working newsman. Can do sports also. Will relocate but prefer Midwest. Call Jim 502-452-6420.

News Continued

Newswoman—recent broadcast, experienced reporter. Will relocate. Susan McNett, 14306 Lowe, Riverdale, Ill. 60627. Call 312-849-2303.

Recent MS in Communications seeks RTV newsman position. Third phone endorsed, experience film/air, will relocate. Resume and references on request. William Briggs, 1510 S. Bascom, #63, Campbell, Calif. 95008. 408-371-4525.

Programing, Production, Others

17 year pro wants program director job. Enjoys early morning shift. Exceptional production. Sports and news. Call Wes Unold, 206 Long Acres, Jacksonville, NC 28540. 919-347-2639.

TELEVISION

Help Wanted Management

Promotion Manager. Network affiliated TV station in major upper Midwest market. Great opportunity for self motivated person who isn't afraid of work. Apply Box M-58, BROADCASTING.

Aggressive Newsmen and Photographers who are not afraid to work, and who would be dedicated to building the best television news organization any place. Network affiliated TV station, top 20 market, located in upper Midwest. We want people who are excited about news work. Apply Box M-67, BROADCASTING.

Director of broadcasting, large Midwestern university, in charge of AM-FM-TV broadcasting and film production; works with on-campus instructional TV. Required: administrative ability, production experience, imaginative conception of educational broadcastng. Box M-108, BROADCASTING.

Director of Marketing. Group broadcaster needs 5 MBA graduates to fill newly created positions at our 5 television stations. Station sales experience desirable. Candidates selected will be in charge of all marketing services at each station and be groomed for top level management positions. Send resume to Box M-115, BROADCASTING.

General Sales Manager. Top 10 market VHF network affiliate. Income range $45,000 to $50,000 per year. Rush resume to Box M-116, BROADCASTING. Completely confidential.

Sales

Station in top 10 TV markets looking for bright young sales trainee. He is self motivated, isn't afraid to work, has basic intelligence, and can take guidance well. He must sacrifice to start, but long term rewards are excellent. Major independent chain. Send resume and other pertinent information to Box M-110, BROADCASTING.

TV Salesman. Chicago network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box M-114, BROADCASTING.

Technical

Chief Engineer-TV is needed by higher educational institution in central New Jersey to design, operate and maintain a new color CCTV system, FCC license required. Excellent salary and liberal fringe benefits. Send resume and salary requirements to Box M-144, BROADCASTING.

Engineer with first phone for Southwestern VHF. Experience not required but must have trade school or military training. Basic starting salary $126.93 with annual increases, paid holidays and vacation plus other benefits. Send brief resume to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, NM 87106.

Needed immediately: systems techs with at least 5 years experience with 1200's, TR-70's AVR-1's cameras (Broadcasting color), HS 100's and 200's in Chicago area. Positions are with an international production house. Full benefits and salary commensurate with experience. Please send resume to Editel Productions Inc., 1920 North Lincoln Ave., Chicago, Ill. 60614.

Gravco Sales, Inc., a subsidiary of the Grass Valley Group, Inc., needs a regional salesman for the Northeast area. A strong technical background in broadcasting is essential. Please send a resume to Robert E. Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, NY 11021.

News

Young, aggressive working newsman to co-anchor top 60's market upper Midwest network affiliate. The man we seek may now be weekend back-up man just waiting for "that opportunity." Resume and VTR required. Box M-53, BROADCASTING.

News Continued

Experienced, award winning producer, editor, writer, reporter seeks position with news-public affairs oriented commercial or ETV. Box M-167, BROADCASTING.

Programing, Production, Others

Director-Announcer. Media market VHF needs two talented director-announcers. Advancement available with Equal Opportunity Employer. Send resume, references and salary. Box M-148, BROADCASTING.

TV Promotion Pro. Florida VHF network affiliate needs a creative charger who can handle on air, print, radio, and all the other nuts and bolts in station promotion. Top writing talent a must. Send resume and salary requirements to Box M-158, BROADCASTING.

Wanted: Experienced television script writer with research ability and knowledge of Black History for Afro-American series to be produced in Maryland. Documentary or news experience helpful. One year contract. $10,000-$15,000 depending on experience. By resume only to Afro-American, 10317 Reisterstown Rd., Owings Mills, Md. 21117. An Equal Opportunity Employer.

Situations Wanted Management

14 years successful radio, TV station and syndication sales and station management. Excellent track record and credentials. Capable of group sales or management direction. Desires sales or management challenge with aggressive station or group with growth potential. Box M-112, BROADCASTING.

Operations-Program Manager. Available for move to larger market or challenging opportunity. 17 years in V-UHF-TV, three new stations. All phases programing, operations. Results-oriented. Accustomed to much responsibility. Presently employed. Excellent references. Box M-133, BROADCASTING.

Situations Wanted Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Technical

Engineer, first phone, experience AM, FM and TV. Presently employed. Experienced installation and maintenance. Technical school graduate. Resume and photo. Box M-111, BROADCASTING.

Experienced video tape operator editor seeking position with production house or station with heavy tape commitment. Willing to relocate. Box M-164, BROADCASTING.

News

Major network director/producer. Heavy news background. Professional, experienced, young and aggressive. Currently employed in NYC. Willing to relocate for the right opportunity. Contact me at Box M-174, BROADCASTING.

Programing, Production, Others

Looking for a woman? Highly motivated, no-nonsense woman director wishes to direct. Box M-43, BROADCASTING.

Young, aggressive, and creative Producer Director wants position at PTV or ETV station, but will consider others. 5 years experience all phases TV and 16mm film production. I can produce and direct your studio productions and or film projects. BA, single, will relocate. Box M-132, BROADCASTING.

Young experienced producer-director ready to move up. Seeking director or Production Manager position. Box M-155, BROADCASTING.

Are you looking for fresh, young talent? Someone with savvy and experience? Look no further. I am a broadcasting graduate of a major NY college. Experienced as an announcer, deejay, TD, director, cameraman and audioman. Worked as staff writer for syndicated quiz show. Willing to start small and will relocate anywhere. All inquiries answered. Write to Gary Jacobson, 17530 NE 8th Place, N. Miami Beach, Fla. 33162.

CABLE

Help Wanted Technical

CCTV facility needs experienced technician to assume responsibility for equipment performance. Contact High/Scope Foundation, Ypsilanti, Mich. 48197. 313-485-2000.

WANTED TO BUY EQUIPMENT

Need all equipment for new FM 3KW, 334 ft. tower. Send full info, description, price. WAXU, Box 516, Georgetown, Ky. 40324.

Wanted: One 700 to 1000 ft. guyed antenna, used but in good condition, 40 to 50lb. windload. Contact: Floyd Hubbard, Radio Station WVJS, Box 371, Owensboro, Ky. 42301.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

Audiotechniques, Inc. wants to buy your used Schully Model 280 series tape recorders, any width from quarter inch to two inch. Write or phone Bob Berliner or Ham Brosious giving condition, serial number and configuration. Audiotechniques, Inc., 142 Hamilton Ave., Stamford, Conn. 06902. 203-359-2312.

FOR SALE EQUIPMENT

Tele-Pro 6000 rearview projection system with 10 x 12 screen and remote slide changer. Originally cost over $3800, sell for $500 FOB Idaho Falls, Idaho. KIFI-TV, 208-523-1171.

Spotsmaster five spot—completely rebuilt, tested, and guaranteed. $1,200. Autodyne, Box 1004, Rockville, Md. 20852. Phone 301-762-7626.

250 watt FM transmitter cost $500. Phone 317-778-2161.

For Sale: 2 RCA TK 60 cameras—complete. Also two 10-1 zooms, sync generators, test set, CDL distribution amplifiers, Grass Valley procamps. Contact Paul Coughlin, EDC, 39 Chapel St., Newton, Mass. 02160. 617-969-7100.

Factory loaded Fidelipac cartridges, Spotmaster new-used-parts-service, over forty manufacturers, immediate delivery. Communications Medias, Box 54, Allentown, Pa. 18105. 215-437-0607.

For Sale: General Electric transmitter Model XT-1-A. Needs some work to make it operational. Inquire to KALE, Box K, Pasco, Washington 99301. Telephone 509-547-3388.

Moseley ADP-220 auto logger, 2 months old with accessories. Contact Bob Saulniers, WSAR, Box 927, Fall River, Mass. 02722. 617-677-9477.

U.S. Gov't. surplus. Save 75% on video tape! Degaussed, guaranteed! Top brands—Scotch, Ampex, Memorex. ½"x7200', $12.50; 1"x3600', $10; 2"x3600', $15. Brand new Ampex 779, 2"x3600', $25; 10/$225. FOB Houston. GENSCO, Box 14628, Houston, Texas 77021. 713-748-3350.

Alford type 1052 Diplexing Filter, 500 ft. rigid 3⅛" coax with bullets and hangars, 5 sections Alford Ch. 9 antenna. All in excellent condition priced to sell individually or as a package. Contact Reggie Moffat, Mid-Fla. TV Corp., Box 6103C, Orlando, Fla. 32803 or phone 305-841-5040.

Sparta, AC-155B console remote unit. Like new. Features latest A-15B mixer, best quality Russco Sycronous turntables. Bought two, can use only one. $995. Buyer pays shipping. 304-536-1310.

Equipment for sale: Collins 1KW transmitter with Stereo generator. Used only 19 months. $5,000 FOB St. Cloud, Minn. Collins 4 bay circular antenna 37 CP-4 tuned to 91.1 and Collins 4 bay horizontal antenna 37M-4. Best offer. Write Minnesota Educational Radio, Inc., 400 Sibley St., St. Paul, Minn. 55101. 612-222-5545.

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 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Instruction Continued

Elkins in Denver**, 420 S. Broadway.

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

Elkins in New Orleans***, 2940 Canal.

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

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

Elkins in Memphis***, 1362 Union Ave.

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

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date January 3, April 11, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone! Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. $(10.00 with broadcast endorsement) 2nd. ($12.00), and 1st. ($16.00), phone exams; complete package, $25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

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 training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First Class Ticket in 3 weeks or less. Start January 8, 15, 22, or 29th. VA approved. Tuition $330.00 American Institute of Radio, 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-2480

Need 1st phone fast? Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin January 8, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

COMEDY MATERIAL

30 Minute pop-in tape! Hundreds comedy one liners, includes Sexy Gal. $10. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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

$225 a week . . . and more! That's what we earn in major market radio. You can, too. Send $3 for tips on how to break in. DAKO Products, Box 7133, Burbank, Calif. 91505.

Music for Sale: 65-3600 ft. reels-half track, two-direction, 3¾ IPS mono MOR music. Five reels of Christmas included. Make offer. 308-632-7121. Box 239, Scottsbluff, Nebr.

RADIO

Help Wanted Management

GENERAL MANAGER

We need a General Manager for our Midwest full-time station. Sales Managers and Station Managers interested in the $35,000 to $40,000 income level and an equity position should apply. Sales experience and managing capabilities a must. Send resume to Dr. White, Management Consultant, Box M-104, Broadcasting. Your identity will be protected.

Help Wanted News

NETWORK O & O NEEDS A NEWS DIRECTOR WHO IS WILLING TO ACCEPT COMPLETE RESPONSIBILITY FOR A FULL TIME STAFF IN A TOP-TEN MARKET. SEND RESUME, TAPE & SALARY REQUIREMENTS TO BOX M-160, BROADCASTING MAGAZINE.

An Equal Opportunity Employer. We encourage applications from both sexes and all races.

Help Wanted Announcer

FEMALE ANNOUNCER

Are you a gal with a great voice, professional attitude and 3rd class F.C.C. license? Are you willing to work hard to earn a spot with a major market, group owned adult music station? If the answer is yes, send a resume and audition tape to

Box M-169, BROADCASTING
An Equal Opportunity Employer

TELEVISION

Help Wanted Management

LOCAL SALES MANAGER

We're one of America's leading television stations and located in a large Midwestern market. Position available as a result of internal promotion. Candidates must have local sales experience and possess ability to develop and implement effective marketing strategy and planning for 6 man local Sales Department. Forty thousand base salary and excellent bonus arrangement. Send resume to Dr. White, Management Consultant, Box M-106, Broadcasting. Your identity will be protected.

Help Wanted Sales

TELEVISION & RADIO SALESMEN

Network owned and operated station group will be adding experienced Salesmen in 1973. Excellent opportunities in both television and radio, including company owned national representative division. Rapid advancement for candidates with management potential. Submit detailed resume to Box M-117, Broadcasting. Confidential. Equal Opportunity Employer.

ACCOUNT EXECUTIVE

Special 1-year training program now available to an experienced Account Executive interested in becoming a Broadcast Management Consultant specializing in executive search. Successful candidate will work closely with television and radio station ownership in human resources development. Qualifications must include college degree, high energy level, superior learning ability, and strong interest in being recognized as an industry leader. Limited travel. Prestigious suburban Chicago offices. Twenty-four thousand annual draw against percentage of billings. Opportunity to earn $50,000 per year plus stock participation. Call Fred Harms, Vice President, Ron Curtis & Company, 312-693-6171.

Major Station Changing Format

Contemporary. Needs all new staff.

Jocks to $300 weekly.

Newsmen to $250 weekly.

Send tape and resume to:

Box M-181, Broadcasting

Sales Continued

TV SALES

WTCN-TV, Minneapolis, Minnesota seeks experienced broadcast account executive. Send resume or call Jim Wiley, Sales Manager, 2925 Dean Boulevard, Minneapolis, Minnesota 55416. Telephone AC 612-920-9022 or 927-8881.

Help Wanted Technical

Maintenance/Construction technician with solid experience in live color cameras and VTR. Top Union rates with major Eastern station.

Write Box M-153, BROADCASTING

FIELD SERVICE ENGINEERS

Tape Recorders

Ampex has immediate openings for qualified field service engineers to live in the Chicago area to cover the Central United States.

Experience in service broadcast quality VTR's and television broadcast cameras is required. VR-2000, AVR-1 and ACR-25 equipment knowledge is desirable.

Please send your resume or call Len Hase, 2201 Estes Ave., Elk Grove Village, Ill. 60007. Phone: (312) 593-6000, Ext. 2237. An Equal Opportunity Employer M/F.

AMPEX

Help Wanted Programing, Production, Others

Program Director for Black Oriented Fulltime station in major.

Unusual opportunity for an experienced Program Director. All replies held strictly confidential.

Box M-141, Broadcasting

Situations Wanted News

WANTED
A Different Challenge

Experienced radio-TV newsman, with additional background in wire service, newspaper, and broadcast management, looking for out-of-the-ordinary assignment, preferably foreign.

Box M-118, Broadcasting

Help Wanted News

Sports Pro?

You might be! But not because you read the scores and interview players. We'd expect that from our third stringer! You could be our pro if you provide the unusual as well, if you're an innovator and creative enough to do commentary.

If you're ready for a top five Eastern market with a station that not only reports but broadcasts sports, tell us what makes you great!

Box M-71, Broadcasting

Situations Wanted News

ANCHORMAN

NY radio network correspondent seeks new challenge in key TV slot. Attractive, personable, young, good writer, clear delivery and experienced in-the-field reporter. 12 years in broadcast news. Family man. Excellent references from network. Available after January.

Box M-176, Broadcasting

CATV/Cable Help Wanted

ENGINEERING DIRECTOR/ CATV

Positions for chief engineers of new cable television systems to be built in major markets, northeast, south, southwest and west coast. Responsibilities to include organization, administration and supervision of all aspects of engineering, construction and future operations.

Experience as chief or assistant chief engineer in commercial television, or similar cable television experience desired. Attractive salary and liberal benefits with established major cable television company. Local interviews to be arranged.

Reply in confidence with full details, including salary requirement to

Personnel Department
P.O. Box 2848
Tulsa, Okla. 74101

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Business Opportunities

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"Opportunity Unlimited"

Looking for a change? One with challenge? Do you want an opportunity that offers unlimited earning potential, security, plus advancement? Then investigate this Ad. Former Broadcaster (16 years) needs qualified Salesman to sell advertising-merchandising concept — in Minnesota, Wisconsin, Arizona, Southern California, (plus several States being opened soon). Big demand for our product. We need self-organizers who can sell and supply demands of over 200 categories of business leasing, or buying our products. Sales Managers, Sales Representatives needed at once. Sales training plus sales field assistance provided. Act now, contact

Glenn H. Pederson
General Manager
Commander Board Sales, Inc.
321 South 3rd Street
La Crosse, Wis. 54601
A-Code 608-782-0580

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I've got a "buck" to invest and an "acre" of experience . . . seek a place to put 'em.

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The WALTER JOHNSON COMEDY ROAD REPORT! On tape, over 500 hilarious episodes! Average length, 1½ minutes. Ideal drive-time satire, any format. As low as $1.00 per show in many markets. A proven money maker. No long-term contract required. Localized promos, commercials by **WALT JOHNSON available.** A proven moneymaker. Phone or write: **MINICAST PRODUCTIONS, Box 1110, Roseville, Calif. (916) 791-4111.**

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30 years of experience on both sides of the mike qualifies me as your "Consultant."
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Brokers & Consultants to the Communications Industry

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Class B FM in established East metro market. A rare offering @ $110M, cash.

Non-directional daytime AM serves substantial New England market; excellent potential. Recent equipment. Available as stock purchase @ $175M, terms; includes real estate.

Profitable AM/FM fulltimer, small Northeast community; nearby colleges, recreation areas add "the good life." $200M, 29% down.

FOR SALE Stations

MIDWEST AM
1 KW FULLTIME

Did $191,000 in 1971, will do about $210,000 in 1972. Equipment good condition. Excellent radio market. Terms or cash. Write:

Box M-157,
BROADCASTING

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Priced less than 2 times gross for immediate sale

Full time 5 KW facility—top growth market—station will gross over $300,000 this year—one of two dominant facilities in five station radio market. Price: $550,000.

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FL	Metro	Daytime	$550M	29%	E	Medium	Fulltime	$240M	Cash
SE	Suburban	Fulltime	$1MM	Nego	MW	Metro	Daytime	$550M	Cash
SE	Major	Daytime	$550M	Nego	E	Major	Daytime	$250M	Terms

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Pillsbury's Earl Clasen, the new and down-to-earth president of the ANA

Those close to the affairs of the Association of National Advertisers readily attest to the opportune rise of Earl A. Clasen of Pillsbury to the ANA chairmanship. They acknowledge that this is a critical year for advertising. And, "it could be said of Earl Clasen," said one of his associates, "that he is responsive to the times." And certainly in this period of unabated consumer activism the leadership spot in an advertising association has become crisis-prone.

As the ANA chairman, Earl Clasen will hold his first board meeting in New York on Jan. 17. The session will launch what could very well prove to be one of the advertising industry's more exciting years with legislative proposals piling up in Washington (most of them potentially restrictive) and with activist demands becoming more challenging.

Whatever Earl Clasen does at the ANA, he's not expected to shake things up radically. His associates agree that Mr. Clasen acts from deeply held convictions that he's assembled over the years on advertising and on the business community.

Mr. Clasen's associates say, however that the Pillsbury executive isn't about to sidestep the issues. Mr. Clasen says that "ANA has a role to play. The advertiser has to be involved [in consumer affairs]. He cannot abdicate to his advertising agency or to media or to government, but must play a leadership role in the function of the advertising business."

Mr. Clasen says Robert J. Keith, recently retired as Pillsbury's board chairman and chief executive officer, and Leo Burnett, founder of the Chicago-based advertising agency, greatly affected his outlook in advertising and in business—Mr. Keith because he was "humanistic and disciplined, as in the area of consumer affairs" and the late Mr. Burnett because of his ability to base success on "impeccable integrity as well as on good creative marketing plans and advertising."

Mr. Clasen says he's well aware of consumerism's rising star. But his philosophy for contending with the consumerist challenge is to "manage the marketing and advertising process so that there is no need for government regulation in the area." He notes that at Pillsbury, policies and procedures have been accepted which are "very positive" toward consumerism "but do not inhibit creativity."

A close colleague says Mr. Clasen is "philosophic" about business and industry. He concerns himself about "rights and wrongs" in business, and "sees the issues more clearly than most businessmen."

Earl Albert Clasen, vice president-corporate marketing, the Pillsbury Co., Minneapolis; b. Jan. 10, 1918, South Milwaukee, Wis.; BA, mathematics and business, Gustavus Adolphus College, St. Peter, Minn., 1939; taught high school mathematics, Atwater, Minn., 1939-40; clerk, W. H. Farber Oil Co., Minneapolis, 1940-44; joined Pillsbury advertising department, 1944; advertising manager, grocery products division, 1947; marketing director, 1952; vice president-manager, 1962; appointed to current post, 1968; m. Doris Jean Day, 1941; children—Judy, 29; Mark, 25, and Nancy, 22; trustee, Gustavus Adolphus College; elected chairman, Association of National Advertisers, Nov. 27, 1972; served as member, ANA management policy committee and its board, and associated with National Business Council of Consumer affairs (subcommittee on advertising and promotion).

He believes that one role of the advertising and marketing business is to encourage the younger marketing executive to "make decisions which understand the consumer impact on business," thereby "keeping pace" with events in the marketplace.

As the top corporate man in advertising at Pillsbury, a company that spends in the $14 million-to-$16 million level in television, representing more than 80% of its total ad budget, Mr. Clasen is well versed in the impact of television on the consumer.

Pillsbury's "doughboy" character, conceived by the Burnett agency, is perhaps the company's most dramatic example of how TV can make a household name out of a gimmick. During the past holiday season Pillsbury had distributed "doughboy" dolls for sale to the public through the toy industry. The figure, a Pillsbury fixture since the mid-sixties, is also used in print ads.

Mr. Clasen is considered to be one of the architects of another Pillsbury fixture, the Pillsbury Bake-Off, a down-home affair now in its 24th year. He says it's "the only event of its kind in the country that honors the contribution of the American homemaker."

With the Pillsbury association with baked goods, the 1973 life style of the company may not be as well known to most Americans. Pillsbury for years has been associated with two venerable advertising agencies (and two of the largest in the U.S.), Leo Burnett Co. and BBDO, but only recently added Vanguard and Associates, a black agency, to give full service to Pillsbury's Hungry Jack biscuit refrigerated-product account.

Pillsbury also is diversifying. It now operates Burger King, franchise fast-food restaurants; is in soft drinks; has a subsidiary operation in fresh-cut flowers and plants, and has opened more than 20 Poppin' Fresh pie shops in Minneapolis.

Though himself closely associated with Minneapolis, Mr. Clasen feels that he's spending more time away, and, in fact, estimates that 40% of his working period is now devoted to the road—particularly to Washington, New York and to the West Coast.

Though he has been abroad only occasionally, two trips, both allied with his business, are best remembered. One was to Russia as a member of a trade delegation (through the retail grocery industry) seven or eight years ago; the other, more recently, was in 1969 with a "decade of decision" symposium in London sponsored by the Westinghouse Broadcasting Co.

Mr. Clasen, his friends say, strikes an imposing though affable figure in industry as well as company affairs. He is not quite six feet tall; has distinguished silvering hair, and has solid respect for the traditional way of life in America.

And, says an associate, Earl Clasen likes nothing better than to "take his grandchild and go off to the backwoods fishing." An ardent angler, Mr. Clasen says he likes to get "two good [fishing] trips in each year—preferably around June when the fishing is best." He participates in both deep-sea and fresh-water fishing, has fished as far north as the Arctic ocean and as far south as Mexico.

Which will give him something to talk about with James McCaffrey of McCaffrey & McCall, New York, president of the American Association of Advertising Agencies and another fishing enthusiast.

Editorials

Pro turns amateur

Football Commissioner Pete Rozelle, whose skill as a salesman cannot be reasonably questioned by anyone familiar with the TV rights money his empire regularly collects from the networks, may have fumbled badly when he refused President Nixon's request that the local blackout be lifted for the pro conference playoffs if sold out 48 hours in advance.

Whether this is an area where the administration ought to be operating is open to debate. In Mr. Rozelle's behalf it may perhaps be said he was merely reflecting the attitudes of the club owners he represents.

But Mr. Rozelle or the owners, or both, seem not to have scouted their opposition very well. There is already strong antiblackout sentiment in Congress, which the administration's move could inflame.

Operation without a blackout needs a fair test. Without it there is no supporting evidence for arguments on either side. And if Mr. Rozelle thinks lifting the blackout would hurt, he should consider what greater disaster might result if the antitrust exemption is lifted.

Better the bill than the blather

For a while late last month there was a good deal of confusion—perhaps deliberately created—between a Clay T. Whitehead speech urging affiliated stations to correct alleged bias in network news and a Clay T. Whitehead speech, the same one, offering White House support for relief in license renewals. The way the speech was written and therefore interpreted, it appeared that the legislative proposals would somehow institutionalize affiliate pressure on network news.

Hopefully, the extensive coverage of this subject appearing elsewhere in this issue will set matters straight. The bill that has been drafted by the White House deserves to be considered, and indeed endorsed, for what it is—a reasoned measure to correct inequities that have crept into the renewal process through regulatory and judicial excess. The Whitehead jawboning on network bias may be taken for what *it* is—another outburst of Nixon-administration outrage against that familiar ogre, the Eastern liberal establishment. This time, of course, it was articulated in context with talk about affiliate responsibilities and license renewal. That put a hot new lead on Spiro T. Agnew's old scripts.

Right here it is in point to remark that as the law and FCC rules now stand, affiliates are fully accountable for any programing they carry, including network news. Mr. Whitehead discovered no new obligation. He was only urging that accountability be exercised. Obviously the White House has been visited by some of the broadcasters who have fumed about leftist tilts in network journalism but who have gone on carrying the journalism that networks send them.

There is, of course, a strong smell of political threat when a high official in the administration excoriates network news, talks of affiliate responsibilities and offers stations a prospect of protection, all in the same speech. There is also more than a hint of a ploy to array broadcast management against broadcast journalists. Whatever the motives, the lumping of these matters has inevitably tied the proposed legislation to the specter of government censorship. That is unfortunate. The bill ought to be debated on its own merits, which are numerous.

For one important thing, it would prohibit the FCC from remaking the industry by ad hoc decisions. This would eliminate the destructive precedent of the WHDH-TV Boston case, in which the FCC took away the facility on grounds of dispersion of media control and integration of ownership and management, although the incumbent was fully in compliance with all of the multiple-ownership rules.

For another thing, the bill would outlaw the quantifying of programing appraisals and thus dispose of the idiotic concept that stations must carry this or that percentage of this or that kind of show.

It would require incumbents to show they had made conscientious efforts to assay community needs and equally conscientious efforts to satisfy them. But on such a showing incumbents would be protected against untested claimants. Yet the procedure would erect no bars to serious challenges of incompetents. The public's interest would still be paramount.

The defect of the bill is its inclusion of a fairness doctrine as a condition of license renewal. As now written, that section of the bill would be a perpetual inducement to the FCC to enlarge the already gross body of rules substituting government measurements for editorial judgments in pursuit of that most elusive goal, impartiality.

With that provision extracted, this bill could be a good broadcaster's reasonable shield. The broadcasters would be well advised to forget the Whitehead jawboning and get down to legislative business.

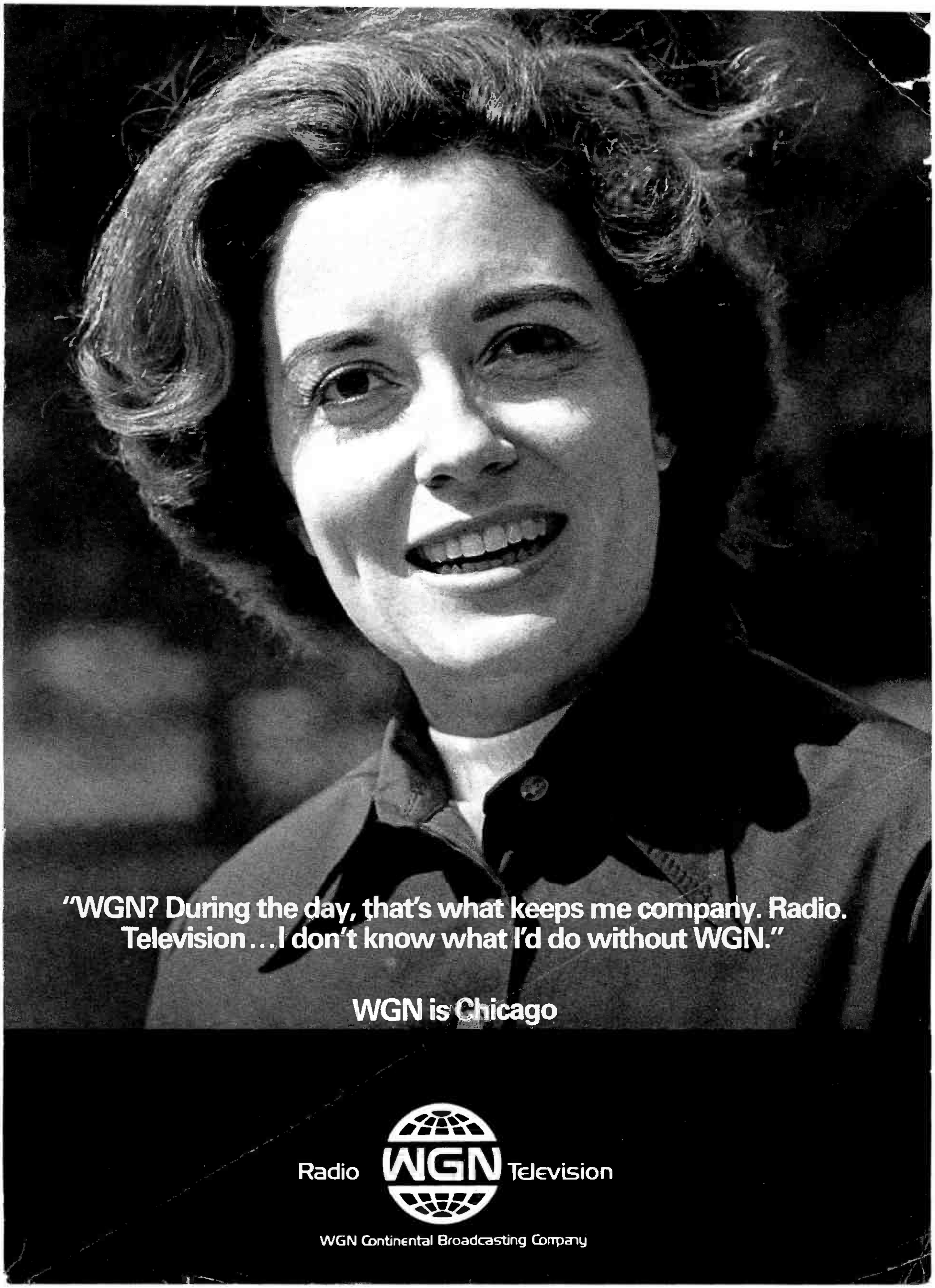
A little late, folks

Without commenting on the timeliness of a government report that is issued a year after the year it is reporting, let us observe that a number of pages of this magazine are occupied by the FCC's radio figures for 1971. They show a healthy business, as did BROADCASTING's own estimates, which were published on March 6, 1972, and are proved now to have been accurate.

What is more, as another feature in this issue points out, radio in 1972 had an even better year and, according to our expert forecasters, could turn in still another record this year. Radio's adaptability to change, its restless search for innovation, its fundamental strength continue to be the most consistent media story of the television era.

Drawn for BROADCASTING by Sidney Harris

"There are Rose Bowls, Orange Bowls, Cotton Bowls, Sugar Bowls, so it seems to me . . ."


"WGN? During the day, that's what keeps me company. Radio. Television...I don't know what I'd do without WGN."
WGN is Chicago
Radio
WGN
Television
WGN Continental Broadcasting Company