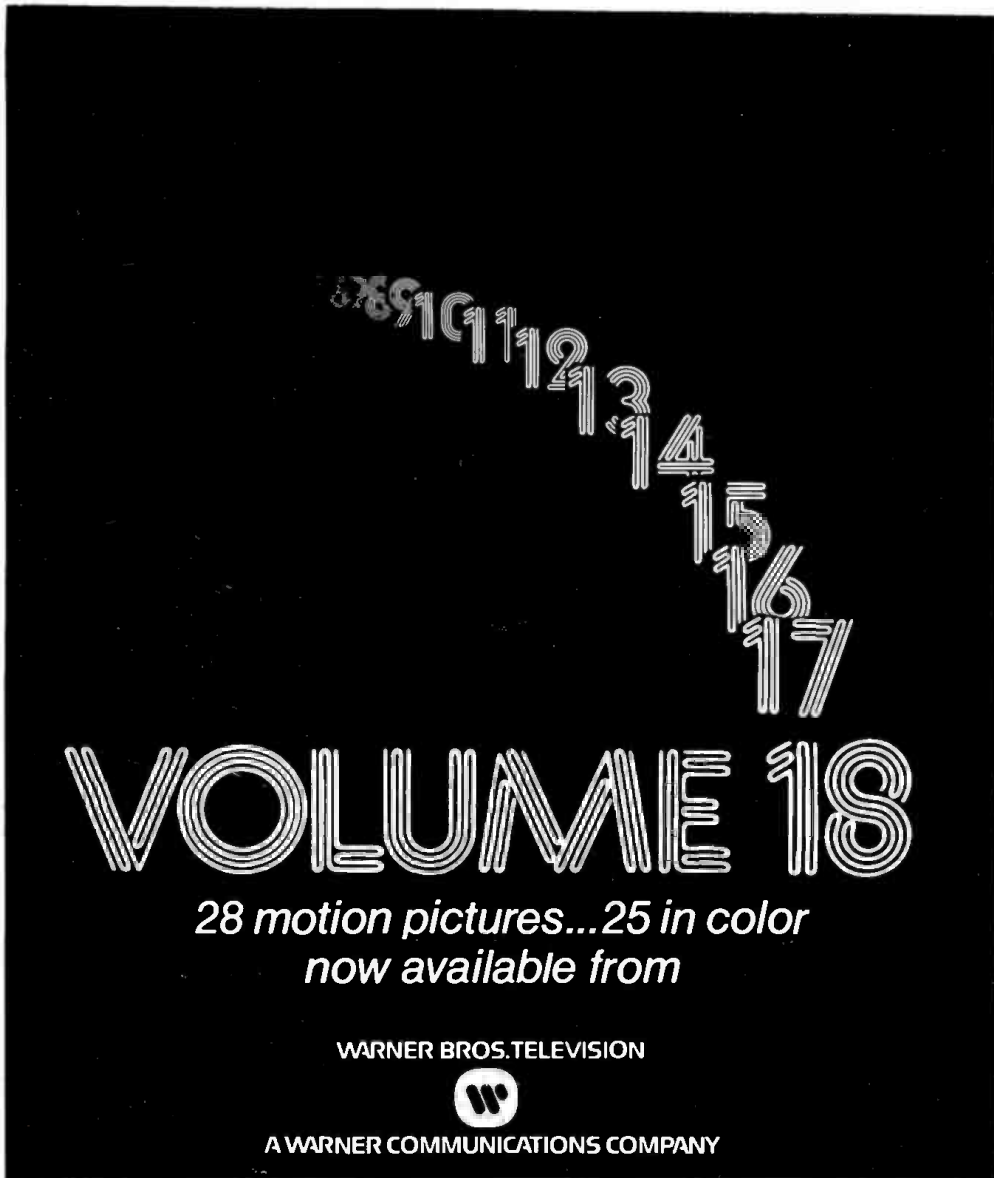


Cable in convention: gung-ho for media primacy
New board chiefs dedicate NAB to sharper action

Broadcasting Jun 25

The newswEEKly of broadcasting and allied arts

Our 42nd Year 1973




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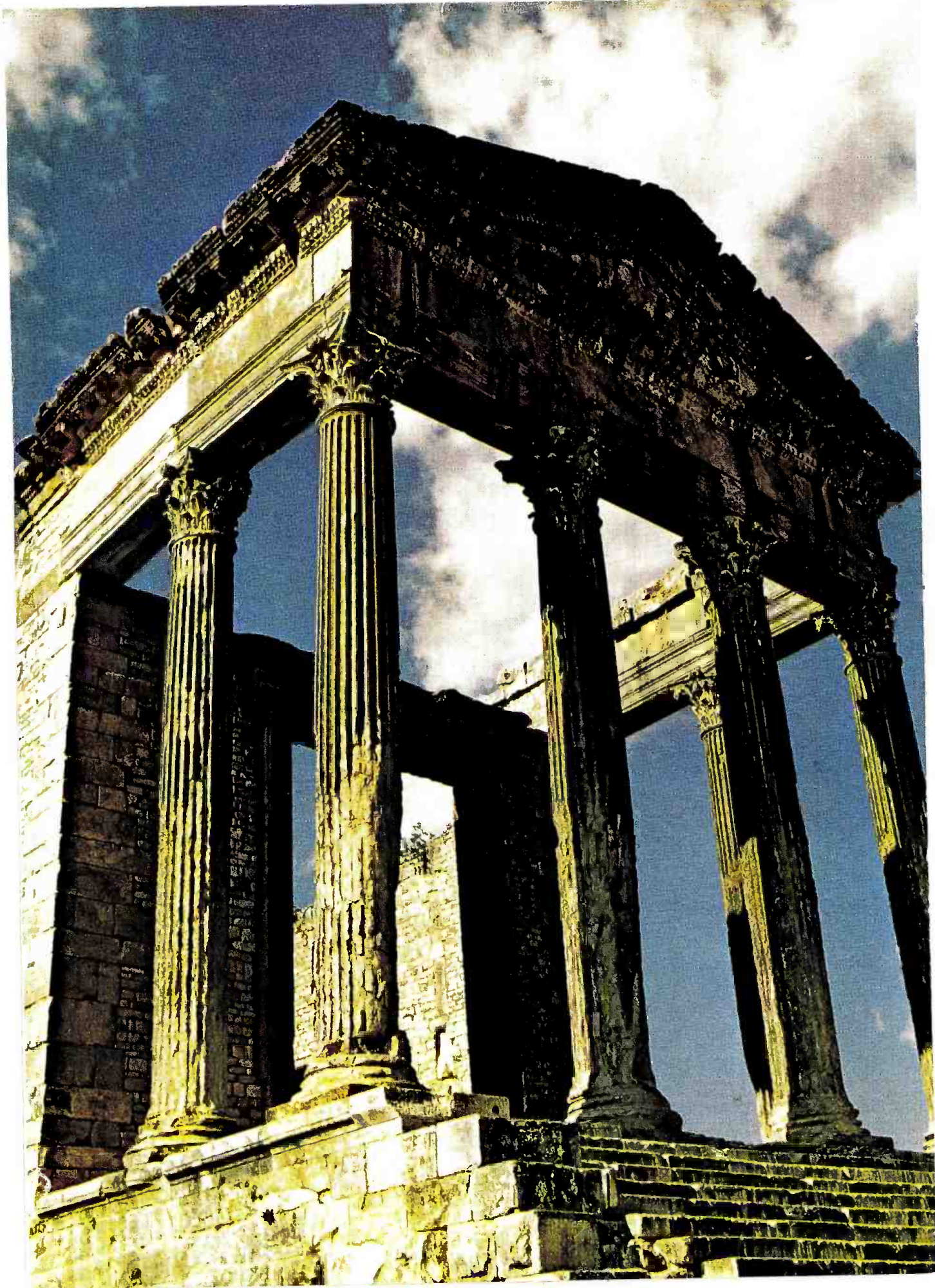
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**"TIME IS A SORT OF RIVER OF PASSING EVENTS;
NO SOONER IS A THING BROUGHT TO SIGHT THAN IT IS SWEEP BY
AND ANOTHER TAKES ITS PLACE.."**

Marcus Aurelius/121-180 AD

Only ruins remain as evidence of 575 years of Roman rule in Tunisia. The Romans gave way to the Vandals, and they in turn to the Byzantines, Arabs, Spanish, Turks, and French.

The course of human affairs has always been a shifting pattern of strengths and weaknesses, political goals and social policies. Only by understanding these complex forces of change can we hope to deal constructively with a changing world.

Television illuminates today's issues and events with a clarity no other medium can match. Gathering and reporting the news that touches the lives of our 11 million viewers is a major commitment of the Corinthian Stations.

This temple in Tunisia, with its magnificent Corinthian columns, is said to have been built by the Romans during the reign of Marcus Aurelius.

Rome first claimed this area on the African coast of the Mediterranean when it defeated and destroyed Carthage in 146 BC, ending the Punic Wars. During the years that followed, the Roman legions moved inland, ultimately establishing a sizeable province.

It was only in 1959, after 1100 years of domination by a succession of foreign powers, that Tunisia became a free and independent republic.



Corinthian is a Member of the Dun & Bradstreet Group.

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- KOTV
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A SHOW BIZ Production **The**
Bobby
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Now running on **117 stations** (80 per cent of U.S.
homes) including all top 10 markets.

14.3 rating in prime and prime access times.

More 18-49 women per 100 homes
than any other major syndie (Feb-March ARB
Syndicated Program Analysis).



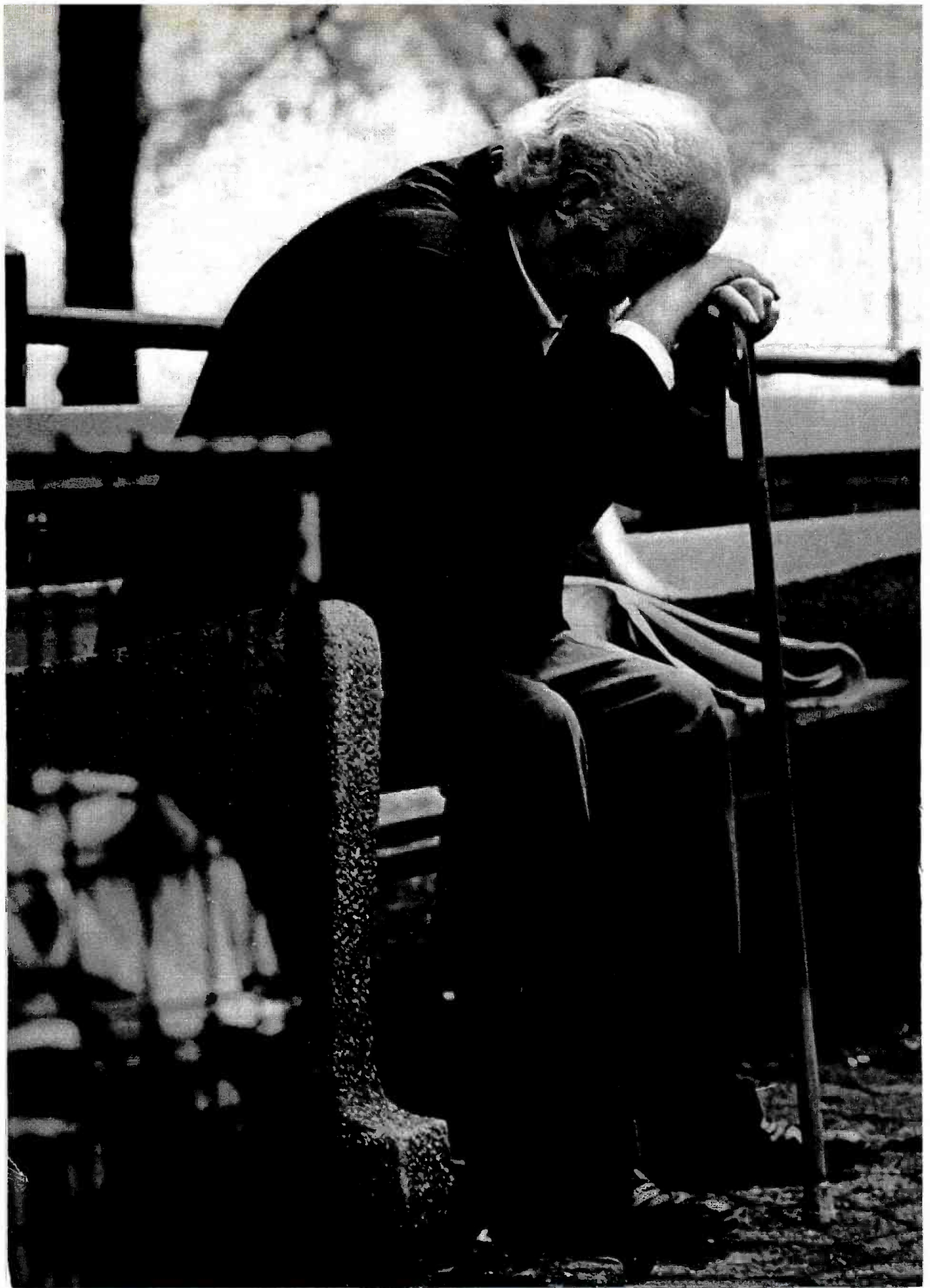
GENERAL
MILLS



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MILLIONS OF AMERICANS CAN'T AFFORD TO GROW OLD.

Storer Stations are concerned and are doing something about it.

Today in America, nearly 21 million people are 65 years old or older. Roughly equal to the entire population of Canada!

Besides loneliness and physical ills, the elderly have another serious problem. Inflationary costs are putting a terrible squeeze on their fixed incomes.

In fact one of every four of those over 65—or nearly 5 million—lives on an income below what the Government considers “poverty level.” Some 6 million dwell in substandard housing. Many have difficulty holding on to their homes or cars or even obtaining transportation.

Storer stations feel that we must begin to solve the problems of our senior citizens *now*. Especially

since it's predicted that by the year 2000, the average American will live to be 90.

Editorials on WSPD-TV in Toledo, for example, have been pushing for subsidized bus fares for the elderly. A plan that would let those 65 and over pay only 10¢ instead of 40¢ for a bus ride. At the same time WSPD-TV is alerting younger Toledoans to the need to save for retirement.

Detroit's WJBK-TV gave its support to the rebirth of a type of Civilian Conservation Corps. This would employ still-active retirees in planning and supervisory capacities. (In addition to giving jobs to the young).

In Milwaukee, WITI-TV backed a proposed plan to establish foster homes for the elderly, just as is done for children. Still in the pilot stage, the program (which pays \$210 a month to par-

ticipating families) appears to be bearing fruit.

WAGA-TV in Atlanta has been putting on a concentrated drive to help eliminate local school taxes for citizens 62 or older whose household incomes are under \$6,000.

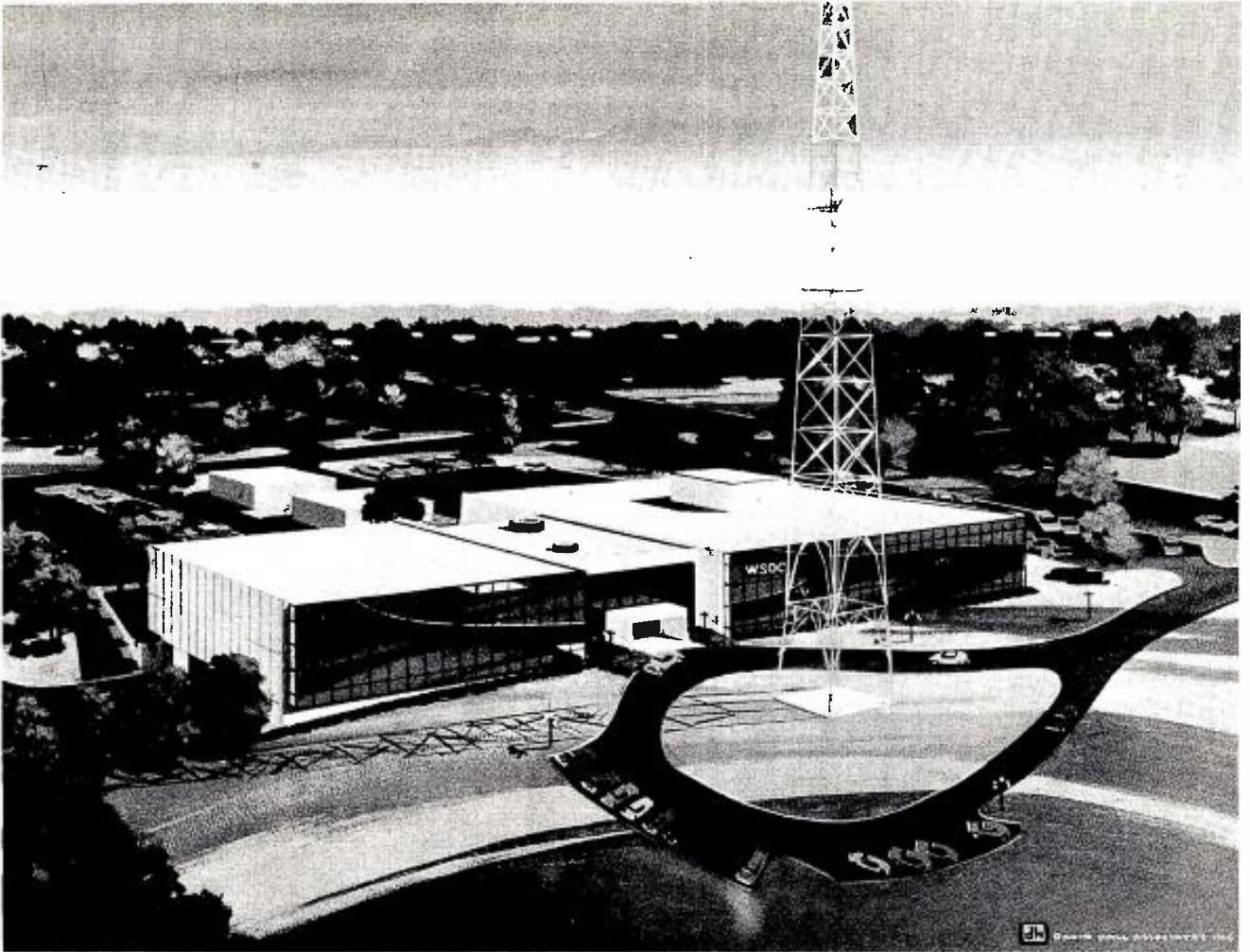
Getting involved in the vital affairs of the communities they serve is part of the daily life of all Storer Stations.

Our reasoning: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

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WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo



to serve you better...

Not everyone can have a summer of '74. It takes a lot of success and a mighty strong desire to serve your community in the best way possible. WSOCTV9/WSOC Radio 93 FM Stereo 103.7 in Charlotte decided to do it. . .to double its operating space. . .to have the ultimate in facilities for radio and television in the southeast. . .a showplace for Charlotte and the Carolinas.

We're going to be finished in 1974. We're going to be ready for the needs of a booming city. . .Charlotte. . .and a booming area, Carolina. . .the finest place we can think of to have a summer of '74.

WSOCTV9/WSOC RADIO 93 FM STEREO 103.7

COX BROADCASTING CORPORATION STATIONS: WSOCTV9/WSOC AM-FM-TV Charlotte, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WIDD AM, WA1A FM Miami, KTVU San Francisco-Oakland, KFI-AM Los Angeles

Closed Circuit®

Fixing things up

In offing are more changes in White House press echelon in wake of Watergate. Ronald L. Ziegler, now assistant to President while continuing as press secretary, is expected to relinquish latter title, probably to his deputy, Gerald Warren, who has been handling briefings and hour-to-hour operations. Mr. Warren would still report to Mr. Ziegler.

Major new step would be naming of nationally known journalist presumably to take over communication-policy duties of Herbert G. Klein who leaves June 30 to join Metromedia as vice president for corporate relations. Realignment would constitute recognition that Mr. Ziegler, who came from advertising agency field rather than journalism, has strained relationship with working press and that someone with credentials and stature approaching those of Mr. Klein is needed.

Removing the pumps

With radio-station complaints about competitors' attempts to hypo ratings continuing to rise, summit meeting may be held to try to deal with problem. Radio Advertising Bureau, which in past has refrained from active involvement in perennially thorny hypo issue, has asked National Association of Broadcasters to take lead in arranging meeting of executives of rating services, Broadcast Rating Council, NAB, RAB and RAB's Committee on Goals for Operation, Administration, Logistics and Stability of Radio Ratings.

On ground that contests and other hypo-type special promotions would be harder to sustain over long periods, Hugh M. Beville Jr., executive director of Rating Council, is known to advocate that rating periods be extended from one month to three, during which measurements would be taken in selected (but unannounced) weeks, not necessarily same weeks in all markets. RAB's GOALS committee also is reported to see longer rating periods as most practical solution.

Hand forced

Because of strong pressure from U.S. Court of Appeals in Washington, FCC is expected to act soon in seven-year-old proceeding in which RKO General Inc. is being challenged for its license for channel 9 Los Angeles, now occupied by KHJ-TV. Little-noted court order, issued in response to petition by challengers in case, Fidelity Television Inc., gave FCC 30 days to report on "action it has taken in this case." Deadline is July 11.

There is possibility commission will reach decision between competitors before court deadline. Final order could not be completed for months, but FCC would be in position to tell court it had acted. Whatever FCC decides, its plans to wait action on KHJ-TV until it determines

fate of another RKO station, WNAC-TV Boston. WNAC-TV is in comparative hearing against challenger, and some issues are common to both proceedings.

Comers and goers

Best information available last week on NBC's Herb Schlosser-Don Durgin changes (see page 52) is that, contrary to widespread belief at time, they were not foreordained when Mr. Schlosser was moved into NBC-TV executive vice presidency under Mr. Durgin year ago. Move was made, these sources said, because it was felt President Durgin needed executive help. Two men worked well together, according to these accounts, but after few months it became apparent "they both had the same job." In end, NBC top management decided Mr. Schlosser's talents were best suited for network presidency, Mr. Durgin's for supervision of staff functions and services, which he will perform with title of NBC executive vice president.

Indirect result of those and other high-level NBC changes in recent months is that more of company's younger executives are moving into positions where they can be evaluated as potential candidates for higher succession later on. And some openings are at least on horizon, if not nearer. Board Chairman David C. Adams, who is 60 and who retired once before, has told friends that, although he is not itchy to try it again, he does expect to retire before he is 65—but doesn't know whether it'll be at age 64½ or earlier. And Thomas E. Ervin, executive vice president in charge of NBC law department and Washington office, also reportedly has pre-65 retirement in sight, though he says he's been thinking about it for five years but has always put it off. He is 61, will be 62 Nov. 28.

Out of the arena?

William Wright, spokesman and chief energy source of Black Efforts for Soul in Television (BEST) since it emerged on broadcasting scene four years ago, is reported planning to abandon his present base in Washington and move west. Word is he'll settle in San Francisco area and concentrate on writing, perhaps teaching some courses in communication. His background includes teaching at Massachusetts Institute of Technology.

Yuletide spirit

Dean Burch watchers now think FCC chairman will stay on job into fall, perhaps to Christmas period. It's known he wants to be around for final resolution of number of pet projects, including policy on children's television, prime-time-access rule and pay cable. None of those can be decided fast, and one,

children's policy, will now take some time. Staff has been asked to draft proposed documents—rulemaking to reduce commercial time in children's programing and policy statement urging broadcasters to carry children's programs during week. Earlier it had been assumed commission would hold meetings on subject before asking for comprehensive drafts ("Closed Circuit," April 30). Staff work ordered now will take months before FCC can start looking at results.

Back to reality

Representative Lionel Van Deerlin (D-Calif.), increasingly persuaded that exclusion of cigarettes from broadcast advertising has had no beneficial effect, is considering offering amendment to bill to ban broadcast advertising for little cigars when it reaches floor (see page 46). His amendment would not only affirm legality of little cigars on air but repeal law banning cigarettes from broadcast. He's collecting data that shows how cigarette consumption has increased since cigarettes went off air.

While they're hot

Advance sale of hit network properties in syndication is growing to trend proportions. MCA-TV has *Ironside* and *Marcus Welby M.D.*; Paramount has *Mission: Impossible*; and Warner Bros. has *The FBI*. Latest report is that Screen Gems' *The Partridge Family*, now on ABC-TV, is destined for same route for start at some unspecified time in future.

Secret access session

Problems facing cable television operators and public in use made of public-access channels will be subject of closed-door meeting FCC commissioners have scheduled for July 2. Commission expects to hear from representatives of Teletypewriter Corp. and Sterling-Manhattan Cable whose New York systems have long made access channels available to public; Theodora Sklover of Open Channel; Red Burns of Alternate Media Center; Morris Tarshis of New York's cable-franchising office among others.

Home towners on cable

House Recording Studio expects by mid-July to have capability of dubbing two-inch video tapes—made by congressmen for stations back home—onto three-quarter-inch cassettes for playback by cable-TV systems (see page 40). Equipment will be obtained from Sony Corp. on open-end lease, allowing studio to review needs after several months. House members pay for use of equipment out of office-expense allowances. Recording facility spent \$132,000 for new equipment last year.

At Deadline

Peace with writers leaves nets with worry about fall deadlines

Weekend meeting in Hollywood to decide on Thursday agreement

Agreement, subject to membership ratification, in 16-week writers strike against TV and movie-film producers was reached last Thursday (June 21). Members of Writers Guild of America, West, were to meet June 24 in Hollywood to hear details and vote on acceptance or rejection.

No terms were disclosed as of late last week, but indication is that proposed contract runs 3½ years with script fees escalating on yearly basis. Second major issue, payments for supplemental market (CATV, pay TV and video cassettes), also is understood to be on graduated-increase schedule.

Whether settlement of strike will help networks meet their normal Sept. 10 start of new network season was conjectural since all production hands in Hollywood were awaiting outcome of WGA membership meeting, after which plans have been made to assess script situation and confer with network program chiefs. ABC and CBS never announced delay in new season start; in fact, Martin Starger, president of ABC Entertainment, on June 19 iterated that network's decision to begin on announced Sept. 10 date.

NBC-TV said several weeks ago it would delay its start until Sept. 24 or Oct. 1, but a spokesman reported last Friday that several top NBC-TV executives were flying to Hollywood over weekend to evaluate production situation and decide on firm date.

Cranston charges unfairness in fairness doctrine

Senator Alan Cranston (D-Calif.) last week called for elimination of fairness-doctrine but also told broadcasters they should not ignore responsibility of providing time for Congress to debate issues with President.

Addressing Hollywood Radio and Television Society Friday (June 22), senator said doctrine has produced less, not more, controversial documentaries. He disagreed with CBS's decision to discontinue instant analyses after presidential addresses. Media, he said, have role "in attempting to redress the dangerous imbalance of power between the executive and legislative branches. . . ." President can command prime TV and radio time, he pointed out, but "the loyal opposition in Congress must beg for it."

Senator said he was not suggesting that Democrats should have equal time on air with President. "What I am saying is

that the broadcast media—more than any other news medium—has contributed to the tremendous growth in power of the presidency and to the diminution on the other side, of the Congress, simply because it has decided, apparently, that the President is news and the Congress is not."

In question-and-answer session that followed, senator came out in favor of extending three-year renewal period to five years but expressed reservations about overhauling renewal procedures, as proposed in most renewal bills. And, he said, more prime-time public affairs programming should be done on voluntary basis by networks rather than be required by government.

Elimination of Sec. 315 urged by NAB joint boards

Joint board of National Association of Broadcasters capped four-day Washington meeting (see page 49) on Friday (June 22) with passage of resolution supporting "elimination of Section 315 [on political broadcasting] from the Com-

A romp in the park. FCC Commissioner Nicholas Johnson, whose termination date at commission remains in some doubt, has decided to commemorate end of his seven-year term with picnic to which he is inviting "everyone who has participated in the action, rhetoric and spirit" of period of his service. Date is July 1, one day after his term ends, and place is Washington's Rock Creek Park. Those invited—including communications lawyers, FCC employees, National Association of Broadcasters, Black Efforts for Soul in Television, "straights and freaks, friends and enemies"—are asked to bring food, drinks, parents, children, and anything else that would contribute to their pleasure. He notes that park service bans "only beer, wine or spirituous liquors." Commissioner says, in his invitation, that his departure date is still "open," since his successor has not yet been selected by President. He notes that he has option of remaining until successor is sworn in or of leaving six commissioners to run FCC. Indications are that he does not plan to leave in immediate future, unless President does send nominee to Senate. Commissioner has said he plans to be ready to leave on 48-hours notice.

When he does depart, he will ride off into sunset on new 10-speed bicycle. Bike is gift of his office staff, made in recognition of his preferred mode of transportation and of fact that commissioner's old three-speed bike is in bad state of repair.

munications Act and all other measures which would be discriminatory against broadcasting and inhibit our vital role in the election process."

Resolution also directs staff to gather information about types of programming stations made available free to federal, state and local candidates in 1972. Information is to be presented to board at its meeting next January.

Also at session, John Dimling, NAB vice president-research, presented survey of NAB-member and nonmember TV and radio stations, showing that 74% of respondents (there were 228 personal interviews with station managers; additional 173 stations mailed in questionnaires) feel government relations is area NAB should emphasize most.

CBS: No suit in works against Wynshaw, Rubino

Sources at CBS denied accounts published Friday (June 22) in *New York Times* that corporation was planning suit and pressing for embezzlement indictments against ousted Columbia Records employes David Wynshaw and Anthony Rubino, dismissed by company for alleged involvement in misuse-of-company-funds scheme that precipitated firing of and suit against former CBS Records Group President Clive J. Davis May 29 (BROADCASTING, June 4). *Times* also reported broadening of federal investigation into alleged payola practices by company. Investigators were said to be sifting through "car-load" of record company records in search for evidence of wrongdoing.

CBS sources confirmed widening of CBS's own probe into reports of widespread illegal practices by record-company employes. Lybrand, Ross Brothers and Montgomery, New York accounting firm, has joined law firm of Cravath, Swaine and Moore in investigation, source said, but denied *Times* report of involvement of private detectives. There was no official comment on reports from CBS.

CBS News sources meanwhile said investigative unit created some time ago within *Evening News With Walter Cronkite* organization had been assigned to report on payola.

Another obstacle faces WFAA-AM-FM-TV renewals

FCC proceeding involving license renewal of WFAA-AM-FM-TV Dallas-Ft. Worth and competing application by Wadeco Inc. for WFAA-TV's channel-8 facility took complicated turn last week with filing at commission of pleadings by three beneficiaries of station's licensee A. H. Belo Corp., accusing trustees of that firm of improperly wresting control of stations.

Gordon Dealey Jackson, Gilbert Stuart Jackson and Henry Allen Jackson, all

“The Dating Game” Now Available For Local Stripping.

The Chuck Barris long-running network success, **The Dating Game**, hosted by Jim Lange, is available for daily stripping.

260 half hours, representative of the very best of the series that has been a standout in the ABC-TV line-up for eight seasons, can be a standcut in your line-up as well.

Lock-up your
Fall schedule with
a kiss.



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Atlanta, Georgia 30319
(404) 255-0777

brothers, jointly asked commission to reconsider May 23 grant of transfer which, they claimed, will give three trustees control of WFAA stations for six additional years. Messrs. Jackson charged that Joseph M. Dealey, James N. Moroney Jr. and Myron F. Shapiro made misrepresentations to FCC in claiming that transfer application was pro-forma. Actually, they contended, transfer was "significant," and had effect of extending Messrs. Dealey's, Moroney's and Shapiro's control of stations to 1982, six years after 56% of Belo's stock is designated to pass to group of seven beneficiaries, of which Messrs. Jackson are three.

Messrs. Jackson, Dealey and Moroney are all grandsons of late George B. Dealey, who had been largest Belo stockholder. Under provisions of his will, control of company was to pass upon his death to Messrs. Dealey and Moroney, who would administer Belo's affairs and vote stock in trust until other beneficiaries assume direct control of stock, upon

termination of voting trust in 1976. Commission's transfer approval, Messrs. Jackson claimed, assigns control of WFAA stations to private trust, administered by Messrs. Dealey, Moroney and Shapiro, which is not due to terminate until 1982.

All three accused parties are officers in Belo firm. Mr. Dealey is president, Mr. Shapiro (not member of Dealey family) is vice president and general manager of WFAA stations, and Mr. Moroney is executive vice president.

(Also see story, page 50.)

Naumowicz sticks to guns in Indianapolis decision

FCC administrative law judge has held that lawyer's remarks about possibly employing commission attorney in comparative hearing case in which both were involved was "thoughtless blunder" but no cause for affecting decision in case.

Judge Chester F. Naumowicz Jr. reached that conclusion in affirming initial decision he issued on Feb. 16 proposing grant of application of Indianapolis Broadcasting Inc. for new AM in Indianapolis and denying Don Burden's application for renewal of AM station there (BROADCASTING, Feb. 19).

Commission in April remanded case to judge for hearing on circumstances surrounding alleged conversation involving Murray Feiwell, attorney and IBI principal, and Joseph Chachkin, Broadcast Bureau counsel, about possibility of Mr. Chachkin's employment with Mr. Feiwell's law firm. Hearing was also to explore effect of alleged remark on IBI's basic qualifications to be licensee.

Judge Naumowicz concluded that Mr. Feiwell did not intend to make offer of employment to Broadcast Bureau counsel. Mr. Feiwell did inquire about Mr. Chachkin's interest in joining Feiwell firm, Judge Naumowicz said. But his words were "a mere thoughtless blunder," which he attempted to retrieve by turning remark into joke, judge added.

Such incident is regrettable, Judge Naumowicz said. But it "does not attain decisional significance."

Scope of EBS expanded

Public broadcasters are now participants in Emergency Broadcast System (EBS), following FCC action late last week revising applicable rules to include National Public Radio and Public Broadcasting Service in table of broadcast facilities eligible to be included in EBS program. Commission's action follows recommendation by National Industry Advisory Committee that two services be permitted to participate in EBS. Both PBS and NPR volunteered to join last year.

Black day in Blackstone

FCC's concern about stations engaging in fraudulent billing practices was indicated last week in commission order setting for hearing two applications of Blackstone Broadcasting Corp., Blackstone, Va.

Commission ordered hearing on appli-

cations for renewal of license for WKLV (AM) Blackstone and for construction permit for new FM there, on issue to determine whether, and to what extent, Blackstone knowingly engaged in fraudulent billing in operation of WKLV.

Hearing order leaves open possibility that if applications are granted, Blackstone might still be faced with possible forfeiture of up to \$10,000. Commission said that inclusion in hearing order of that option should not be taken as indication of what final disposition of case should be.

Anniversary ideas for FCC

Max D. Paglin, who has served FCC as its general counsel and executive director, has suggested that commission begin planning for some notable anniversaries. In letter to FCC Chairman Dean Burch, Mr. Paglin, now with Atomic Energy Commission, suggested creation of Tenth Quadrennial Committee, composed of present and past chairmen and officials, among others, to arrange for appropriate observance of commission's 40th anniversary next year and to set "meaningful goal of accomplishments, in terms of the advancement of communications and its regulation, which will be reached by June 19, 1974." What's more, he said, committee could even begin program of planning for commission's 50th anniversary which falls, as it happens, in 1984—"that ominous sounding year."

Headliners



Mr. Friedland

Louis N. Friedland, VP, MCA Inc., and VP and director of syndication, MCA-TV, named president, MCA-TV. He will have responsibility for all domestic television syndication operations. **Keith Godfrey**, MCA-TV VP and director of sales, named executive VP-domestic syndication division of MCA-TV. Also announced was appointment of **Ralph C. Franklin**, VP, MCA, and director of foreign TV sales, MCA-TV, to executive VP, MCA-TV (International). Mr. Franklin will continue to oversee all foreign TV sales activities. New appointments follow other changes two weeks ago in MCA's top ranks (BROADCASTING, June 18).

Herbert S. Schlosser, executive VP, appointed president, of NBC-TV network. He succeeds **Don Durgin**, who becomes an executive VP of parent NBC. Changes effective July 2 (see page 52).

Andrew Ockershausen, Evening Star Broadcasting, Washington, elected chairman of joint board of National Association of Broadcasters. **Robert F. Wright**, WTK-TV Meridian, Miss., elected chairman of NAB's TV board and **Wilson Wearn**, Multimedia Broadcasting, Greenville, S.C., elected vice chairman. **Clint Formby**, KPAN-AM-FM Hereford, Tex., elected chairman of radio board and **Harold Krelstein**, Plough Broadcasting, elected vice chairman (see story, page 49).

In Brief

Hart-Benton successors. CBS newsman **Hughes Rudd** and **Sally Quinn**, *Washington Post* reporter, will replace **John Hart** and **Nelson Benton** as co-anchors of *CBS Morning News* (CBS-TV, Monday-Friday, 7-8 a.m. NYT), effective in mid-July. **Newsman Hart** and **Benton** being reassigned (BROADCASTING, May 21). ■ **Grace.** Cable television systems have been given two-month extension of time to file annual EEO complaints reports with FCC. New Aug. 1 deadline will facilitate joint filing of complaints report with yearly cable equal-employment report (form 395), commission said. Complaints reports are to be for 1972 calendar year. ■ **Buying Fort Worth FM.** Group owner **Susquehanna Broadcasting**, which recently sold its **WICE(AM)** Providence, R.I. (BROADCASTING, June 18), last Friday (June 22) announced purchase of **KXOL-FM Fort Worth** from **KXOL Inc.** for \$840,000. Buy is subject to FCC approval. Station is part of **Wendell Mayes** group. It broadcasts on 99.5 mhz with 100 kw. Deals are subject to FCC approval. ■ **Retiring.** Senator **Norris Cotton** of New Hampshire, 73, ranking Republican on Senate Commerce Committee, will retire at end of present term, which run until Jan. 3, 1975. Senator served eight years in House before being elected to Senate in 1954. ■ **Joiner.** CBS Radio has signed **WWSW(AM)** as Pittsburgh affiliate. Owned by *Pittsburgh Post-Gazette*, station operates with 5 kw fulltime on 970 khz.

What's a couple of nice country music stations doing with all those fancy news awards?

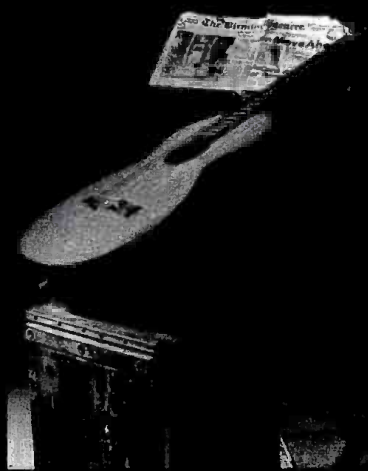
It may not be news to most people that WWVA Wheeling, and WYDE Birmingham, are among the top country music stations in the broadcasting industry. What is news, however, is that both of these stations are equally strong in their news and public affairs programming.

We believe that it is important to serve our listeners as well as *entertain* them. That is why for so many years we have put so much into our news. And this past year, particularly, we have seen the results of these efforts.

WWVA

West Virginia Associated Press Broadcasters Association Award for "Superior Weekend News Coverage."

WWVA Wheeling
No. 1 in the market.*
50,000 watt clear-channel serving Eastern America from Carolina to Canada.
Nat'l. Rep: Eastman Agency



"Headliners" Award for Outstanding Documentary for "Death and the Mines: Rebellion and Murder in the UMW."

"Golden Mike" Award for "Junior Town Meeting of the Air" (a Peabody Award-winning program).

The Governor's Award for Community Action for "Jamboree, U.S.A."

The Catholic Association of Broadcasters and Allied Communicators Award (the Gabriel Award).

WYDE

The Associated Press Award for "The Outstanding News Operation in Alabama."

The Alabama Associated Press Broadcasters Association:

Two awards for "Superior General News Reporting."

Two awards for "Superior News Interpretation."

Two awards for "Excellence in News Specials."

Two awards for "Superior Sports Play-by-Play."

WYDE Birmingham
No. 1 in the market.**
50,000 watts, serving the heart of the Deep South. Nat'l. Rep: Katz Agency

Our news is music to their ears.

Screen Gems  **Broadcasting**
A DIVISION OF
Columbia Pictures Industries, Inc.

*Pulse, April-June, 1972, Total Adults, 6:00 a.m.-7:00 p.m., 45 County R.S.A. **Pulse, Oct.-Dec., 1972, Total Adults, 6:00 a.m.-7:00 p.m., 36 County R.S.A. Average quarter hour listeners. Research data subject to qualification of the service, available on request.



**Where Perry Mason
wins more women than
year-ago programs**

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Baltimore
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Women's Advocate.

Women like our lawyer.

In 38 markets, from New York to Wichita, Perry Mason wins more women viewers than programs scheduled in his time period last year.

On the average, he gets 42% more women. In 12 of the 38 markets, where Perry Mason was the year-ago program, he gets 14% more women this year than last.

Six years after syndication release, Perry Mason's performance is phenomenal. (What other syndicated drama wears so well?)

Women like a strong man. Especially in court.

Perry Mason from Viacom

Source: NSI, Feb.-Mar. 1972-1973.
Audience estimates are subject to qualifications
available on request.

Frank Mason, Jr. can run his hands over the raw metal of an automobile hood and feel imperfections the human eye can't see.

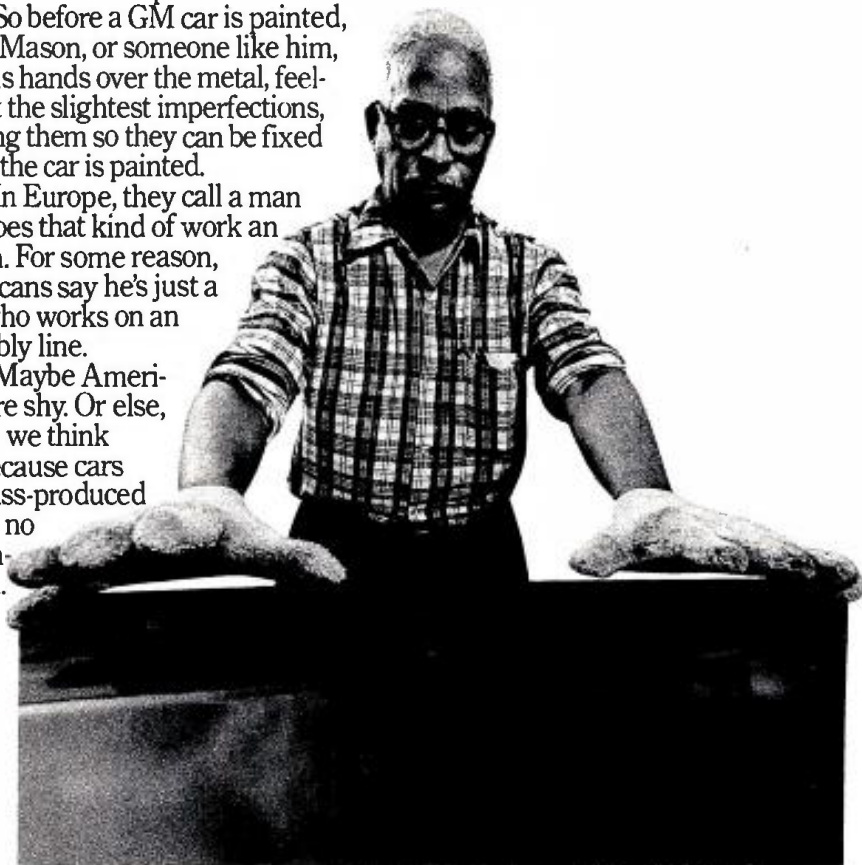
There is no machine that can do what Frank Mason does. There are very few people who can do it.

Because of the way unpainted metal reflects light, it's impossible to look at the metal and see small imperfections. On the other hand, if an imperfection is painted and polished, it sticks out like the proverbial sore thumb.

So before a GM car is painted, Frank Mason, or someone like him, runs his hands over the metal, feeling out the slightest imperfections, marking them so they can be fixed before the car is painted.

In Europe, they call a man who does that kind of work an artisan. For some reason, Americans say he's just a man who works on an assembly line.

Maybe Americans are shy. Or else, maybe we think that because cars are mass-produced there's no craft involved.



Gloves protect Mr. Mason's hands from metal burrs.

If you think Frank Mason's job is the kind anyone can do, try it yourself on a piece of unpainted metal. Then try doing it quickly. Then imagine doing it on hundreds of cars, maintaining your concentration, keeping in mind the sleekness and beauty of the metal after it's painted, the pleasure someone will get when they buy it.

Not everyone at GM can do Frank Mason's job. He's been doing finish inspection before painting for 15 of his 27 years at General Motors, and he does it with consummate skill.

The only difference between Frank Mason and "Old World craftsmen" is that Frank Mason works in Flint, Michigan, U.S.A. at the leading edge of the 20th Century.

General Motors

Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC Truck.

Datebook®

■ Indicates new or revised listing.

This week

June 24-26—New Jersey Broadcasters Association 27th annual convention. Speakers: Herbert J. Stern, U.S. attorney for New Jersey; Wallace Johnson, chief, Broadcast Bureau, FCC; Perry Bascom, VP and general manager, WNBC(AM) New York; Professor Jerome Aumente, director of Urban Communications Teaching & Research Center, Livingston College, New Brunswick, N.J. Shelburne hotel, Atlantic City.

June 25—Meeting between small-market CATV operators and staff members of FCC's Cable Television Bureau. 11 a.m., Holiday Inn, south, Cincinnati.

June 26—Annual stockholders meeting, Rust Craft Greeting Cards Inc., Rust Craft Park, Dedham, Mass.

June 27—Meeting between small-market CATV operators and staff members of FCC's Cable Television Bureau. 11 a.m., Holiday East, Harrisburg, Pa.

June 27-29—Annual meeting, National Broadcast Editorial Association. Senator John O. Pastore (D-R.I.), chairman, Senate Communications Subcommittee; Clay T. Whitehead, director, Office of Telecommunications Policy, and Senator William Proxmire (D-Wis.) among speakers. Mayflower hotel, Washington.

June 27-30—Montana Broadcasters Association summer convention. Speakers include: Dan Rather, CBS White House news correspondent; Reid Collins, also CBS News; Governor Thomas L. Judge; Representative John Melcher, and John Summers, NAB legal counsel. Big Sky of Montana, Gallatin Gateway.

June 27-30—Eighth annual Public Broadcasting Development Conference, coordinated by National Association of Educational Broadcasters. Williamsburg (Va.) 1776 hotel.

June 28-29—Southeastern convention, National Religious Broadcasters. Holiday Inn south, Orlando, Fla.

June 28-30—Meeting, Oklahoma Broadcasters Association. Western Hills State Lodge, Tahlequah.

June 29—Meeting between small-market CATV operators and staff members of FCC's Cable Television Bureau. 11 a.m., Holiday Inn, north, Syracuse, N.Y.

June 30—Entry date for sixth annual Atlanta International Film Festival, Sept. 7-15. For information, write J. Hunter Todd, director, Atlanta International Film Festival, Drawer 13258K, Atlanta 30324.

June 30—Meeting, UPI Broadcasters of Oklahoma. Western Hills State Lodge, Tahlequah.

July

July 1—Deadline for entries in 1973 public service journalism awards competition sponsored by American Optometric Association. Awards offered for articles and radio and television broadcasts on subject of vision and its care. Contact: public information division, American Optometric Association, 7000 Chippewa Street, St. Louis 63119.

July 3—Annual convention, National Press Photographers Association. Arlington hotel, Hot Springs, Ark.

July 8-10—Annual South Carolina Broadcasters Association convention. Holiday Inn, Clemson.

July 8-11—Summer convention, National Association of Farm Broadcasters. Banquet speakers: FCC Commissioner Richard E. Wiley. Shoreham hotel, Washington.

July 10—Annual meeting, Talt Broadcasting Co. Kings Island, Kings Mills, Ohio.

July 11-14—Rocky Mountain Public Broadcasting

Network annual meeting. Ramada Inn, Boise, Idaho. Contact: Paul Corbin, KAID-TV, Boise.

■ **July 12-14**—Summer convention, Colorado Broadcasters Association. Featured speakers: Vincent Wasilewski, president, National Association of Broadcasters, and John Torbet, FCC executive director. Kiandra and Tallman Lodges, Vail.

July 15-17—New York State Broadcasters Association annual convention. Otesaga hotel, Cooperstown.

July 18-19—Seminar on television documentary, sponsored by Alabama Broadcasters Association and broadcast and film department, University of Alabama. Continuing education center, University of Alabama, Tuscaloosa.

July 19-20—Summer meeting, California Broadcasters Association. Del Monte Hyatt house, Monterey.

■ **July 21**—Motion picture seminar, jointly sponsored by Motion Picture Laboratories, Society of Motion Picture-Television Engineers and Memphis State University. Included will be session on video tape-to-film transfers. Memphis State University Center, Memphis.

July 22-25—Idaho State Broadcasters Association summer convention. Shore Lodge, McCall, Idaho.

July 22-27—Sales management seminar, sponsored by National Association of Broadcasters. Harvard University Graduate School of Business Administration, Cambridge, Mass.

August

Aug. 1—Extended date for filing comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast appli-



the National Advertising Show

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GROUP W PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY

We've produced more first-run shows than anyone else in syndication.

Where oh where? Dallas may win out over Chicago as site of 1976 National Cable Television Association convention. Official script says 1974's will be in Chicago, 1975's in Washington, 1976's in Chicago and 1977's in Las Vegas. Convention planners say exhibits, delegate numbers are outstripping capacity of Conrad Hilton hotel, long-time standby of both cable and National Association of Broadcasters conventions. One Windy City site that might make the grade: McCormick Place.

cants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

Aug. 2-5—Summer conference, *Concert Music Broadcasters Association*. Queensbury hotel, Glens Falls, N.Y.

Aug. 8-12—1973 convention, *National Association of Television and Radio Announcers*. Marriott hotel, New Orleans.

Aug. 9-10—Annual summer convention, *Arkansas Broadcasters Association*. Featured speaker: Vincent T. Wasilowski, president, National Association of Broadcasters. Arlington hotel, Hot Springs.

■ Aug. 13-16—National Advertising show. New York Hilton, New York.

Aug. 18-18—*Utah Broadcasters Association* summer convention, with Washington syndicated columnist Jack Anderson as featured speaker. Park City (Utah) Resort.

Aug. 22-24—*Canadian Speech Association* conference '73, "Integrity in Communication." Seneca College of Applied Arts and Technology, Toronto. Contact: Jim Streeter, Seneca College, 1750 Finch Avenue East, Willowdale M2N 5T7, Ontario.

Aug. 25—*Radio Television News Directors Association* board meeting. Studios of WGN-AM-TV Chicago.

Aug. 31—Deadline for entries in Abe Lincoln Awards competition sponsored by *Southern Baptist Radio-Television Commission*.

Aug. 31—Extended date for filing reply comments on March 22, 1973, notice of inquiry in matter of ascertainment of community problems by broadcast applicants, Part 1, Sections IV-A and IV-B of broadcast application forms and primer thereon (Doc. 19715).

September

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

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

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

Sept. 14-Oct. 28—Plenipotentiary conference of *International Telecommunication Union*. Malaga-Torremolinos, Spain.

Sept. 18-19—*Nebraska Broadcasters Association* annual convention. Speakers include: FCC General Counsel John W. Pettit and Washington communications attorney Erwin G. Krasnow. Holiday Inn, Kearney, Neb.

Sept. 17-20—Annual convention of *National Association of Theatre Owners*, with Motion Picture and Concessions Industries trade show. Hilton hotel, San Francisco.

Sept. 18-20—Video Expo IV featuring hardware and software equipment exhibits and workshops sponsored by *Media & Methods Magazine* and *International Industrial Television Association*. Commodore hotel, New York.

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

Sept. 28-Oct. 3—*VIDCA*, International market for videocassette and videodisc programs and equipment. Festival palace, Cannes, France.

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*. Marriott hotel, New Orleans.

October

Oct. 1-4—National Premium Show, *Hall-Erickson Inc.*, managing director. McCormick Place, Chicago.

Oct. 4-7—Annual national meeting, *Women in Communications Inc.* Benson hotel, Portland, Ore.

Oct. 7—Second annual meeting *Michigan News*

Broadcasters Association. Kellogg center, Michigan State University, Lansing.

Oct. 8-11—*Electronic Industries Association* 49th annual convention. Fairmont hotel, San Francisco.

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*. Olympic hotel, Seattle.

Oct. 10-12—Convention, *Western Educational Society for Telecommunications*. Snowbird resort, Snowbird, Utah.

Oct. 15-16—Fall conference, *National Association of Broadcasters*. Marriott hotel, Philadelphia.

Oct. 16—Fall conference, *National Association of Broadcasters*. Hartford, Conn.

Oct. 17-16—Fall conference, *National Association of Broadcasters*. Marriott hotel, Chicago.

■ Oct. 19-32—28th *MIFED*, international film, TV film and documentary market for film buyers and sellers. Milan, Italy. Contact: MIFED, Largo Domodossola 1, 20145 Milano, Italy.

Oct. 22-23—Fall conference, *National Association of Broadcasters*. Monteleone hotel, New Orleans.

Oct. 22-23—Annual convention, *North Dakota Broadcasters Association*. Ramada Inn, Jamestown, N.D.

Oct. 24-25—Fall conference, *National Association of Broadcasters*. Sheraton Biltmore hotel, Atlanta.

Oct. 29-30—Fall conference, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Oct. 31-Nov. 1—Fall conference, *National Association of Broadcasters*. Stanford Court hotel, San Francisco.

November

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

Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Waikiki hotel, Honolulu.

Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, *University of Wisconsin*, Oshkosh.

Nov. 14-16—Eighteenth annual seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: International Film & TV Festival, 251 West 57th Street, New York 10019.

Nov. 28-Dec. 1—*California Community Television Association* convention. Las Vegas Hilton hotel, Las Vegas.

January 1974

Jan. 9—One-day conference, "Electronic Distributor '79," five-year outlook into electronic market sponsored by *Electronic Industries Association's distributor products division*. Chicago.

■ Jan. 10-13—*Winter Consumer Electronics Show*. Conrad Hilton hotel, Chicago.

Jan. 14-18—Winter meeting, *joint board of directors, National Association of Broadcasters*. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

February 1974

■ Feb. 17-20, 1974—1974 conference, *National Association of Television Program Executives*. Century Plaza hotel, Los Angeles.

Looking back. CBS-TV and NBC Radio will be reprising programs of yesteryear, starting this summer. CBS-TV will begin a 12-week series titled *CBS News Retrospective*, presenting memorable documentary programs of the past. The first program on July 8 (6-7 p.m.) will contain three broadcasts of *See It Now*, covering the confrontations between CBS News correspondent Edward R. Murrow and Senator Joseph R. McCarthy. NBC's dip into nostalgia is a science-fiction radio drama series, *X Minus One*, carried originally on NBC Radio in the mid-1950's. The series will be broadcast once a month on the fourth Sunday as part of *Monitor* in the 7:30-8 p.m. period, beginning June 24.

Major meeting dates in 1973-74

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*. Marriott hotel, New Orleans.

Oct. 8-13—Annual international conference, *Radio Television News Directors Association*. Olympic hotel, Seattle.

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

Nov. 14-16—1973 seminar, *Broadcasters Promotion Association*. Sheraton Cleveland hotel, Cleveland.

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

Nov. 26-29—Annual meeting, *Television Bureau of Advertising*. Hyatt Regency hotel, Houston.

Feb. 17-24, 1974—1974 conference, *National Association of Television Program Executives*. Century Plaza Hotel, Los Angeles.

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

September 1974

Sept. 23-27, 1974—Fifth International Broadcasting Convention. Grosvenor house, London.

Books

So You're Going to Shoot Newsfilm. Leo Willette. Seven Seas Publishers, Arlington, Va. \$4.50 (10% discount for Radio-Television News Directors Association members). This is a revised and illustrated edition of what was for 10 years the RTNDA's official newsfilm handbook. Mr. Willette, a former chairman of the techniques committee of RTNDA, describes the basic vocabulary and techniques of television camera work.

Introduction to Mass Communications. Edwin Emery, Phillip Auit, Warren K. Agee. Dodd, Mead & Co., New York. This is the fourth edition of this introductory text to the communications industry. All aspects of the broadcast and print media are coherently defined and chronicled in a format designed for the beginning student. The authors have updated the text to include brief discussions of the broadening credibility gap between the media and the government, the pressures exerted on the media by consumer and minority interests and the growth of public broadcasting and cable TV.

Your Right to Know. Representative Charles Whalen Jr. (R-Ohio). Random House. This book examines the arguments for and against newsmen's privilege legislation and traces the history of the issue. CBS News' Walter Cronkite wrote the introduction.

Kiss It Goodbye. Shelby Whitfield. Abelard-Schuman Ltd., New York. \$8.95. Primarily a resume of the 1968-1972 history of the Washington Senators and successor Texas Rangers, commentator Whitfield devotes a good portion of the book to his differences with owner Robert Short and the latter's directives to slant baseball broadcasts. It supposedly is part of the published reports that prompted Congress to want to examine such controls (BROADCASTING, June 11).

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The newsweekly of broadcasting and allied arts:

Executive and publication headquarters
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HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Barl B. Abrams, *senior editor*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

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

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.
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What makes The Mike Douglas Show a stand-out, is its stand-outs.



It begins with host Mike Douglas himself, accompanied by some of the biggest names in big name co-hosts. Gleason, Redd Foxx, Jean Stapleton, Burt Reynolds. The show swings with many of the hottest young contemporary guest stars and headliners around like Dawn, Al Green, Don McLean, Carpenters, Gladys Knight and The Pips, and many more.

So if you've got programming problems finding a stand-out (or keeping up with one), and need a star-studded show that's up, in, and out-rating them all in many markets, The Mike Douglas Show may be your answer. For further information write Group W Productions, 30 Park Avenue, New York, N.Y. 10016. Or call (212) 663-6081.

GROUP W PRODUCTIONS INC.
WESTINGHOUSE BROADCASTING COMPANY
We've produced more first-run shows than anyone else in syndication.

Monday Memo

A broadcast advertising commentary from Larry Stropes, N. W. Ayer & Son, Denver

Personal bankers take a bow on television

In 1969, United Bank of Denver introduced the "personal banking" concept.

A personal banker is one person to take care of all of a customer's banking needs. N. W. Ayer felt that this concept would appeal to consumers because they no longer have to see somebody about their checking account, somebody else about an auto loan, etc.

When this concept was introduced on TV stations throughout Colorado, each of the introductory television commercials contained a single, simple idea. One featured personal bankers "graduating" from their training, thus announcing the new service. Another told consumers that the "premium" at United Bank of Denver is not a pickle jar or popcorn popper, but a real live person who really can help. And still another carried the graduation theme again, showing how proud a personal banker's mother was that her son had become a valued professional.

After this personal banking introduction came a systemwide name change (the United Bank of Denver formed a bank holding company which now has 12 affiliate banks) and with it the installation of personal bankers in all United Banks. Initially, personal bankers outside of Denver had the name before they had the training . . . so the advertising at this time was very careful in the promises it made.

The banks continued to train their personal bankers, and we were soon able to expand on advertising claims. Consequently, we began to tell people that personal bankers could help them with all their needs. We used a television theme which said that personal bankers were so able, so concerned, that customers began calling on them for everything (including changing tires, selling puppies and getting cats out of trees).

Later, the banks felt operationally prepared to use advertising to define the personal bankers' values in depth. We virtually reintroduced the personal banker on radio. The theme line was "in times like these, it's nice having your own personal banker." We showed the difference between having one man rather than a group of bankers helping with your banking transactions. We told people just why they needed a personal banker and how all the services of a full-service bank were now available from their own man at the bank. Finally, the most recent series of ads which used TV and radio revolved around "I think I need it." This campaign was developed to help strengthen the identity of personal bankers with United Banks and to show consumers that regardless of who they are, their banking problems can be solved by a personal banker.

Over these personal-banker years,



Larry Stropes began in the agency business with Leo Burnett in Chicago, where he was a media assistant and time buyer on Kellogg. He later was successively appointed senior media planner and buyer, and account executive. He went to Denver in 1970 with the former Rink Wells & Associates, later purchased by Ayer. He presently is manager of Ayer's Denver office.

United Banks have been doing research, measuring response to the personal banker since its inception.

We've learned a lot. For instance, we've seen steady growth in consumer awareness of personal banking and an understanding of what it is. We've learned that competition has tried to inject some confusion by imitating us, but we've successfully used advertising to help counter that problem. We've watched consumer opinions of the personal banker become more positive. As we've watched this process of growing awareness, understanding and association of personal banking with United Banks, we've seen that there is a logical, tacit acceptance on the part of United Bank customers that personal banking is, in fact, a good thing. However, we've become concerned about still another task for advertising: that of giving increased vitality to the concept; to make noncustomers feel more urgently that personal banking can be so helpful in their lives that they're willing to change banking relationships to get it. In summary, we've been searching for ways to make the personal banker more meaningful to people.

To help us in this goal, Ayer launched a project late last fall. It was partially research, partially for the generation of ideas. Its end goal was to help us better understand just how we could stage the personal-banking concept in the most meaningful way.

Ayer's New York-based advanced methods group did a thorough review of everything United Banks and its competitors had done regarding personal banking. This was followed with a series of consumer group interviews in Colorado

that probed attitudes toward money and banks.

The next phase of the project involved assimilating all this information—the background of what had been done previously, a review of people's traits and drives relating to money and the results of the first series of consumer interviews—into two days of intensive meetings with people from the agency and United Banks. The meetings used the information to generate ideas and develop propositions to take back to still more groups of target-market consumers for their reactions.

We found that the personal banker is, in principle, highly appealing to our target market. For many reasons, though—some operational, others a result of communications—people seem to think that maybe it's just a "gimmick." The market suspects that while it is a catchy advertising platform, personal banking isn't real; it doesn't exist.

Three central ideas seemed to emerge out of the research findings that would make the personal banker more "real and meaningful." The first had to do with making him an ombudsman, a friend in court representing the interest of the little guy in the big, cold bank. The second concept was that the personal banker should appear as a practical "man-about-town" as far as financial matters are concerned. He should not be sophisticated, but down-to-earth. He should appreciate the advantages being sought by members of the target market. He should talk their language. The third concept was that the personal banker should make the bank work better for people, solve the everyday problems people have with banks.

Advertising will play a major role in bringing these newest facets (which do exist in personal bankers) to life and make personal bankers more meaningful to people. This is the basis for and goal of our next advertising effort, which will involve continuing TV schedules with heavy penetration throughout Colorado.

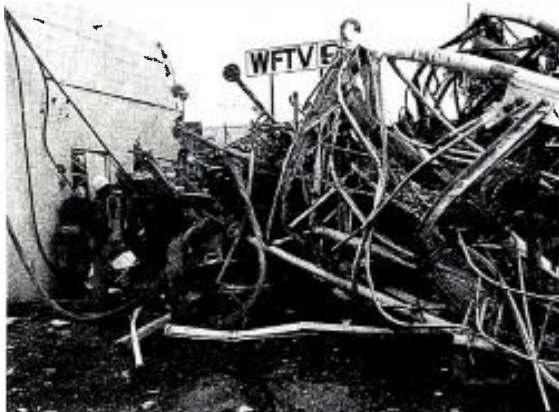
Has personal banking been successful? The answer is yes—very definitely. The concept is still being introduced into all 12 United Banks. But United Bank of Denver, which has had personal bankers since 1969, has seen significant increases in customer traffic, new accounts and loan activity.

Loans outstanding have risen 54% since 1971. Personal checking accounts increased 55.8% from 1969 to 1972 and steady growth has continued over the past three years in other personal banking activities as well.

However, the most important criteria are customer satisfaction, revenues and profit. Enthusiastic customer response, combined with positive income and net profit figures, indicate that personal banking is indeed a success.

1484-ft. structure was tallest in Florida.

WFTV TOWER COLLAPSES!



Orlando (Friday, June 8, 12:17 p.m.). During WFTV's Noon News the giant tower holding Channel 9's antenna collapsed killing two construction workers, injuring two others and causing an estimated \$1.5 million in damage.

The tower, owned jointly by WFTV and WDBO-TV, held both of those TV antennas as well as the FM antennas for WDIZ and WDBO. Workmen were installing a Channel 24 PBS station antenna at the time of the tower collapse.

CHANNEL 9 BACK ON AIR IN 72 HOURS.

Orlando (Monday, June 11, 12:49 p.m.). WFTV Channel 9 returned to the air 72 hours and 32 minutes after its 1484-ft. tower fell. According to the station's General Manager, Walter M. Windsor, Channel 9's return to the air was a miracle performed by both staff and friends.

Southern Bell Telephone Co. arranged for the loan of a 240-ft. mobile restoration tower brought in from Rockdale, Georgia. Construction began immediately, and the tower was erected by Saturday evening. Channel 9 engineers obtained and hung a new antenna, transmission line and microwave dish. By late Sunday power and water service were restored, all had been installed and check-out procedures begun. At 12:49 p.m. Monday, WFTV was back on the air with a test pattern, and the station resumed normal programming with its 5:30 p.m. edition of the news.

By the time you read this, we will be in the second phase of restoration operating at 216 kw ERP from a tower 548 ft. a.a.t. What can anyone add to this remarkable story except to say thanks to one and all.



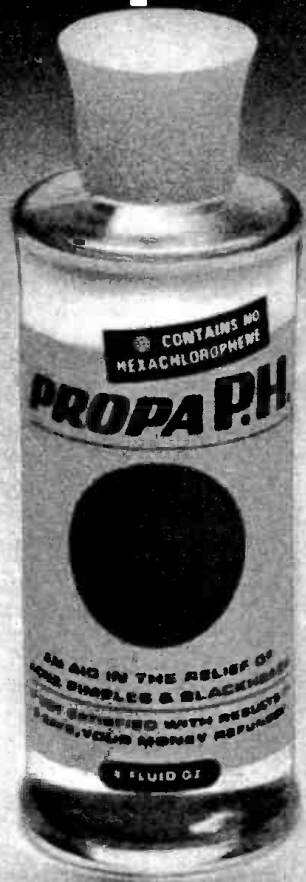
REPRESENTED BY
BLAIR TELEVISION

Walter M. Windsor

General Manager, Channel Nine of Orlando

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**Top stations.
Top markets.
Young people 12-24.
That's what Propa P.H. is after.**





EMMY AWARD WINNING NEWS. BACK TO BACK.

CBS Evening News with Walter Cronkite, won an EMMY. Then, WTOP-TV's own Eyewitness News with Max Robinson & Gordon Peterson & a whole lot of other people won an EMMY. When you're in Washington, remember WTOP-TV ... the best news you'll get all day ... the first news you'll get each night.

Monday thru Friday
Eyewitness News 5:30-7:00 P.M.
CBS Evening News
7:00-7:30 P.M.

WTOP-TV

WASHINGTON, D. C.
A Post-Newsweek Station

Domsat show is high note of NCTA's all-stops-out convention

Teleprompter makes first 'Spacecast'; other operators get together to plan their own satellite consortium; CPI to buy services from Amsat

The seed for a brand new configuration of the cable-television universe was planted in Anaheim, Calif., last week. That it will eventually burst above ground no one would dispute. As to when and how, the answers are not yet apparent.

The history was made on Monday morning when the Teleprompter Corp. took it upon itself to cause the first nationwide cablecast—or "Spacecast," to use the word in which that company seeks a proprietary interest—from Washington to the convention center in which the National Cable Television Association was holding its 22d annual convention. The first image ever to cross the land via a domestic satellite was that of Teleprompter's chairman, Raymond P. Shafer, who was at that moment in the studios of WETA-TV Washington. A few minutes later came the image of Carl Albert, the speaker of the House. And after that came a special program put together by Teleprompter to mark the occasion. This, however, was one occasion wherein the medium was indeed the message. It was an occasion reminiscent of Ed Murrow's historic Pacific-to-Atlantic broadcast marking the first coast-to-coast terrestrial interconnection Nov. 18, 1951. The pictures then didn't mean much either.

Curiously, not many in the convention center seemed inordinately stirred by the occasion. Hardwarewise, it's difficult to surprise telecommunicators these days. And even many who admitted to some "gee whiz" at the occasion were skeptical that they were seeing the forerunner of a cable network that would be in place any time soon. As Time-Life's Barry Zorthian put it during a panel session later in the week: "The potential [for cable networks] is still limited today. But I admit it's on the come."

It was evident that Teleprompter, for one, was out to do everything possible

to see that that coming is sooner rather than later. That company is committed to the concept from Gov. Shafer through President William Brennan through Executive Vice President, Technological Development, Hubert Schlafly through Robert Button, vice-president-in-charge-of-space, and to Robert E. Barton, the engineer working the dials in the earth station parked outside the convention center ("This is a one!"—meaning a first—exclaimed Mr. Barton as the first transmission came down from the Canadian Anik II satellite). Teleprompter may have a satellite network of its own—albeit of limited dimension—going within the year.

And Teleprompter was not alone in the cable-satellite vanguard last week. The day before its demonstration, a loose-but-getting-tighter group of systems operators got together to discuss creating their own satellite consortium. By the end of the meeting 19 hands were in the air, each signifying a \$5,000 commitment to study the issue. Motive force behind that meeting was John Gwyn, vice president of Cox Cable and 1971-72 chairman of the NCTA. That group will meet again in July to form an executive committee that, in turn, will embark on phase two.

Nor was that all the satellite news connected with the NCTA convention. Although, in a sense, they meant just more of the same, the record should show that a heavyweight boxing match from New York's Madison Square Garden was transmitted into Anaheim's Disneyland hotel and to cable subscribers in Long Beach and Newport Beach (two systems that also carried the morning cablecast). And that a Telesat film relayed via satellite from Toronto also was delivered to the convention hotels and the two cable systems. And that live Canadian Broadcasting Corp. broadcasts in both French and English were transmitted on Tuesday and Wednesday.

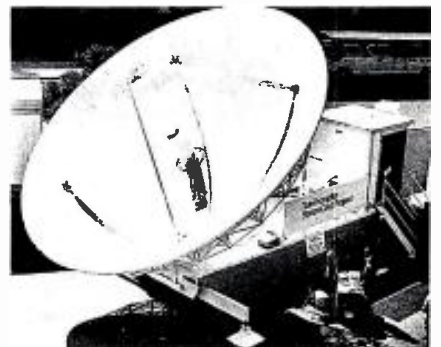
It should also show that another major cable-systems owner, Communications Properties Inc. of Austin, Tex., entered into an agreement with American Satellite Corp., Germantown, Md., for a seven-year contract to provide domestic satellite-communications services, along with microwave interconnect facilities. American Satellite had provided the up-link for Teleprompter's demonstrations from Washington.

The American Satellite earth station for CPI will be located at Murphy, Tex., 20 miles northeast of Dallas. The company says it also will have earth stations located near New York, Los Angeles and Chicago by this fall.

Mr. Gwyn, in his comments at the



History makers. Three months ago, domestic-satellite transmission from Washington to California was only a gleam in the eye of Hubert Schlafly (below), Teleprompter's vice president for technological development. Last Monday it was a reality: the first use of that technology in American television, and in cable television at that, brought the televised image of Congressman Carl Albert (D.-Okla.) (top), to NCTA delegates. The project was the joint effort of Teleprompter Corp. and Scientific-Atlanta Corp., whose "Teleprompter Spacecast" earth station (bottom) pulled off this technological feat. The special, transportable, demonstration unit came in for \$100,000. It is estimated that a fixed-position, production model would cost half that.



"satcon" (as one delegate dubbed the satellite consortium) meeting, emphasized that a collective effort was required to get the project off the ground. For any single company to go it alone would be a "bet-your-company" matter, he said.

But most of all, Mr. Gwyn stressed the imperativeness of a cable interconnect service. "Our utilization of many of the new services in cable's future will depend on our systems' ability to interconnect with originating locations many miles distant." And, he noted, "One thing that has hurt cable in its efforts to date in bargaining for programing software is our lack of a coordinated subscriber base to use in bargaining for product—whether providing 'the numbers' for advertising, or being able to assure broad distribution for other reasons."

But if some were calling it satcon, others simply were calling it network. Teleprompter's Bob Button, in that same panel session at which Mr. Zorthian spoke, described an organization identical to the networks now serving conventional broadcast television: with pro-

graming departments, sales departments, station relations departments—and, beyond that, national spot sales departments to take care of adjacencies.

Most, however, felt that a cable-satellite network would be used first for pay TV, either of movies or sports or both. A number of other considerations stand in the way, however—primarily the television broadcaster and the theater owner, both determined to keep prime product out of the hands of the competition.

Another of Mr. Gwyn's points at the organization meeting had to do with costs of such a satellite—at least to the extent of allaying fears they might be astronomical. One manufacturer has estimated a cost of less than \$1.40 per subscriber per year, assuming a three-million subscriber base. And another has said its cost per hour would be \$700-to-\$1,000—regardless of the number of ground earth-station pickups and terrestrial distance between origination and cablecast points.

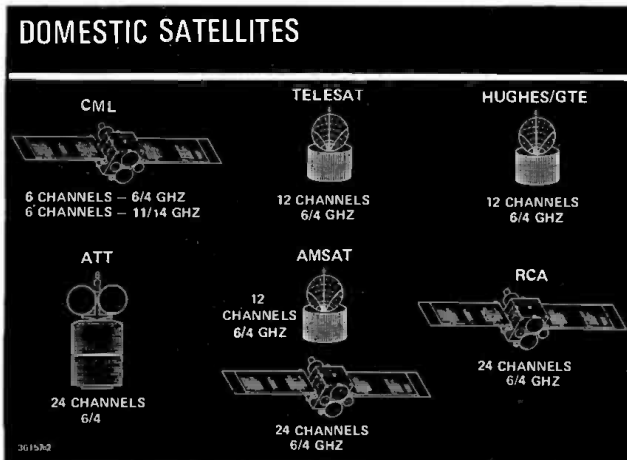
There are, of course, a number of cost, political and practical considerations that must be taken into account

before the seed in Anaheim becomes a flower across the U.S. But Speaker Albert pushed them aside in his coast-to-coast remarks last week: "Events such as this one today have taught me to expect the spectacular from cable," he said. "Although I have no idea how it can be done, I do not doubt at all the predictions [of what cable can do]."

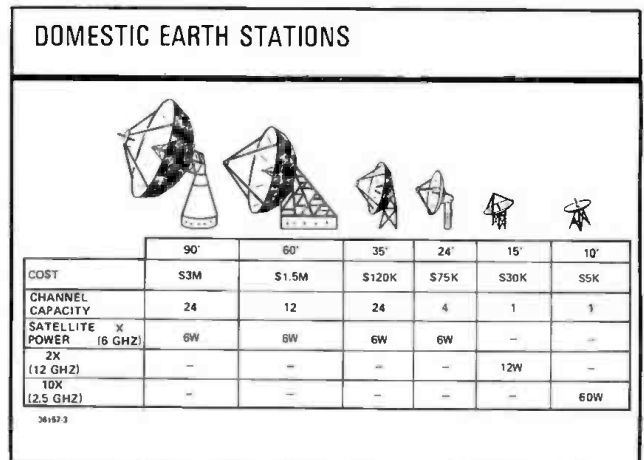
Burch to NCTA: May the best medium win

He says it will be a contest between the networks and cable for programs and audience and, he says, 'it's a good thing'

FCC Chairman Dean Burch, in his speech to the NCTA convention last week, said his message amounted almost to "unthinkable thoughts." The message may have been that to broadcasters; to



1.

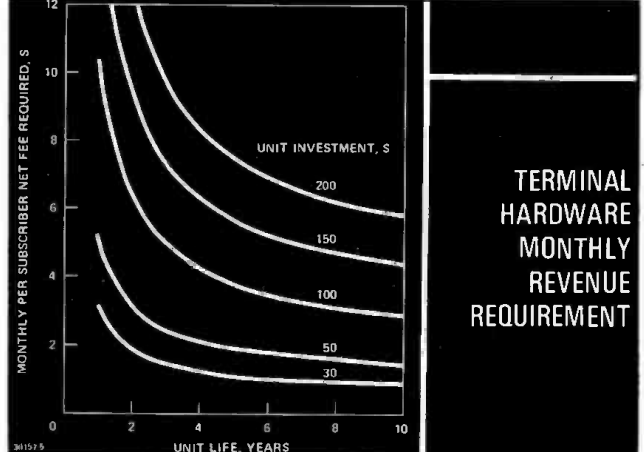


2.

TERMINAL HARDWARE

TYPES OF SERVICE	PER HOME INVESTMENT	LIFE EXPECTANCY (YEARS)
FULL TWO-WAY	≈ \$100 - 300	2 - 6
PARTIAL TWO-WAY	≈ \$75 - 100	2 - 6
ONE-WAY AND IMPULSE BUY	≈ \$50 - 75	3 - 7
ONE-WAY (NO IMPULSE BUY)	≈ \$30 - 50	4 - 10

3.



4.

The facts of life in satellites and pay. These four charts, prepared by Hughes Aircraft Co. and presented by that organization's Paul Vischer at last Tuesday's NCTA session on cable networks, lay out both technical and financial considerations that will occupy the industry in years ahead. (1) The first shows the various satellite systems now in contention, and describes the technological configurations of each. (2) These are various earth-station designs that might be used in a domestic satellite system. The chart shows

the cost of each and indicates the basic trade-off involved in such system designing—that is, the less expensive the ground station, the more expensive and powerful the satellite aloft. (3) This chart deals with the "black box"—subscriber terminals in the cable home. It, too, shows a trade-off factor at work: The more a terminal must do, the more it must cost. (4) These are the cost considerations involved in paying for terminal hardware, in terms of subscriber revenues needed to amortize equipment investment.

cable operators it was wishable, if not thinkable.

For it was a call to recognize that existing communications structures and markets are subject to constant challenge and radical change. The chairman was speaking specifically of cable's future in pay television, suggesting it was bullish and that commission rules and policies designed to protect over-the-air television against loss of programming to pay cable are not holy writ and should be re-examined.

He indicated that he at least, among the commissioners, feels that the cable industry deserves an unfettered shot at breaking the hold he said the three networks have on the program distribution system. That market is now "a tripartite oligopoly," he said, one that has been cornered "by more or less interchangeable products of probable mass appeal."

"Much of the public in all likelihood wants about what it gets," he said. "But is this *all* it wants? What I am suggesting is that, before this decade is over, that oligopoly may sustain a competitive challenge the likes of which it has never really had to contemplate."

And that, he said, "is a good thing." (If it is not, he added, he would want to get into the publishing business "because an awful lot of economics and civics text books are going to have to be rewritten.") But he also said that the outcome of such a cable-"oligopoly" contest "is unclear" and the success of no one guaranteed.

Chairman Burch in past speeches to cable operators cheered them with statements to the effect that the time has come to get cable moving. He has often indicated that he favors the play of a free market to government regulation—but never to the extent he indicated in his speech in Anaheim last week.

Even then, however, he did not commit himself.

In noting the constraints on pay cable he mentioned as the most significant the "regulatory trade-offs built into our communications structures—cost/benefit calculations that have the effect of reserving certain program categories (sports programs carried by over-the-air broadcast stations, for example) in return for certain public services (news and public affairs for example)."

And he said "it may well be that the costs and the benefits are in reasonable balance and that the public comes out way ahead under the status quo."

But, he added, "it may also be that we have simply drifted into the habit of assuming we know the answers—assuming that the fixed pattern of program distribution is the only one or the best one or the clear public preference." He did not add, but might have, that the commission's antisiphoning rules as they relate to pay cable are currently under review.

With the advent of cable technology, he added, it may be that the time has arrived "for re-raising some very fundamental questions and for not assuming that the answers are foreordained."

The chairman appeared to soften his



FCC Chairman Burch to NCTA:

"What I am suggesting is that before this decade is over, [the networks] may sustain a competitive challenge the likes of which [they have] never really had to contemplate. And that, to my way of thinking, is a good thing."

position on the siphoning issue somewhat in answering questions after his speech. Asked whether he wanted a hands-off approach, he replied in the negative. "If we were starting with a clean slate [in dealing with media competition] that's how I'd vote, but we don't have a clean slate." He also said that although everyone assumes it is a case of either broadcasting or pay cable, he does not. "I don't think [the advent of pay cable] will take away [from the existing media]. I think it will add to [the media mix]."

The chairman indicated he does not see a pay operation as the only or even the most significant string to cable-television's bow. Along with resolution of the fight over cable copyright liability (which he mentioned as his personal priority number-one but did not make too much of in his remarks), the evolution of cable's nonbroadcast services will be "the making or breaking of cable over the next 10, 20 years," he said. But most of the nonbroadcast services "are up for grabs" and are simply "a matter of ingenuity in the utilization of channel abundance."

In introducing his "unthinkable thoughts," the chairman sketched this possible future scenario:

First, assume resolution of the copyright dispute, to establish that cable pays for the product it uses. Then, assume cable penetration to a substantial level—say, up to 20 million total taps, by the end of the decade, the existence of feasible and relatively inexpensive interconnection facilities (satellite, in all likelihood) and the potential for tying all households into one cable network.

Finally, on the basis of those assumptions, the program owners—the filmmakers, sports promoters and leagues,

the MCA's and the Screen Gems's—get involved. "And the question of who outbids whom for what product, *everything else being equal*, is very clearly an open question."

But, of course, he said, everything else is not equal. There are commission rules to the contrary, "deeply ingrained audience participation [which amounts] to a virtual assumption of a second Bill of Rights," and "powerful political pressures that tend, if only through inertia, to carve both the rules and the expectations into stone." And then, too, there are those regulatory trade-offs.

Why raise such "unsettling" questions about preserving the status quo as against the wisdom of subjecting the "oligopoly" to challenge in the market place?

One reason, he said, is that in the months and years ahead, the commission will be required to make many critical decisions involving cable and broadcasting and other program-distribution systems, such as multipoint distribution, which involves the use of microwave. And, he said, "it would be literally tragic if these unthinkable thoughts were *not* to enter into the decision-making process. The FCC can no longer accept existing structures and existing markets as eternal verities: their 'truth' is subject to constant verification and reverification—in the marketplace."

Foster charts wavemaking course for cable

As promised, he calls on industry to shake things up and loose from Congress, regulatory agencies, networks, theater owners, phone firms and anything else standing in way of free-market development of CATV

Dave Foster said he was going to strike a new stance of cable militancy in Anaheim, and he delivered. Addressing the opening luncheon of the NCTA convention last Monday (June 18), the one-year-in-office president told his colleagues: "We are an industry of boat rockers." And he ticked off these boats to rock:

- Television broadcasting.
- The motion-picture industry.
- Telephone companies.
- The educational fraternity.
- And "every regulatory assumption

that the convenience of the established communications giants is more important than the interest of the public."

Mr. Foster had set his audience up by saying that cable adversaries "have never been more vocal or more shrill" in their opposition to the medium's growth. "Scarcely a day goes by," he said, "without a prediction . . . that cable is on the verge of destroying that wonderful, charitable device known as free TV. And when we are not being asked to pity the poor networks, we are being told that cable will destroy the health of our downtown areas by darkening the beneficent, cultural influence of motion-picture

theaters." Going beyond those obvious targets, Mr. Foster also took on educators, minorities and political and social reformers, all of whom he lumped together as seeking to shape cable to their own special interests. And he went on to chastise reluctant regulators. "We are supposed to be grateful if a certificate of compliance is granted for a community which awarded its franchise five years ago, and which has been patiently waiting for service. We are supposed to be grateful for the grant of a waiver which enables a cable system to bring to its subscribers a signal which, by any rule of logic, they ought to be seeing. We are to be grateful for having the right to hang our cable on utility poles at an exorbitant price so that we can bring the public what the public is interested in having."

Having named his targets and proclaimed his intent, Mr. Foster then qualified his concept of what kind of boat rocker cable should be. Not the irresponsible kind, he hastened to say, but the responsible sort that "accepts the concept of reasonable regulation, but will resist most strongly and impatiently regulation which tips the balance of competitive advantage in favor of other communication resources." Mr. Foster's own translation of that resistance: to seek changes both in the rules and in the procedures that have followed the so-called "consensus agreement" among broadcasters, copyright owners and the cable industry. As things stand now, the NCTA president made clear, cable has grown neither far enough nor fast enough since that agreement cleared the way for passage of the FCC's cable rules, and he means to do something to speed up that process.

"When I talk about this industry as a boat rocker," Mr. Foster continued, "I am talking about an industry moving ahead so swiftly, so surely, so confident of its destination, that the waves created by its wake rock every other craft in the communications sea. As a responsible boat rocker, we proclaim that no other industry has either a God-given right or a constitutional right to a given share of the communications or entertainment market, nor does any industry have the right to luxuriate in a pattern of marketing and distribution practices contrary to the public's needs and wants."

Not only should cable rock boats, said Mr. Foster, it should also come out of the shadows on two developments that may cause the most trouble of all for its media competitors: pay cable and networking. He called both those subjects "delicate examples" of how CATV would encroach upon others' territories, and said it was time to face up to that fact. "Let's get it out in the open," he said. "Whether you call it pay TV, subscription cablecasting, premium programming or anything else, some boat-rocking is bound to occur in the arena of first-class entertainment and, yes, ultimately, sports programming." And referring to a meeting the day before between a number of cable operators interested in creation of a cable-satellite entity, Mr. Foster said: "If that sounds like a fourth network to you, that's not too far wrong—except that it's really the



NCTA President Foster talks to his people:

"I think it is time we come out of the shadows and admit who we are. We are an industry of boat rockers. Without any question of doubt, we are rocking and will continue to rock the boat of the television industry, and the motion-picture industry and the telephone companies and a host of others."

fourth through 20th network."

The first year of Mr. Foster's stewardship did not coincide with "a particularly confidence-inspiring year," he said. "The promise of the FCC's Third Report and Order was buried in the procedural quagmire of certificates of compliance. The financial community responded to our hopes with a drastic reduction in equity values. The Justice Department has threatened our possibilities for combination and cooperation with an incomprehensible attack on a most logical merger [between Cox Cable and ATC], while all of our adversaries waxed sleek and eloquent." Despite all, he said, it was a time in which the cable industry should have both great confidence and great pride. The Foster rationale: "Because . . . our hopes for the future . . . meet the needs of our nation's people."

Some OTP thoughts on cable's course

They seem to dwell on speculation about hardware, content ownership; Time-Life executive recounts 'nightmare' of Manhattan operation

A short course in cable—just over an hour long—occupied the attention of NCTA delegates Wednesday morning. Those listening closely thought they heard the general counsel of the Office of Telecommunications Policy tip that agency's

hand on the future. Describing a number of alternative routes that might now be prescribed for the medium, Henry Goldberg seemed to treat this one as largest-among-equals:

- A course that depended less on regulation than on broad policy guidelines.

- One that would follow from splitting the transmission elements of cable from the programming elements and putting them into common carriers.

- And, rather than making a single operator responsible for all channels, might split that responsibility among a number.

Such an OTP vision—if indeed it should emerge as an official choice—was but one among many sketched out for the delegates that morning. Not all were bullish. Decidedly bearish was Edgar P. Smith, of Time Inc., who traced that company's decision to abandon the business and questioned whether it was not significant that so many others had too. Among them he named Triangle Publications, NBC and CBS (albeit by government fiat), United Artists, Westinghouse, General Electric, Foote, Cone & Belding, the *Philadelphia Bulletin*, General Instrument and RKO General. The exceptions, on Mr. Smith's list, were Warner Communications, Gulf & Western and Cox Broadcasting.

Mr. Smith said the beginning of Time-Life's "real educational nightmare" was its investment in Sterling Communication's Manhattan cable operation—an association that ended after the outward flow of \$30 million in T-L's revenues. Mr. Smith went on to note that it's going to take \$10-15 billion of somebody's money to wire the country, and said he felt that CATV's return on investment was no longer sufficiently impressive to attract such sums. And, alluding to the possibilities of rate-of-return regulation on cable, he said that "nothing can chill the entrepreneur faster than a 7% return in a high-risk business."

Among the other highlights of that session:

- Cable operator M. William Adler's (Western TV Cable Corp., Weston, W. Va.) observation that "the industry changed overnight, in 1960, when Irving B. Kahn came to town" with talk about pay TV, origination, satellite interconnection—"all the things we're talking about today."

- Attorney Harry Plotkin's (Arent, Fox, Kintner, Plotkin & Kahn, Washington) description of cable's "fourth phase" of regulation—in which the cable operator begins to worry about, and seek protection against, the incursions of other services (such as hotel pay TV and multi-point distribution systems) into his territory.

- Edward A. Deagle Jr.'s (Cable Information Center, Washington) statement that "the idea of the wired-nation concept has gotten you hoisted on your own rhetorical petard" in dealings with municipal franchising authorities, and his advice that the cities are cable's natural allies, and that the industry should be cautious about seeking to find regulatory havens elsewhere.

- Wally Baer's (Rand Corp., Santa Monica, Calif.) estimation that an ex-

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panded cable universe will have its greatest negative impact (about a minus 10%) on network VHF stations in markets below the top 100, but that it may help the independent UHF, and in some cases encourage lighting up presently dark UHF channels. Mr. Baer also suggested an integrated telecommunications universe, in which, among other things, cable systems would be wired directly to the TV stations whose signals they carry, rather than relying on off-the-air pickups.

■ And Paul Klein's (Computer Television Inc., New York) analysis that mass media (like network television) become vulnerable when you start to chip away at their edges, and that, like the mass magazines, they eventually die. That, he said, is the basis for the conflict that exists today between the creation of multiple specialized television services and the medium's established giants.

Whitehead sees pay as key to networking in cable television

But message from Nixon stresses growth of cable should avoid disruptions of commercial TV

Clay T. Whitehead, director of the Office of Telecommunications Policy, said more backstage at the NCTA convention than he did from the podium. He walked into the "video environment" last Tuesday afternoon, and was soon engaged in

video-taped conversation by Anda Xorats of a Chicago media group. A crowd gathered and a pointed, if polite, exchange disclosed these paraphrased Whitehead observations:

The government always extracts some sort of commitment in exchange for its gifts [in this instance, public access]; no FCC, no Congress is going to stand up for a right to program salacious material on access channels; cable will not have the same sort of monopoly control that exists in conventional TV; there's nothing wrong with preferential rates for nonprofit organizations in a common-carrier television system as long as the operator has an opportunity to make the difference back elsewhere; if you get it free you become beholden to the guy or the government who gives it to you; the development of specialized networks depends on the advent of pay cable; there ought to be a way for Joe Doe to come in off the street and plunk down his money to be on TV; it's the government's responsibility to insure nondiscriminatory access.

Mr. Whitehead, who took President Nixon's greetings to the convention, said in his prepared remarks that the cable industry's future is really up to the cable industry, not the government. "Government can go only so far," he said. "The industry will have to decide whether to expand the range of programing and services presently available to the viewing public and ultimately take its place as a full-fledged member of the communications industry. Or whether, instead, to accept the view of many of cable's

detractors and remain simply an ancillary retransmission medium or merely as a purveyor of stale old films."

President Nixon, in the remarks read for him by Mr. Whitehead, referred to cable television's "strong potential" for "significantly increasing the importance of the television medium for American viewers." His message also described cable television as a "dynamic industry that can dramatically encourage citizens to use the television medium to improve the quality of their lives."

But it indicated he was not prepared to write off cable TV's older brother. It said that in meeting the challenge the industry faces, its members will have to "lay the foundation for a future in which the cable and broadcasting industries will individually and jointly provide a wealth of quality information and entertainment program services."

The President's message also promised the White House's assistance in seeking to establish policies "that help insure the stable, orderly growth of the cable industry while at the same time avoiding any serious disruptions in the existing level of television service."

Pay cable: the great hope for wiring the big cities

NCTA sessions are convinced it's no flash in the pan and that the hard-cash feature is what's needed to back the heavy costs in bringing CATV to urban centers

When the subject was pay at last week's NCTA convention, the sessions were jammed.

There was no mistaking the gut feeling among the cable operators—particularly those who are aiming at big-city markets: Pay TV, they were told and they believed, is the only extra CATV service now available that has been proved to bring in cash—and wiring the big cities is going to take a heavy capital investment.

The reports to cable operators at the convention, plus soundings among pay-TV exponents, indicate that the initial testing period is over. People will pay for movies, sports and other items—as evidenced, for example by Theatrevision's announcement that it was expanding nationally after only a little more than six months of testing its system in Sarasota, Fla. (see page 37).

One conflict seems still unresolved—the question of whether pay-TV marketing will be on a per-program basis or a flat monthly charge.

Perhaps the most detailed report on pay-cable TV came from Geoffrey M. Nathanson, whose Optical Systems test has been running for almost four months over a leased Cox Cable channel in San Diego. That system (channel 100), Mr. Nathanson said, now has over 5,000 sub-




Preliminary. Even before the NCTA convention was officially under way last Monday (June 18), Mayor-elect Tom Bradley of Los Angeles (on chair) gave a select audience attending a Sunday VIP reception something to think about: "We [city administrators] are looking for ways of reaching more people. The more ways we have, the better off we are." But, he said, city officials did not really understand the potentials of cable, and he indicated that—as president-to-be of the National League of Cities—he intended to improve that awareness. And at one point, Mr. Bradley made it clear he felt the cable bargain that had been struck in Los Angeles was too one-sided: "We were babes in the woods. I think we got taken." Among those listening to Mr. Bradley was NCTA's new chairman, Amos (Bud) Hostetter (far right).

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scribers. A year from now, he forecasts, a feature film will gross up to \$20,000 a week; not long ago, he said, a bill of two "ordinary" movies grossed \$7,000. Optical's system provides various payment methods, from a \$1.50-per-program charge to season tickets. Most customers lean toward the season-ticket buy, but, Mr. Nathanson said, this might be due to the novelty factor of pay TV.

Mr. Nathanson inveighed strongly against present and proposed antisiphoning rules, calling them "unnecessarily restrictive." "It's time," he said, "to stand up and fight back at the entrenched interests," referring obviously to broadcasters and theater owners.

Optical's pay system is due to expand soon to Santa Barbara and Bakersfield, Calif.; Toledo, Ohio; Harrisburg, Easton, and Wayne, Pa., and Yuma, Ariz.

Gerald Levin of Time Inc.'s Home Box Office, whose system is premised on a flat monthly charge that CATV customers pay in addition to their customary cable charge, said that HBO now has 12,000 subscribers on several eastern Pennsylvania cable systems. They represent a 25% penetration of those cable markets.

Another statement from Mr. Levin drew careful attention from the cable operators: Systems using pay TV attract new customers. In one 15,000-customer system, he said, 290 new customers signed up for the cable due to the pay-TV feature. In another 10,700-subscriber system, 150 new customers were attributed to the attraction of pay TV.

Home Box Office works in conjunction with the cable-system operator, as contrasted to other systems that lease channels from CATV systems. Its programming staples, Mr. Levin said, are movies and sports. (As if to emphasize the latter, Home Box Office brought the Jimmy Ellis-Earnie Shavers fight from Madison Square Garden in New York to the Anaheim convention Monday night.)

The progress of hotel pay TV was cited by William Butters of Trans-World (Columbia Pictures), who reported that his company is now serving 40,000 hotel rooms. And, he added, the latest surveys showed that one out of three hotel guests buy the in-room movie service.

Cable operators were especially excited by one convention participant: Nick Mileti of the Cleveland Indians. Mr. Mileti reported that the home games of his American League baseball club are on a CATV system in Akron, Ohio. The away games are carried on a TV station in Cleveland. It's all a matter of negotiating, he said.

Theater-owner opposition to pay movies on cable was expounded by Marty Newman of the National Association of Theater Owners. He said that theater attendance drops drastically when movies are offered to CATV subscribers. In Warren, Pa., he said, the local movie house suffered a cut of 50% in attendance when a first-run feature was being cablecast. He also warned that in time there would be advertising on the pay cable channel—a prediction immediately rebutted by both Mr. Nathanson and Dore Schary of Theatrevision.

But big cities don't always mean big money for cable

NCTA forum agrees there is financing to be had, albeit at a dear price, but concludes that front money for urban systems will be hard to come by as bankers and investors go for small—and safe—systems

"I don't mean to be bearish," said Benjamin Lenhardt Jr. of the First National Bank of Chicago. He had just told a morning eye-opener session at the NCTA convention that his bank would raise its prime rate from 7½% to 7¾% the following day (Tuesday, June 19), and that "we think it will go to 8 by year-end and perhaps to 8½ in 1974." Remarkably, neither groans nor gnashing of teeth greeted his news. By now, cable *expects* to have a hard time raising money. But, somehow, it also expects to get it.

If there was a consensus between the bulls and the bears in Anaheim last Monday, it was that money is there to be had, assuming (1) the borrower's willingness to pay the going price and (2) his having a viable proposition in the first place. Whether there is enough available to finance all the industry's projected needs remained a matter of debate at day's end. These factors, however, seemed clear:

- Institutional lenders are few and far between, and the majors (the Metropolitans, the Equitables, etc.) are remaining aloof from the field. As interest rates go higher, however, the institutionals grow more interested.

- Banks are serving cable as "bridge" financing: between the short-term and the long-term. But as cable's needs for large sums become more pressing—because of the high cost of urban system building—banks are less and less able to handle the load.

- The equity market is a "forget it." All of Wall Street must come back before cable will again have a chance in that arena.

- There's a "damned if you do, damned

if you don't" factor at work. If you want to build a small system in a suburban or rural area, you have a good chance for financing because that's a conventional type of cable operation and therefore "safe." But, because your money needs are relatively small, many lenders may not find the deal sufficiently attractive. On the other hand, if you want to borrow multiple millions for constructing systems in a major metropolitan market, you become an attractive investment target. But, because that's a new kind of cable, you're a high risk.

- The big question is the cities. Everyone knows they will cost fortunes to wire. (One delegate said: "A year ago, if you had gotten a franchise for Chicago, your stock would have gone up 10 points. Today it might go down 20.") No one knows whether they will make fortunes in return. Everyone thinks that the answer is pay cable.

Bob Hughes, Communications Properties Inc., noted that cable "can chew up capital at a fantastic pace," but reported his company's arranging of \$45 million in the last year alone. The answer: ingenuity in going after various sources of money. Among those he used: tax shelters, equity financing, insurance companies, bank lines of credit and convertible subordinated debentures. The Hughes credo on borrowing: Where there's a will there's a way.

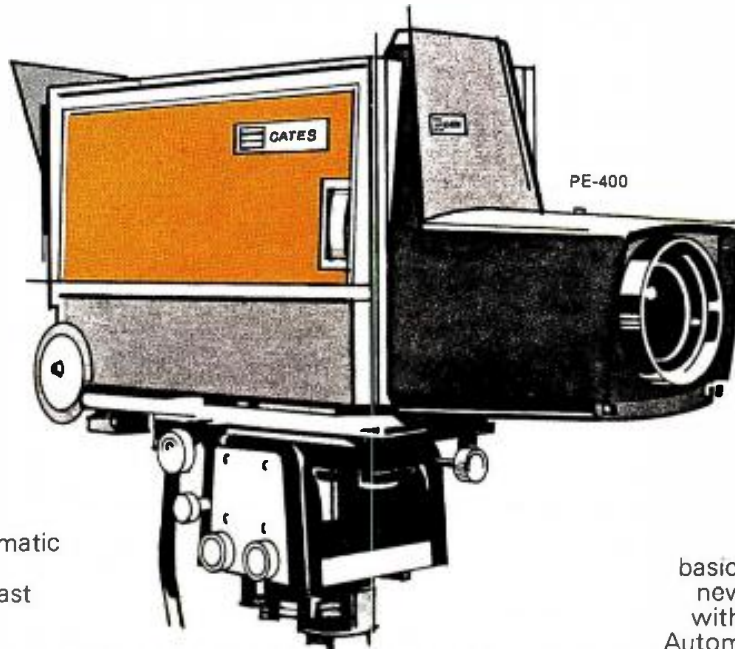
One of the techniques CPI has used is to find investors who will finance [and own] the original system, with CPI managing it for 5% of gross revenues and with a built-in option to buy back the system at a fixed price or \$275 per subscriber, whichever is higher. Mr. Hughes admitted "it costs us more when we buy it back" and that such deals take a lot of time to put together, but noted that all the liability is on the investor. Speaking of equity financing, Mr. Hughes said it is both hard to get (others would say impossible) and expensive. He put the cost for CPI's last offering at around 14%.

Bill Becker of Commercial Credit (a subsidiary of Control Data Corp.) was one lender willing to be specific about his firm's cable goals. That company has loaned \$17 million to cable so far this



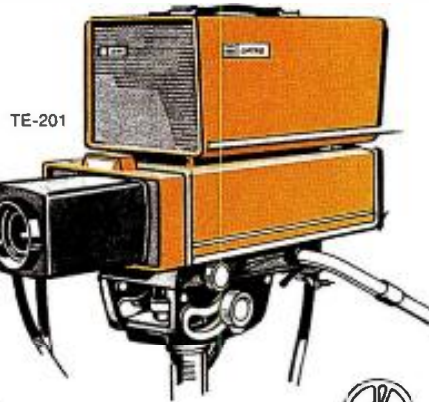
Sobersides. Their expressions matching the gravity of their subject, these cable, financial and legal experts addressed one of two NCTA sessions devoted to "Financial aspects of CATV." Speaking: William E. Becker of Commercial Credit, Baltimore. Listening (l to r): Gary Weinberg, Cable Information Center, Washington; Robert W. Hughes, Communications Properties Inc., Austin, Tex.; Paul Kagan, Paul Kagan & Associates, New York; Jerry Greene, Warner Cable Corp., New York (the moderator); Benjamin Lenhardt Jr., First National Bank of Chicago; Wynn Hinsworth, Salomon Brothers, New York, and E. Stratford Smith, Smith & Pepper, Washington.

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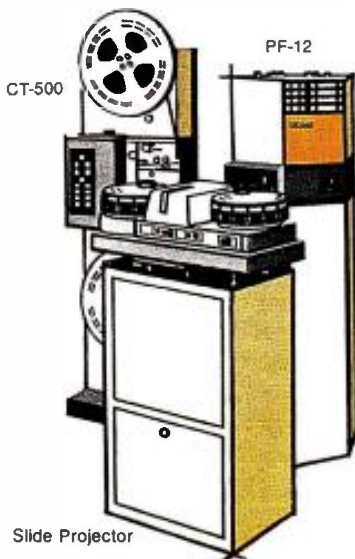
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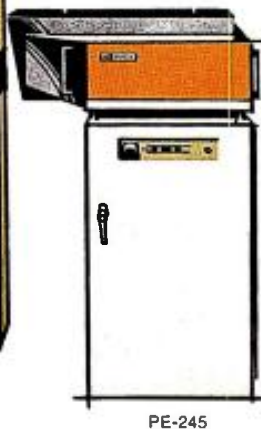
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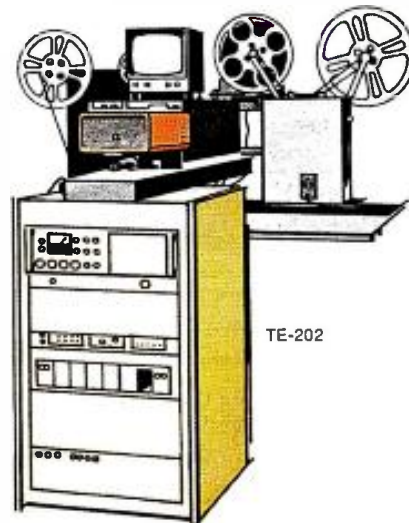
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year and has an objective of placing \$100 million in cable in the next five years. Most of that money will be on a five-to-10-year basis, and most in loans of \$250,000 or larger.

A cloud on the cable financing horizon was floated by Gary Weinberg of the Cable Information Center. He noted that cities are beginning to look at "rate-of-return" regulation for cable systems, and questioned the impact of such a development on investors' ardor. He also mentioned the possibility of municipal ownership, but found that less a threat.

Jeff Casdin of Source Equities Inc. likened cable to the second coming of TV, and said it differed from the first in that the cost now is borne by the system operator alone. He also cited the industry's key role in what he saw as an ever increasing demand for information services, and noted its investment attractiveness "because of its ability to take money directly from the public." He meant that conventional TV derives its revenues through the roundabout route of advertising, while cable goes directly to the consumer. Mr. Casdin's reservations about the medium proceeded from his fears of what the government might do. It is able to control cable through its control of the capital supply, he said, and regulation of cable return could slow the medium's growth.

Dave Harrison of the Bank of New York said that this is a good time for cable to go after long-term money, and noted four favorable conditions: (1) cable's history of dependable cash flow makes for good debt servicing, (2) going long-term defers the need for front-end cash, (3) banks are already getting rates that approach what cable would have to pay for long-term money, and (4) the insurance companies, in his opinion, are flush with money.

Leonard Tow, ex-Teleprompter executive who announced the creation of his own new MSO (see box, this page), said that "these are good times" and that money is available for the purchase of new systems and the development of existing ones. Admittedly flushed by his own success, he said that cable is a long-term business and should be going after long-time money. Mr. Tow told the story of a real-estate whiz who said the three rules to success in that business were "location, location and location," and said the three key rules to success in cable were "management, management, management."

The role of the manufacturer in financing systems growth was noted by Simon Powerantz of Jerrold Electronics Corp., who said that "We, like banks, also act as a bridge to the cable industry." Among the advantages of Jerrold lending, he said, is that it doesn't require fees, kickers, compensating balances or prepayment penalties. Mr. Pomerantz said many systems began with manufacturer financing and later went on to more conventional lenders when they became established.

Another who had to be counted among the bears was Robert Todd of Teleprompter—a company other speakers

Launching. One new cable MSO appears to have gone into business with its financial problems solved in advance. It is Century Communications Corp., whose creation was announced during the NCTA convention last week by Leonard Tow, an ex-Teleprompter executive who will be the company's president and chief executive officer, and by John W. Joanis, chairman of the Sentry Group of Insurance Companies, whose assets were described as in excess of \$600 million. Century already is negotiating for cable systems, either by acquisition or initial franchising, and anticipates investing \$25 million this year, Mr. Tow said. Sentry is said to stand ready to advance still more capital to the joint venture if circumstances warrant. William M. Kraus, a senior executive officer of the Sentry group, will be chairman of the new company. Mr. Tow was a vice president of Teleprompter from 1965 until earlier this year. He left the company as senior vice president for corporate development. Executive offices for the new venture will be in Stamford, Conn.

cited as being in an enviable financial position due to its industry rank and its success in acquiring extensive lines of credit. All the same, Mr. Todd projected the industry would need \$2 billion in financing in the next two years—half of that for new construction, the rest for rebuilding systems, building those "black boxes" (subscriber terminals) for pay systems and providing programming. By his calculations less than one-half of that requirement is in sight from five categories of money sources. The banks and the public are out, he said. Institutions will be the principal source but investments from major lenders will be token; altogether, institutions may account for \$250-300 million. Specialized credit and cable funds may be good for another \$200 million, he said, while vendors (such as Jerrold's Mr. Pomerantz) may be good for another \$250 million. Mr. Todd's concern: that the lean money market will inhibit industry growth.

Ed Hopper of LVO Cable suggested the industry consider growing its own (money). By that he meant financing systems in bites rather than all at once, giving the lenders a chance to back out if cable doesn't perform. "The biggest shortage [in cable] is people who can spend wisely, rather than money to spend," he said.

Nine more systems to get pay cable

Theatrevision broadens from test in Sarasota; parent Chromalloy working on six-foot picture

Theatrevision Inc., which has been testing pay TV since last October in 1,000 homes on the Storer-owned cable TV system in Sarasota, Fla., announced last week that it was expanding to nine more

CATV systems in six states. Theatrevision officials indicated in no uncertain terms that they were convinced that, based on their experience in Sarasota, pay cable is ready for full-scale operation.

The announcement was made by Joseph Friedman, chairman of Chromalloy American, the principal owner of Theatrevision, at the National Cable Television Association convention last week.

The move toward nationwide pay TV by Theatrevision will start with marketing activities in August and full operation in November, according to Dore Schary, president of Theatrevision. Systems to be used, in addition to expansion of service to the full Sarasota system, are: Venice, Fla.; Bay City and Midland, Mich.; Poplar Bluff, Mo.; Clovis, N.M.; Williamsport, Pa., and Bryan, Paris and Austin, Tex. These systems, Mr. Schary said, serve a total of 170,000 customers. Arrangements with the CATV operators, Mr. Schary said, will vary, depending on how much of the burden of selling the service they assume. All arrangements will be on a percentage basis, ranging from 10% to 25% of the gross revenues.

In the Sarasota test, Mr. Schary said, the average pay-cable home is buying three and a half to four tickets per month. Theatrevision sells a strip of six features for \$14 monthly.

Chromalloy has invested \$1.5 million in Theatrevision, Mr. Friedman reported. It is also embarking on full production of an improved decoder at less than its original \$180 cost. He said Chromalloy was researching development of a TV receiver that would project a six-foot picture in the home and predicted such a set on the market in "less than 10 years."

New chairman's aims: cable-angled copyright, lighter FCC restrictions

Amos B. Hostetter, the new chairman of the NCTA, has two items at the top of his list for his one-year administration: copyright (see page 39) and a resolution of what he termed the "overlapping roles" of federal, state and local regulation (see page 38).

On the first, Mr. Hostetter, executive vice president and a co-founder of the Boston-based Continental Cablevision Inc., hopes to lead the association into the promised land of the copyright bill (S-1361) sponsored by Senator John McClellan (D-Ark.), which includes a cable section providing for compulsory licensing, a fixed schedule of fees running on a graduated scale, and other goodies the cable industry supports and copyright owners oppose. On the overlapping issue, Mr. Hostetter will be bearing out the mandate of his membership: federal pre-emption of CATV regulations.

He also aims to spur the FCC into revising its current nonduplication rules, as well as instituting a publicity-educational promotion pointed at "the wolves of existing distribution interests." Mean-



New NCTA Chairman Hostetter

ing, of course, broadcasters and theater owners.

Mr. Hostetter agreed that there is an urgent need for extra services to make cable TV viable in major cities. These, he said, will take the form of movies and sports on a pay-TV basis to make that income the "profit contributor." He anticipated the extra \$4 to \$6 monthly per home that will accrue from pay TV will insure at least a break-even point for major-market CATV's.

The 10-year veteran of CATV (Continental Cablevision was founded in 1963) was obviously jubilant, as was David Foster, NCTA president, at the return of Viacom to membership. The association announced that 10 new members had been signed, including Viacom. There are only a dozen major cable systems that are not members, Mr. Hostetter noted, and he said he hopes to have them all in before his term expires next April.

Bruce E. Lovett, Washington vice president for American Television & Communications Corp. and a former NCTA general counsel, is vice chairman of the association. He becomes chairman, barring an upset, at the April 1974 convention in Chicago.

Prevailing sentiment among cable operators: give it to Uncle Sam

Federal control of all regulation is seen as desirable alternative to diffusion of jurisdictions

Weary of coping with three-tiered regulation by federal, state and municipal governments, CATV owners are girding for a campaign to persuade the FCC, or the Congress, to pre-empt all cable jurisdiction.

That sentiment was repeatedly expressed by panelists and speakers at the NCTA convention last week. The convention's attitude was expressed in the vigorous applause that greeted a statement by Representative John E. Moss

(D-Calif.), a member of the House Commerce Committee, that he was preparing to introduce legislation to give the federal government complete authority over CATV.

(While Representative Moss was promising legislation, the unrelated Senator Frank Moss (D-Utah) was introducing a bill to make the FCC the primary agency of cable regulation, though leaving some carefully defined functions to states and their subdivisions. It is regarded as the NCTA's model bill [see story, this page].

Running parallel to the move to enlarge federal jurisdiction is a secondary effort to get uniformity in state regulation, which is developing in several directions.

But that federal assumption of jurisdiction is the favored objective was evident when Mr. Moss drew more applause by terming the federal-state-local regulatory posture "unwieldy in the extreme, confusing to all participants, and busy creating almost as many problems as it solves."

Mr. Moss also won plaudits when he stated that no prohibition should be imposed on newspaper publishers or TV broadcasters in ownership of CATV systems. He warned, however, that he was opposed to monopoly anywhere.

Another congressman who expressed sentiments the cable audience found welcome was Representative Charles E. Wiggins (R-Calif.), a member of the House Judiciary Committee, who stated that CATV must be treated "as a full and equal partner" with all other communications media. And he elicited bravos from the audience when he said that CATV regulations seemed to be carved to protect other communications entities.

But, Mr. Wiggins added, he is disturbed that cable TV accepted without a stronger struggle the FCC mandate for access channels. Both congressmen were among a panel of California representatives who discussed CATV regulation.

Morris Tarshis of New York City's board of franchises said that conventional CATV faces "layer on layer" of regulation, with municipal jurisdiction being whittled away and possibly being entirely cut out of the picture. He said that he is "disgusted" with the complications that have grown up around cable regulation and that he planned to recommend that New York establish franchises for simple, closed-circuit cablecasting systems that will provide no off-the-air TV signals—only such services as pay TV, public services, education, and access channels. This, he said, will keep the federal government and probably the state out of the regulatory area.

The complications stemming from three-tier regulation were mentioned again and again by various other participants. Yolanda Barco, an attorney and associated in the ownership of the Meadville, Pa., cable system, noted the various orientations of the regulatory bodies are building into a complication "that may sink CATV." This same sentiment, that CATV regulation is building toward "an impossible situation . . . a regulatory mess," was expressed by cable pioneer Bruce Merrill, president of Ameco Inc.,

Cook's way. Senator Marlow Cook (R-Ky.) last week introduced a joint resolution that would prohibit municipal ownership of cable television. S.J. Res. 125, which was offered last Monday (June 18), would also apply to TV and radio stations, except non-commercial facilities, and any other medium of mass communication. The resolution states that Congress "opposes attempts by governmental units at all levels to own, manage, or control any medium of mass communications, whether it be newspapers, [commercial] broadcast stations, or cable television systems. . . ." In a floor statement Senator Cook, a member of the Communications Subcommittee, said that such attempts at government control are potential threats to freedom of the press.

who called for federal pre-emption and, perhaps, a move to impose uniformity in state regulation. Tom Houser, a Chicago lawyer and one-time FCC member, also called for federal pre-emption due to the lack of regulatory consistency among the FCC, the states and municipalities. Robert V. Cahill, a Washington lawyer, termed the franchising process "horrendous."

Steve Effros of the FCC's Cable Bureau pleaded for cooperation among the warring parties. He acknowledged that the FCC's cable rules are vague and ambiguous, but he said this was done purposely to permit flexibility and innovation.

Moss bill would put FCC as plenary power over cable regulation

Senator Frank Moss (D-Utah) has introduced legislation that would give the FCC jurisdiction for the regulation of cable television and would empower the commission to delineate areas of federal, state and local responsibility.

The measure (S. 2015), co-sponsored by Senator Vance Hartke (D-Ind.) and introduced Monday (June 18), asserts that the FCC "shall have plenary regulatory jurisdiction over CATV systems" in areas including—but not limited to—"the origination of programing; the maintenance of technical standards; size and ownership restrictions; pole and duct rates and practices; the setting of franchising standards, use of nonbroadcast channels; and coordination of interconnection and technical compatibility."

The bill also would permit the FCC to authorize the regulation of cable systems by states and by municipalities. Proper regulatory matters for the states, it says, are "supervision and enforcement of the franchising process; safety regulation; enforcement of antitampering regulations; and acquisition and use of easements." Areas of authority for political subdivisions, it says, are "the authority to award, renew, revoke, and regulate the transfer of franchises; the supervision of construction and performance; and the supervision of rates and charges to subscribers."

States and municipalities would be

directed to clear their regulations with the FCC before implementing them.

In introducing the bill, Senator Moss said that the commission's "nonpre-emptive federal regulatory program" allows experimentation and flexibility. "However," he added, "the great latitude left to the local governing bodies, especially the states, has resulted in attempts to impose entirely unsuitable forms of regulations on cable television." And, he said, "a total lack of regulatory uniformity between jurisdictions appears likely." Uniform regulatory guidelines will greatly aid the development of cable, he said.

As copyright goes, so will go cable

That's Hostetter's conviction as he renames Stern to head NCTA's negotiating committee

Copyright, although not on the official agenda at the NCTA convention last week, was nevertheless much on the minds of most cable operators. In fact, Amos B. Hostetter, Continental Cablevision Inc., new chairman of the association, told his members in his "inaugural" speech that a resolution of the copyright issue "is the absolute predicate for this industry's continued growth."

And responding to questions at a news conference at the end of the convention, the NCTA chairman said he intended to reappoint Alfred R. Stern, Warner Cable, as chairman of the association's copyright negotiating committee, despite some question of a potential conflict of interest. Warner Cable is one of the components of Warner Communications Inc., which also includes motion-picture producer Warner Bros. Mr. Hostetter said he was doing this in the interests of continuity of the cable negotiations and because he has so high a regard for Mr. Stern's integrity.

The impasse between motion-picture and cable negotiators on copyright is principally over fees. How far apart the two industries remain was made public by Charles E. Walsh, NCTA attorney, who reported that the motion-picture representatives had asked for 16½% of gross as copyright payment, while the CATV negotiators had offered 1¼-2%. Mr. Walsh suggested that hearings on the NCTA-backed McClellan copyright bill, which includes a CATV section calling for compulsory licensing and a schedule of fees, might be held this summer, hopefully with passage by the Senate by year's end. That bill would then go to the House where, if cable hopes are realized, it would be enacted next year.

Balm to cable TV owners came from two California Republicans during a session on federal legislation (see page 38). Representatives George E. Danielson and Charles E. Wiggins both said they supported the McClellan bill, with the former noting that he particularly favored the provision that calls for a periodic review of the fee schedule, and the latter saying he feels the McClellan bill embodies principles that are "fair and good."

The gear for pay, two-way service stars at NCTA

But market for all kinds of cable equipment is brisk

There were 173 exhibitors of cable hardware at the National Cable Television Association convention last week. They showed everything from connectors to towers and expressed general pleasure with the volume of traffic and quality of interest. But those showing interactive home-terminal devices were the principal centers of attraction.

It is the home terminal that will provide pay-cable service, in addition to other two-way services. Here are some of the systems that were shown:

Optical Systems demonstrated the type of equipment it has had in use for nearly four months on Mission Cable in San Diego. Optical's "black box" in the subscriber's home is activated by insertion of a ticket in a slot. The action unscrambles the pay program. At last year's NCTA convention, said a company official, "We couldn't give it away." This year, he added, "Everybody wants it yesterday." Basic costs to subscribers include a \$20 deposit for the "black box", \$12 for a yearly maintenance, and \$6.50 for a monthly movie package. Optical systems in its first 110 days has 5,200 subscribers and says about 80% of those who receive demonstrations agree to subscribe.

Jerrold showed its Communicom, a computer at the head end of a cable system which interacts with a terminal in the home. Through the subscriber terminal, which looks much like a pocket calculator, it is possible to furnish point-to-point merchandising, computer-aided instruction, opinion polling and other functions that involve a digital response. The Jerrold system is not yet in use in the field, but future marketing plans call for participation with five unnamed multiple-system operators who will test Jerrold's system.

The Tocom (Dallas) system consists of three primary elements: a computer-controlled central data terminal; varying numbers of remote terminals located in the homes; and a bidirectional cable distribution system. The key to the system is the central data terminal which is capable of monitoring 60,000 remote terminals every six seconds. Tocom has been experimenting with prototypes for over three years. On May 23 Tocom announced the signing of a contract for 7,000 of its home terminals for a cable system in Golden Hills, Ariz. Company officials say this is the first sale of its kind, and services offered will include pay television, opinion polling, fire-burglar-emergency-assistance alarms, meter reading and remote control functions.

The Magnavox interactive system is essentially a two-way system that can be used in a one-way configuration. Among the advertised features of its premium TV system are push-button acceptance

of programming by subscribers, provision for incremental billing during special events, elimination of telephone interconnection or telephone ordering, and the opportunity to preview programming before it is selected. At the heart of the Magnavox system is the interactive data-exchange module (IDEM), an on-line switching center for commands and codes from the subscriber terminal. The IDEM stores subscribers' billing information until it is collected or retransmitted to the head-end. Only one IDEM is required for every 32 subscribers.

In other types of equipment displays time-base correctors were big items. Consolidated Video Systems, Santa Clara, Calif., and Television Microtime, Bloomfield, Conn., introduced products that were of widespread interest. Although the systems differ in techniques, they both correct time-based problems in video tape which result in video tearing, flagging, picture rolling and hue shifts. This development will allow cablecasters to use almost any type of video tape from quarter-inch up. Cheaper, more versatile origination could result as previously unusable low-cost video-tape recorders may be employed.

Another boon in program origination could be signaled by the Kodak super 8 video player, VP 1. The video player can play color and sound super 8 movies over a standard television receiver or through a cable-television system. It will permit reductions in the needs for such items as film chains, and the cost, when

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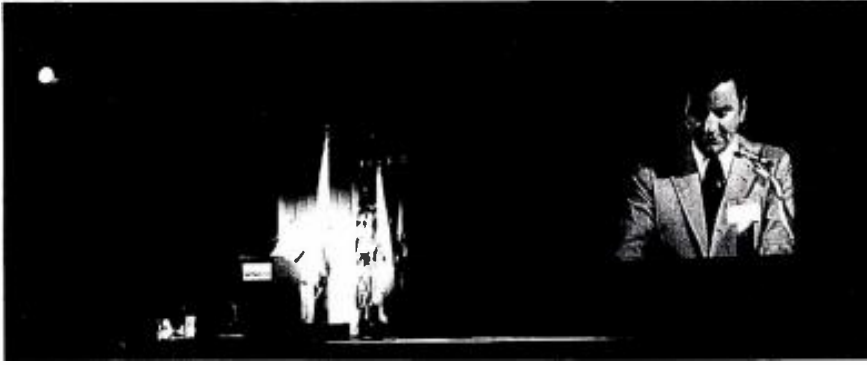
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An exiting Bresnan keeps planning. Teleprompter's William J. Bresnan ended his term as NCTA chairman with a call for a national-local public-service efforts that would make friends and influence people for the cause of cable. Mr. Bresnan, who spoke at the opening session in Anaheim last week, said a recording facility is expected to be established on Capitol Hill in Washington where lawmakers can tape messages for cable playback in their home communities. NCTA members will be urged to have compatible one-half inch helical playback equipment on-line to play the tapes. Mr. Bresnan also suggested a member of the NCTA board be named as liaison to the American Revolution Bicentennial Commission to work out ways in which cable systems could assist in the 1976 observance of the nation's 200th birthday. Among Mr. Bresnan's other recommendations was an effort for better contact with the FCC.

it is marketed in late 1973, should be somewhere around \$1,195.

RCA showed a 25-inch color-television receiver with a 24-channel tuner. The sets have mid-band frequency capability which could eliminate the need for set-top converters and A-B switches on the back of the set. The tuner can also hold and pinpoint the correct picture signal level on every channel.

Other technical notes of interest include introduction of MetroCom by Theta-Com, Los Angeles, which provides for a computer system capable of providing up to 18 automated channels, and a half-inch color cartridge video recorder introduced by Sbibaden, Japan, which can take color cartridges containing up to 30 minutes playing time.

Exhibition space was in great demand, record numbers of lookers and shoppers showed up. One exhibitor expressed interest in the diversity of the convention goers, another noted the appearance of venture capitalists, and a third was surprised to see all the Europeans. One exhibitor stated that he expected to expand his floor space for the next convention even though rates would increase from \$5.50 to \$6.00 per square foot at the Conrad Hilton in Chicago next year.

Local sales helping to pay cable's way

Success stories in advertising recounted at Anaheim, but all stress need for professionalism

"Findlay, Ohio, is a scant 15 miles from Fostoria—and now you know where we are," began Jeffrey Jones, program director of the CATV system in that Buckeye town, to a more or less somnolent early-morning audience at the NCTA convention last week. But, he added, the Findlay cable system is selling advertising at the rate of \$80,000 yearly—a statement that immediately awakened those

attending the session, entitled "Advances in Cablecasting."

Mr. Jones, an alumnus of several years of public-TV experience, said he has a local origination channel that programs three hours nightly (from 7 to 10 p.m.) and whose audience rating is 12.5 (that percentage of the available audience watching TV on the cable is tuned to the origination channel).

That \$80,000, Mr. Jones said, still puts the 9,000-subscriber system in the red; the origination budget is \$120,000-\$140,000 annually. But, he stressed, it shows what can be done in selling spots on cable TV.

One thing is essential, Mr. Jones emphasized: professionalism—in staff, in equipment and in production values. And above all, he said, involvement in the local community.

Another success story in cable-TV advertising was related by Frank Thompson who runs the 90,000-customer El Paso, Tex., system that is principally owned by Teleprompter. Mr. Thompson said he was billing at the rate of \$15,000 monthly, aiming programs at women, children and even the midnight-to-6-a.m. audience. Sure, it's expensive, Mr. Thompson, a CATV veteran, said, but in order to attract viewers cable operators must spend money.

Mr. Thompson also stressed the need for professionalism, including, he added, a trained sales manager to supervise salesmen. And, he emphasized, it calls for what he termed "originalization."

A third success story on cablecasting came from John Cardenas, now with Napa Valley Cablevision in Phoenix, who told cablemen about his origination activities when he was managing the 12,000-customer Santa Rosa, Calif., system. There, he said, he was selling announcements in the weather-scan channel and billing at the rate of \$2,000 monthly.

According to the NCTA more than 600 cable systems now are involved in some sort of local origination.

Ledbetter makes a case for multiple franchises

Consultant says splitting system within city would help smaller groups and minorities

Theodore S. Ledbetter Jr., a Washington telecommunications consultant and president of Urban Communications Inc., Washington, stepped on a few toes last week at the NCTA convention in Anaheim, Calif. Mr. Ledbetter, a participant in a panel on franchising, plumped for a policy of multiple franchises in a city, rather than a single franchise for an entire community.

This startled some fellow panelists whose orientation was the traditional cable industry one of opposition to more than one franchise in a community. But Mr. Ledbetter stuck to his guns and through the force of his logic and the ring of his rhetoric brought applause from his audience.

The case for multiple franchises, Mr. Ledbetter argued, is that it makes it easier for smaller groups and minorities to secure franchises and to build systems with smaller investments. He suggested that city CATV franchise districts be limited to 40,000 to 50,000 households, and that one requirement be that the several CATV systems in a city be required to interconnect. "We don't want to have segregation in CATV," smiled Mr. Ledbetter who is black.

The issue of minorities was also raised by FCC Commissioner Benjamin L. Hooks, who warned cable companies that they, like broadcasters, must live up to the equal-employment rules that the FCC has invoked.

But by and large, participants in the panel on franchising spent most of their time decrying the "over promises" that have been made by CATV applicants (Hugh Flaherty of Teleprompter); the "knuckling under" done by cable applicants to unreasonable demands in city ordinances (Marc Nathanson of Harris Communications); a comment that if a city demands too much, "don't play" (Bowman Cutter of Cable Information Center).

The group also heard a proposal from Frederick W. Ford, Washington lawyer, one-time FCC chairman and a former president of the cable association, that cities adopt a form of comparative hearing along the lines of those conducted by the FCC, including the use of the same comparative criteria.

Mr. Flaherty also supported his company's, and the NCTA's, advocacy of a proposal that franchise fees be increased from the current 3% to 5% of gross revenues payable to cities, with the extra 2% being used to establish a fund for the use of public-access groups. Unless they are funded, Mr. Flaherty said, "public access is going to die."

He also noted that such a policy, if adopted, would require the appointment of some sort of "peer" group to make decisions on who gets on the access channel, and when, and whether or not any material should be banned.

Latino group seeks voice in cable growth

Last-minute spot on NCTA agenda given, but attendance is sparse

A group of minority activists who met last month with the FCC (BROADCASTING, May 28)—and subsequently organized themselves into the National Latino Media Coalition—made their bid for a piece of the action and a share of the attention at the National Cable Television Association last week. They hope eventually to be more successful at the former than they were at the latter.

The group, led by principal spokesmen Antonio Pedro Ruiz, a Puerto Rican, and Vicente Gonzales, a chicano, held a news conference Tuesday (June 19) at which they announced their intention to create a dialogue with the industry looking toward participation in cable growth into latino markets. They were careful to say they had not come to the convention either to beg or to threaten. They did say they wanted to reverse a traditional pattern of white-dominated businesses creating "negative cash flows" when they enter the Spanish community. "We're going to work with cable to develop those communities," Mr. Ruiz said, "but not necessarily on cable's terms." Among their concerns: special programming for the Spanish-speaking audience, minority employment, training and access (and not just in programming terms).

Mr. Gonzales felt that cable's neglect of the latino population was made especially evident in that the NCTA convention was being held in an area with 3.3 million chicanos, and that none was represented in the official program.

The latino coalition asked for and was granted a place in Wednesday morning's management session in the main convention meeting room—according to Mr. Ruiz, in a position just following an appearance by FCC Commissioner Benjamin Hooks and before the start of a panel on franchising considerations; according to the NCTA, following that panel. As it developed, the moderator of that session—which ended shortly before lunch—announced in the closing minutes that the special presentation would follow. By the time the franchising panel had cleared the stage, the audience had virtually cleared the hall, and the latinos were left with only a few of their number to talk to. The presentation was canceled.

Bradley, Conroy picked

NCTA board line-up completed; study of pay TV is ordered

Rex Bradley of Telecable, Norfolk, Va., and Ben Conroy Jr. of Communications Properties, Austin, Tex., were named to complete the seven-man executive committee of the NCTA at the association's board meeting Thursday (June 21) following the NCTA convention.

The executive committee consists of

the association's officers, the immediate past chairman and two board members.

The officers are: Amos B. Hostetter, Continental Cablevision, chairman; Bruce E. Lovett, American Television & Communications, vice chairman; Gene Iacopi, Nor-Cal Cable, secretary; L. W. Kliever, Peninsula Cable, treasurer, and Bill Brennan, Teleprompter, immediate past chairman.

The board instructed the subscription-cablecasting committee to undertake a study of the pay-TV situation and to report back to the board as soon as possible. Burt Harris, Harris Communications, was reappointed chairman of that committee. Other committee chairmen who were reappointed: Bill Brazeal, Community Tele-Communications, non-duplication; Ed Allen, Western Communications, multiple ownership; Ray Schneider, Times Wire & Cable, associate members; Gene Schneider, LVO Cable, budget and audit; Mr. Iacopi, legislative; Alfred R. Stern, Warner Cable, copyright; Robert Weary, Junction City, Kan., bylaws; James Marlowe, Spectrum Communications, utility relations. New committee chairmen are: Joel Smith, Warner Cable, code; Barry Zorthian, Time-Life, public relations; Mr. Bradley, satellites.

The first meeting of the new executive committee will be held in Washington July 25-26.

Public-access groups reaffirm objectives

Policy statement released at Anaheim convention

Public access is among the considerations in cable television's future, but its resonance level was down a bit at last week's NCTA convention. Some 300 complimentary registrations had been distributed to representatives of various nonestablishment organizations, but their sessions—and the video environment they occupied off the convention's main lobby—were virtually ignored in the press of other business. One notable exception: an hour-long visit by Office of Telecommunications Director Clay Whitehead Tuesday afternoon. He watched the tape of a news conference in which a number of alternate-media groups had participated that morning, and came out saying he was still for the access concept, if noncommittal on the particulars.

Those particulars—issued as a 15-page statement of policy on community access—were the result of a three-day meeting on a college campus in Fullerton, Calif., the preceding weekend. A preface to that statement set forth this broad objective: "dedication to the concepts of absolute open access to information, access to the tools of production of that information and access to the system for its distribution."

Those who drafted that document—there were no signatories to it—were predominantly of the video generation that has arisen in the wake of half-inch tape availability: the Porta-Pak produc-

tion. Biggest surprise at last week's annual membership meeting of the NCTA was the election of Ralph Baruch, president of Viacom International, to the board of directors. He had been nominated from the floor—an action that seemed less surprising when it was learned that Viacom, which left the NCTA over policy disagreements last year, had rejoined the association. Also elected: Henry Harris, president of Cox Cable; Daniel Aaron, president of the Cable Communications Division of Comcast; Nathan Levine, Sammons Communications, and George O. Nichols, Cllnton Cable TV Inc. Passed without contest: the NCTA's new, and reduced, dues schedule.

ers who form the backbone of television's underground. They were working the NCTA convention at one level of consciousness. At another, reflected in a Monday-morning convention eye-opener, were such establishment types as William Johnson of the FCC's Cable Bureau. He described the commission's access rules as "still experimental," and said the agency was considering the problems presented by such standards as the one that prevents the cable operator from censoring access materials.

A proposal by Open Channel, New York, that a percentage of subscriber revenues be set aside for operation of access channels won important support when it was endorsed by the Conference of Mayors, meeting in San Francisco just before the NCTA convention. The proposal, put before the FCC as a request for a declaratory ruling, also is supported by Teleprompter, the largest systems operator, and—as of last Monday's panel—by Richard Galkin of Sterling Communication Corp. Theodore Sklover, director of Open Channel, said the proposal would enable all elements in a community to engage in professional television access—from the counterculture's "video freaks" to the League of Women Voters.

NCTA tightens money belt

The NCTA has approved an austerity budget for 1973-74—one that anticipates a grant deficit of almost \$139,000. Income from dues and other sources is set at almost \$1.2 million; operating expenses at \$1.6 million. The budget, however, anticipates a net profit from the annual convention of \$250,000, plus \$12,000 from cable-TV expositions to offset the \$400,976 operating deficit.

Major cutbacks are being instituted—legal services (from \$207,000 in the current 1972-73 budget to \$165,000 in the new budget), political education (from \$110,000 to \$75,000), engineering (from \$42,000 to \$22,000), and technical training (from \$20,000 to \$5,000).

NCTA's membership currently represents over 4 million of the industry's 6.5 million subscribers, according to Amos B. Hostetter, Continental Cablevision, new chairman of the association, who said that membership will be a major thrust in the new year.

Success stories flood the air at radio workshop

Four satisfied customers explain how and why they use the medium; awards for commercials given out

It was testimonial day for radio advertising last Tuesday (June 19) before 700 agency, advertiser and media people gathered in New York for a workshop sponsored by the Association of National Advertisers and the Radio Advertising Bureau.

Fotomat is the largest retail photo-finishing service in the world, according to the RAB. It began in 1967 with a handful of stores in southern California and currently owns 1,000 stores in the U.S. and Canada. Mark Mullin, Fotomat's advertising director, said "radio has been our primary medium for the last two years and will continue to be. We get immediate results from radio. We're a retail operation, and we get quick feedback from our sales people when a radio promotion is run."

As an example of radio's immediacy, Mr. Mullin told of a call from a San Antonio, Tex., dealer to La Jolla, Calif., headquarters to report it had been snowing. The dealer explained that thousands of San Antonio families would be taking pictures of their children playing in the snow. "In two hours we had the copy written, and the first spots were being broadcast in San Antonio—a market 1,000 miles away," Mr. Mullin recalled. "As a result, Fotomat stores there had a terrific couple of days."

Harold Danenberg, vice president-products director, consumer products division of Lehn & Fink, told how and why his company had "upped its radio advertising to several millions." L&F entered radio "cautiously" with a campaign for Stri-Dex, an acne remedy. The product had been introduced on television programs aimed at teen-agers, Mr. Danenberg reported, "but as the teen audience for these television shows waned, Stri-Dex sales became stagnant. Radio results were great. Sales in our first year with radio increased 30% after showing marginal increases for several years."

Impressed with results, L&F decided to use seasonal radio advertising for Medi-Quick, a first-aid product. The messages, played on and around weekends, were keyed closely to the weather: "On a hot, sunny day we talked about Medi-Quick for sunburn. On a muggy day it was relief from insect bites, and on a rainy day it was for cuts and scrapes which the kids would probably get because they were indoors all day. Medi-Quick immediately began to show improvement in sales volume and competitive situation," Mr. Danenberg said.

After years of sales slowdowns, L&F decided to see what radio could do for Lysol brand disinfectant. To reach

women, "we concentrated our advertising messages on radio before noon, with repeated messages throughout the early-morning period on almost every station to reach the 43% of women who work. The results were almost instantaneous," Mr. Danenberg said. "We are now running again at growth rates comparable to the other Lysol products."

Iberia Airlines annual sales have increased at least 25% over each previous year since 1969 although average sales in the North Atlantic for all scheduled carriers declined 2% in 1971 (the last reported year). Iberia says radio was a major factor in that growth rate. John Maraffi Jr., vice president of Compton Advertising (Iberia's agency), said: "Fully 70% of our budget was in radio last year . . . It allows us to be flexible which is a major requirement in the mercurial airline business. Last year we came on the youth-fare scene quite late, had disk jockeys follow their own style—and in two months we sold 3,500 seats."

Frank J. Lionette, vice president-marketing for Howard Johnson, told why the giant chain of restaurants (877 of them) and motels (480) uses radio: "Radio reaches people in cars—people close to or approaching the point of purchase. And for someone in our business this is particularly important. Radio allows us to reach wives at exactly the low ebb of their day, which we find to be 4:45 or so. With radio we reach her in the kitchen when the kids are getting creative on the new wallpaper. Suddenly the kitchen radio has a suggestion—to take the family out to HJ's for one of the nightly all-you-can-eat specials. "With radio we can communicate a sense of urgency and offer a great variety of entrees, changing the feature item daily, whenever we choose, without incurring monumental production costs," Mr. Lionette said.

At the workshop luncheon 21 radio Clio winners were presented in nine product categories, four campaign categories and seven technique categories. In addition, seven Effies were awarded for marketing effectiveness.

Radio Clio Winners

Automotive: Mazda—"Talking Guitar," entered by Dan Dalton Productions, Los Angeles.

Beverages: Coca-Cola—"Country Sunshine," entered by McCann-Erickson, New York.

Cosmetics, toiletries, pharmaceuticals: Wash & Dry—"Waitress," entered by Ted Bates, New York.

Media promotion, entertainment: Hollywood Park Race Track—"Miniature Golf," entered by Chuck Blore Creative Services, Hollywood.

Packaged goods: Willy Wonka Candy Bars—"I Want A Wonka Bar," entered by Mamorsky, Zimmerman & Hamm, New York.

Public service, corporate, political: National Highway Traffic Safety—"Janie," entered by Grey, New York.

Retail dealers: Jeans West—"Knees Down," entered by Chlat/Day, Los Angeles.

Retail dealers: Roos/Atkins—"Wedding," entered by Imagination Inc., San Francisco.

Services: Michigan Bell Telephone—"Uncle Edgar," entered by Ross Roy, Detroit.

Travel/recreation: Eastern Air Lines—"Destination Atlanta," entered by Audio Directors, New York.

National campaign: Blue Nun Wine—"Beef Wellington," "Anniversary," "Smorgasbord," entered by Della Femina, Travisano & Partners, New York.

Regional campaign: Michigan Bell Telephone—"Uncle Edgar," "Mule," "Monkey," entered by Ross Roy, Detroit.

Local large-market campaign: Detroit Free Press—"Day," "New Day," "Day Meets Evening," en-



Taking a break. At the Association of National Advertisers/Radio Advertising Bureau workshop are Samuel Melcher (l), executive vice president, Lehn & Fink, and Frank Lionette, vice president-marketing, Howard Johnson.

tered by Grey, Detroit.

Local small-market campaign: Trident Imports—"Trident Percussion Band" series, entered by Pacific National Advertising, Seattle.

Announcer's presentation: Hollywood Park Race Track—"Miniature Golf," entered by Chuck Blore Creative Services, Hollywood.

Copy writing: Eastern Air Lines—"Destination Atlanta," entered by Audio Directors, New York.

Humor: Miller High Life Beer—"Finnegan," entered by Chuck Blore Creative Services, Hollywood.

Music with lyrics: Mazda—"Talking Guitar," entered by Dan Dalton Productions, Los Angeles.

Use of sound: Trident Imports—"Trident Percussion Band," entered by Pacific National Advertising, Seattle.

Station conceived/produced: Hawaiian Isles Health Club—"Their Hands," entered by CFTR(AM) Toronto.

Station conceived/produced: KAYQ—"Drugs Kill," entered by KAYQ(AM) Kansas City, Mo.

Radio Effie winners

Automotive: Mazda—"Talking Guitar," entered by Dan Dalton Productions, Los Angeles.

Automotive: Honda Dealers of Greater New York—"Honda," entered by H. E. Mahoney, New York.

Beverages: ECU Royal Wine—"It Makes Hard Men Gentle and Gentle Men Poets," entered by Harold J. Siessel Co., New York.

Cosmetics and toiletries: Bellodgia—"Lead Him on Like a Lady," entered by Ginny Quinn Productions, New York.

Cosmetics and toiletries: Infini—"What Are You Wearing," entered by Pen & Ink Strategic Advertising, New York.

Packaged goods/confections and snacks: Wrigley Spearmint Gum—"Carry The Big Fresh Flavor," entered by Steve Karmen Productions, New York.

Packaged goods/foods: Perdue Chickens—"Giblets," entered by Scali, McCabe & Sloves, New York.

CBC to ban ads on children's shows

The Canadian Broadcasting Corp. has elected to remove all commercial matter during and adjacent to programs oriented to children 12 years of age and under.

Announcement of the move came June 15 from CBC President Laurent Picard in testimony before the Canadian Parliamentary Committee on Broadcasting Film and Assistance to the Arts. Mr. Picard said that while research did not clearly indicate that television advertising had a detrimental effect on the well-being of children, the network feels that it has a social responsibility to discontinue commercial matter on children's programs.

CBC already annually airs some 1,750 hours of programing, aimed at children,

that are free of commercials. The latest action would affect an additional 500 to 600 hours of programming.

Mr. Picard requested that the committee consider financing the CBC move, noting that the decision will cost it approximately \$2.5 million dollars annually. That figure, he said, includes more than \$1.25 million in advertising revenue lost and an additional \$1 million that will have to be expended to replace program content.

Hair-product firms see no problem in proving claims

FTC's order places emphasis on need for precise definition of language used in ads

In the latest step in the Federal Trade Commission's advertising-substantiation campaign, 11 shampoo and hair-conditioner manufacturers with broadcast billings of \$64.2 million were ordered last week to provide documentation for the ad claims for 15 different products.

In its order, the FTC focused on major advertising campaigns of Alberto-Culver Co., Melrose Park, Ill. (Alberto Balsam shampoo, Alberto Balsam); American-Cyanamid Co., Wayne, N.J. (Gold Formula Breck shampoo, Breck One Dandruff shampoo); Block Drug Co., Jersey City, N.J. (Telgrin medicated shampoo); Bristol-Myers Co., New York (Clairol Herbal Essence shampoo; Great Body Protein Conditioner shampoo); Gillette Co., Boston (Lemon Up shampoo); Helene Curtis Industries Inc., Chicago (Everynight Herb shampoo, Everynight Balsam shampoo, Enden shampoo); Johnson & Johnson, New Brunswick, N.J. (Johnson's baby shampoo); Mennen Co., Morristown, N.J. (Protein 21 shampoo); Procter & Gamble Co., Cincinnati (Head & Shoulders shampoo); Redken Laboratories Inc., Van Nuys, Calif. (RK Organic Protein shampoo); Wella Corp. Englewood, N.J. (Wella Balsam Conditioning shampoo and Wella Balsam).

The FTC order places emphasis on the need for definition of such words as "gentle," "condition," "dandruff," and "organic." Great Body Protein shampoo which claims it can "help stop frizziness, split ends, and crinkles," has been asked to define all three words. Those products which claim to have conditioning properties have been asked to define "condition" as well as to provide a detailed analysis of the conditioning process and the role of their product in that process.

The order also called for a complete listing of ingredients and their functions when advertisements make reference to a special aspect of a product's make-up, uniqueness, or to specially acting ingredients, the order requested a listing of the ingredients of competing brands by percentage and function as well.

Gold Formula Breck, which claims it has "far less detergent, far more natural ingredients," must demonstrate that its detergent ingredients do not make up

more than 50% of the total volume of the product. Lemon Up which claims to contain "the natural juice of one whole lemon in every package" will be required to indicate the quantity of lemon juice in the product in addition to listing other shampoos and their ingredients which it claims only "give you lemon perfume or a dab of lemon extract."

Dandruff shampoo makers have come under close scrutiny in the order. They asked to provide detailed explanations of survey and testing procedures as well as explanations of the mode of operation of their products in treating and preventing dandruff. To back up its claim that it contains a "dandruff-controlling ingredient" medical authorities have recommended for years, Enden has been told to identify both the ingredient and the medical authorities advocating its use.

The FTC emphasized that the order does not constitute a complaint against the companies, nor does it suggest that they are guilty of violations of FTC rules or regulations. The information is to be used as part of its ongoing program to determine what substantiation exists to support advertising claims, the FTC said.

Spokesmen for manufacturers of shampoo and hair-conditioner products said last week they would comply fully with the FTC order and were confident they could justify their advertising claims. They have 60 days in which to offer their documentation.

A spokesman for Mennen stated that "we will answer fully and supply all the data requested by the FTC and we feel that our advertising claims will not be challenged."

Joseph Silverman, counsel for the Block Drug Co., said he'd been reassuring nervous stockholders of the company for days "that the FTC's request in no way points a finger at our advertising as being deceptive or misleading." "If my memory serves," Mr. Silverman added, "the FTC has never taken any legal action on these industrywide requests for documentation."

A spokesman for the Clairol division of the Bristol-Myers Co. said he was

What is radio? The Radio Advertising Bureau is holding a competition to choose "a position for radio or a concept to dramatically clarify the multiple functions of radio," RAB President Miles David announced last Tuesday (June 19). First prize is \$1,000; second prize is \$500. The deadline for submitting essays is Nov. 30. The competition is open to advertisers and agency personnel, and "we will encourage marketing students and professors to enter," Mr. David said. Entry blanks are available from RAB (555 Madison Avenue, New York 10022). In addition, supportive research, marketing case histories and a refresher kit will be sent to those requesting an entry blank. Media personnel are excluded from competition. "Mr. David cautioned: "We're looking for reasoned papers of some depth—not slogans."

unhappy about the way the FTC "issues press releases and makes a lot of publicity noise" before the companies even receive the order for data to back up their ad claims. "The documentation is easily available," he added, "and I regard the whole issue as a tempest in a teapot."

Arrid's adjective is now P&G's proper noun

Since last week Carter Wallace's TV commercials for Arrid have been indirectly plugging a rival's product. The number-one-selling antiperspirant's slogan is "Arrid—to be sure." However, Sure is now the name of Procter & Gamble's new entry into the antiperspirant market, which began national advertising last week. Industry estimates of P&G's introductory advertising for Sure range between \$10 and \$15 million.

The Arrid slogan is not the only similarity between the two products—their current TV spots are similar. Both use brunette spokeswomen who suggest the consumer use their product under one arm and another brand under the other. "You can feel the difference. Arrid—to be sure," says one. "If you're like most people, your right side will convince your left side. You'll be dryer—we're Sure," says the other.

SSC&B created the Arrid spot. Wells, Rich, Greene services the P&G newcomer. However, any suggestion that Sure copied Arrid's format has Wells, Rich, Greene personnel in a sweat. "We were in test market six months—June 4, 1972, to be exact—before Carter Wallace began airing that commercial, so we're not aping Arrid," Jim Ashard, an account supervisor, said. And Carter Wallace can't say it wasn't warned. Aside from standard corporate intelligence operations, it has attempted to legally restrain Procter & Gamble from using Sure as a brand name since as far back as March 1971.

What Carter Wallace's next move will be is anyone's guess. So far, neither the National Association of Broadcasters Code Authority nor the National Advertising Division of the Better Business Bureau has been asked to investigate the Arrid-Sure battle.

Fizzy humor falls flat

Travel agents' protest prompts redub of Alka-Seltzer spot

A new Alka-Seltzer commercial to come from Wells, Rich, Greene has irked the American Society of Travel Agents, but the advertiser has acted to alleviate any stomach upset. The commercial shows a husband and wife sitting near a construction site as the shaken man says, "I asked the travel agent where can we go for a little peace and quiet? He said: Mr. Fields, just the place for you."

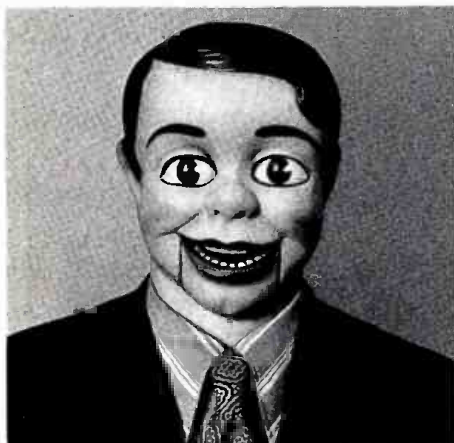
George Fichtenbaum, executive vice

THIS IS



When you take newsmen off the set and move the cameras into the Newsroom, where the real excitement is, that's News.

And that's what we're doing in Chicago, L.A., St. Louis, Philadelphia, and New York. On all our late News, and three of our early.



This is a talking head. You've seen him before. You won't see him again.



A big story breaks and we want to get a statement from one of the participants while we're on the air. What do we do? The same thing you'd do if you wanted to get someone in a hurry. We pick up the phone. And we talk to them right on the air. That's news.



This is the Chicago Newsroom. And this is Bill Kurtis and Walter Jacobson. At 6:00 and 10:00 they knock off work to bring you the news.

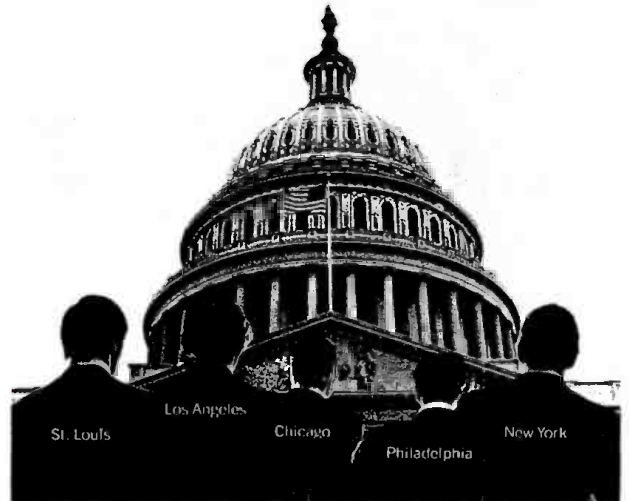
NEWS



Television news is at its best when it's live. So our Newsrooms are set up to carry live news events to a degree never before possible.

Our Minicam is a completely self-contained TV transmitter on two legs. It can go places ordinary tape units can't.

And the news it finds can go straight on the air. Live. That's News.



A viewer in St. Louis is going to be a lot more interested in Washington news if he knows how it's going to affect him personally. So we're putting a full time reporter from St. Louis in our Washington Bureau to find out for him. And one from Los Angeles, Chicago, Philadelphia, and New York. No other station group is doing that.



Why did the trains collide? Why did the plane crash? How did the hold up hostages find a hidden staircase and escape? Three-dimensional mock-ups help us explain complex news stories for our audience. Television is a visual medium. We never forget it.



SEE IT NOW ON THE FIVE CBS STATIONS

WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

president of ASTA, sent Dr. Walter A. Compton, president of Miles Laboratories, a telegram charging the commercial "unfairly lampoons the competence and services of travel agents" and "can damage an entire industry of 8,000 small businessmen employing 50,000 people and selling \$8 billion in travel annually." Copies of the telegram were sent to the FCC and the Federal Trade Commission.

Miles responded by taking out the reference to travel agents and is dubbing in either "trusted friend" or "brother-in-law", according to Dolores Cogan, director of public relations for Miles. The redubbed version goes on the air this week.

Amstar bows to FTC on sugar advertising

Company sidesteps fight over copy discontinued two years ago; 25% corrective ad requirement is part of commission's order

The Amstar Corp., New York maker of Domino and Spreckels brands of sugar, has agreed to a Federal Trade Commission order prohibiting it from making allegedly false nutritional claims and from using deceptive endorsements. Amstar is enjoined from advertising Domino sugar for one year unless it runs corrective advertising.

In the consent order, announced last

BAR reports television-network sales as of June 3

CBS \$299,189,600 (35.0%), NBC \$293,818,800 (34.3%), ABC \$262,866,800 (30.7%)

Day parts	Total minutes week ended June 3	Total dollars week ended June 3	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	70	\$ 453,700	1,625	\$ 10,489,300	\$ 9,555,700
Monday-Friday 10 a.m.-6 p.m.	1,010	7,946,500	21,064	176,824,200	139,398,800
Saturday-Sunday Sign-on-6 p.m.	235	2,197,200	6,387	87,967,000	70,520,900
Monday-Saturday 6 p.m.-7:30 p.m.	96	1,695,800	2,080	43,732,300	32,382,800
Sunday 6 p.m.-7:30 p.m.	12	191,200	334	8,257,400	11,294,600
Monday-Sunday 7:30 p.m.-11 p.m.	395	18,811,400	8,634	476,698,400	402,667,500
Monday-Sunday 11 p.m.-Sign-off	169	2,529,900	3,449	51,906,600	28,092,800
Total	1,987	\$33,825,700	43,573	\$855,875,200	\$693,913,100

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

week, Amstar agrees to cease advertisements which indicate that consumption of its sugar products is indispensable for good health; will increase athletic ability or provide a unique source of strength, energy or stamina; is indispensable to one who wishes to lead an active life; will satisfy the concern of parents for the health of their families.

The order further prohibits Amstar from representing its products as the "official sugar" of the National Football League and major league baseball because of its superior quality and nutritional value. Actually the selection process was based primarily on monetary consideration furnished by Amstar, the commission said.

The order requires Amstar to either allot 25% of its media expenditures for each medium in each market or at least one out of every four advertisements to corrective advertisements or to refrain from advertising Domino refined sugar for a period of one year. The corrective disclosure agreed upon by Amstar and the commission reads:

"Do you recall some of our past messages saying that Domino sugar gives you strength, energy and stamina? Actually, Domino is not a special or unique source of strength, energy and stamina. No sugar is, because what you need is a balanced diet and plenty of rest and exercise."

The order requires that the corrective advertising to appear on radio and television be disseminated in the same time periods and during the same sessions as other advertising for Domino.

In its agreement last week, Amstar denied "any misrepresentation in the challenged advertisements. The allegations of the commission were based on implications drawn by the commission rather than on express claims in the advertisements." Amstar added that it entered into the agreement to avoid the substantial costs of litigation on ads it had voluntarily discontinued about two years ago. Amstar said it will continue its advertisements for Domino, and in ac-

cordance with the agreement, some of the company's advertising messages will call attention to the need for a balanced diet, rest, and exercise."

The commission provisionally accepted a separate consent order from Lewis & Gilman, Philadelphia, and Dailey & Associates, Los Angeles, advertising agencies for Amstar.

Little-cigar ban out of House committee

Macdonald bill now goes to Rules, then to floor for vote; if passed, it would be effective in 30 days, barring presidential veto

The House Commerce Committee last week reported out legislation to prohibit broadcast advertising of little cigars. The bill is identical to one already passed by the Senate.

The vote on the bill (H.R. 7482), taken last Tuesday (June 19), was 19-to-10. The measure, introduced by Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), is identical to legislation that passed the Senate on April 30 (BROADCASTING, May 7). It amends the law banning cigarettes from the air waves to include little cigars, and defines the product as "any roll of tobacco wrapped in tobacco or any substance containing tobacco, other than any roll of tobacco which is a cigarette, and as to which 1,000 units weigh not more than three pounds."

The bill would become effective 30 days after enactment. There were amendments offered in the committee to change that provision. J. J. Pickle (D-Tex.) wanted a 90-day effective date; Dan Kuykendall (R-Tenn.) favored Sept. 1, and John Murphy (D-N.Y.) sought Jan. 1, 1974, as the effective date. But their amendments were defeated and the 30-day provision remained.

Reportedly, there was talk in the committee session of extending the ban to include all tobacco products, although

WHO NEEDS ANOTHER JINGLE PACKAGE?

Maybe you do. If your air product is starting to drag... if the ratings aren't all that you'd hoped for.

You need a lift. You need something truly fresh, truly creative... and we've got it.

FLYIN' HIGH

THE EXCITING ONE from the Nitondo Series, recently custom-produced for one of America's eleven 50,000 watt-clear channel stations... now expanded so that we can custom-produce it for you.

Ready to fly? Just ask our Sales Manager, Bill Moyes, for a demo. He'll send it to you... air mail.

meridian productions

The Nitondo Series, 38 La Place, Cleveland (216) 831-1383

timated that 60% of those billings goes into some radio, much TV. DDB will handle advertising for company's complete line of fiber products, including Arnel and Fortrel.

Down South. ABC-FM Spot Sales has opened office in Atlanta with R. Kenneth Tinning as division manager. Phone: (404) 525-6551. Address: 161 Peachtree Street, N.E., Atlanta 30303.

Up North. McGavren-Guild, New York, will open its 10th office July 1 in Boston. Marc Gross, formerly with KFLP(AM) El Paso, will head new office. Phone: (617) 423-7586. Address: 312 Stuart Street, Boston 02116.

Rep appointments. KLTv(TV) Tyler, Tex., and KTRE-TV Lufkin, Tex.: Avery-Knodel, New York. ■ KSBW-TV Salinas-Monterey, Calif., and KSBY-TV, San Luis Obispo-Santa Maria, Calif.: Blair Television, New York. ■ KBEY-FM Kansas City, Kan.: ABC-FM Spot Sales, Inc., New York. ■ KFOX(AM) Long Beach, Calif.; KIKX(AM) Tucson, Ariz.; WICH-AM-FM, Norwich, Conn.; WNBH-AM-FM New Bedford, Mass.; Pro Time Sales, New York.

Looser rules on multimessages hinted at NAB

Television board also extends code board's authority to clear personal-products commercials

The TV code-review board of the National Association of Broadcasters indicated last week that interpretations of NAB's guidelines on multiple-product announcements may in some cases be liberalized.

The guidelines, adopted earlier this year by the association's television board

at the request of the code-review board, require that messages for multiple products or services within the same commercial be related and interwoven in commercials (BROADCASTING, Jan. 15). The guide lines will become effective Sept. 1.

Interpretation of those standards has sometimes been overly strict, Charles Batson, chairman of the code-review board and president of Cosmos Broadcasting Corp., told a meeting of the TV board last week. But, he said, it is now the feeling of the code board that, on a case-by-case basis, the standards may be somewhat broadened.

For example, he said, under current interpretation, shaving cream and razors cannot be advertised in the same 30-second spot. But he said those products would be allowed under a broadened interpretation of the guidelines on the premise that both are "related" to each other and to shaving and are part of a single message.

In the area of personal-product advertising the TV board commended the TV code-review board's application of stringent copy-review standards for personal products and extended for another year the code board's authority to determine the categories of personal products allowed to advertise under TV code standards. (At its meeting last year the TV board suspended for one year its requirement that the code board recommend specific personal-product categories for approval by the TV board.) The code board will thus have continued jurisdiction over all products except contraceptives and alcoholic beverages, advertising categories not approved by the TV board.

Also last week the TV board reviewed plans to restructure fees paid by stations subscribing to the TV code.

And the TV board asked that a committee be formed to consider requiring NAB-member stations to subscribe to the TV code.

TV challenges shaping up in Detroit

Racism in media charged by Conyers; WJBK-TV, WWJ-TV and WXYZ-TV appear to be primary targets

Even while the renewal granted one Detroit station in 1970 is still clouded as the result of a citizen group complaint, there were indications last week that trouble is brewing for the next renewal applications of broadcasters in that city, due by July 1. The basis for the complaints would be the same as charges filed against the city's three VHF stations in 1970—alleged failure to serve the needs of the black community.

And one of the broadcasters who may run into trouble in seeking a license for the 1973-76 period is the one whose renewal for the license period is still subject to a petition for reconsideration—Storer Broadcasting Co.

The first public announcement that Detroit stations may face petitions to deny came in a news conference Representative John Conyers (D-Mich.) held on June 15 to call attention to a symposium on "racism in the media" in which citizen groups in the area, the United Church of Christ and National Organization for Women participated on the following day.

Representative Conyers said that, in his view, "racism in the media" is the major problem facing Detroit's black community. He also noted that the concern generated within the community a year ago by firings of blacks from media jobs and "the constant racist activities of broadcast and print media has now resulted in the creation of the most diverse media reform group ever assembled in the Midwest."

The group, called the National Black Communications Caucus, is geared up for challenging the licenses of Detroit area radio and television stations "that ignore the legitimate needs of the minority community," the congressman said. "If our negotiating teams cannot extract binding and enforceable commitments prior to the deadline for filing a license challenge"—Sept. 1—he said, the group, aided by its "lawyers, media experts, negotiators and monitors" will make sure that the stations' renewal applications will not go unchallenged.

Representative Conyers is involved in the NBCC's activities. He has made his staff available to the organization.

An aide to Representative Conyers, Chuck Stern, said the group will focus primarily on the three network-affiliated VHF's—Storer's WJBK-TV, The Evening News Association's WWJ-TV, and ABC's WXYZ-TV. He also indicated that two of those stations stood better than an even chance of facing a petition to deny. "On the basis of past performance, we can begin working on those petitions," he said.

Mr. Stern did not identify the stations.

High rise. Advertising on network television reached \$154.7 million in May, a 13.2% increase over May 1972 and an all-time high for that month, according to figures released last week by the Television Bureau of Advertising. Citing figures compiled by Broadcast Advertisers Reports, TVB said that weekend daytime rose by 22.4% over the previous May while weekend daytime was down by 0.7%. Night-time posted a gain of 17.1% over May 1972. TVB noted that the telecasting of the Watergate hearings contributed to the weekday daytime decrease.

Network TV time and program billing estimates by day parts and by network (add \$000)

	May			January-May		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 45,737.5	\$ 48,146.7	+ 5.3	\$242,850.5	\$271,411.5	+11.8
Mon.-Fri.	33,923.4	33,691.5	- 0.7	157,270.5	185,641.7	+18.0
Sat.-Sun.	11,814.1	14,455.2	+22.4	85,580.0	85,769.8	+ 0.2
Nighttime	90,988.6	106,571.4	+17.1	491,295.3	571,017.8	+16.2
Total	\$136,726.1	\$154,718.1	+13.2	\$734,145.8	\$842,429.3	+14.7

	ABC	CBS	NBC	TOTAL
January	\$ 52,617.2	\$ 57,918.5	\$ 62,578.2	\$173,113.9
*February	52,915.7	56,089.3	53,684.9	162,689.9
March	55,028.2	64,284.5	62,887.0	182,199.7
*April	50,805.8	59,489.1	59,412.8	169,707.7
May	47,487.8	56,423.2	50,807.1	154,718.1
Year-to-Date	\$258,854.7	\$294,204.6	\$289,370.0	\$842,429.3

*Revised

But the experience of the last three years suggests WJBK-TV and WWJ-TV. In 1970, a group called the Inter-Faith Centers for Racial Justice filed petitions to deny against the renewals of WWJ-TV and WXYZ-TV and a petition for reconsideration of the renewal that had already been granted the Storer station. But the group subsequently withdrew the petition against WXYZ-TV.

The commission last June denied the petition against WWJ-TV and renewed the station's license (BROADCASTING, June 5, 1972). Commission action on the long-pending Storer matter is expected soon, possibly this week.

The IFC is still a factor in the license-renewal process in Detroit, according to Mr. Stern. He said representatives of the NBCC will confer with IFC and that the two groups may work together in negotiating with the city's stations and, if it comes to that, in preparing petitions to deny renewals.

Representative Conyers, in his news conference, indicated his concern about

the media did not end with the boundaries of Detroit, or even of Michigan. He said he was considering introducing legislation in Congress to shorten the broadcast-license period, this at a time when a major push is on in Congress to lengthen the license period.

Study charges FCC wove straitjacket TV wears today

Brookings report questions wisdom of such actions as banning powerful regional outlets in 50's, overemphasis on local-service needs

The trouble with television, say three authors of a Brookings Institution-published study out today, is the FCC.

Or rather what they say are the governmentally created scarcity of channels and official policies that, they contend,

limit competition in the television industry.

It is these factors that are said to lie at the root of the major criticisms directed at television—it fails to exploit its potential for educating and informing and elevating tastes; it offers an inadequate variety of entertainment, and its content is controlled by a very few powerful organizations.

Roger G. Noll, a senior fellow in Brookings' Economic Studies Program, and Merton J. Peck and John J. McGowan, both of Yale University's Department of Economics and members of Brookings' associated staff, discuss these matters in the 342-page study, "Economic Aspects of Television Regulation."

The authors, in blaming the commission for a lack of program diversity, recall that the commission in the 1950's blocked the emergence of a fourth network—the Dumont network—when it rejected a proposal for powerful regional stations.

They also note that over-the-air pay



Mr. Ockershausen



Messrs. Wearn (l), Wright



Messrs. Krelstein (l), Formby

Custom takes beating as newer generation rises to top of NAB

The joint board of directors of the National Association of Broadcasters dumped tradition by a vote of 30 to 16 last week and elected Andrew M. Ockershausen, vice president of the Washington-based Evening Star Broadcasting Co., as its chairman.

Mr. Ockershausen's decisive victory put a radio man in the joint chairmanship to succeed a radio man. By tradition the job had rotated between radio and television. Though Mr. Ockershausen's corporate duties embrace both television and radio, he has been a member and the chairman of the NAB's radio board. The retiring chairman of the joint board is Richard Chapin of the radio-only Stuart Stations, Lincoln, Neb.

Mr. Ockershausen's election was also seen as an affirmation that a new generation was moving into power. Mr. Ockershausen, 44, had been challenged by Hamilton Shea, 58, of Harrisonburg, Va., executive vice president of Gilmore

Broadcasting Co. Mr. Shea had campaigned—at the original urging of some members of the television board—as the symbol of maturity and experience (see "Men in the News," BROADCASTING, June 18).

The NAB television board was truer to form in its elections last week. Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., was elected chairman, succeeding Peter Storer, executive vice president of Storer Broadcasting Co., Miami Beach, whose term expired. Mr. Wright had been vice chairman. Elected to that post last week was Wilson Wearn, president, Multimedia Broadcasting Co., Greenville, S.C. Both Messrs. Wright and Wearn were unopposed.

There were contests for both chairmanship and vice chairmanship of the radio boards. The chairmanship was won by Clint Formby, president and general manager of KPAN-AM-FM Hereford, Tex., over Daniel W. Kops, president of Kops-Manahan Communications, New Haven, Conn., by a vote of 21 to 8. The vice chairmanship went to Harold Krelstein, president of Plough Broadcasting Co., Memphis, over Philip Spencer, president-

general manager, WCSS(AM) Amsterdam, N.Y., also by a vote of 21 to 8. The vice chairmanship had been held by Wendell Mayes Jr., president of KNOW(AM) Austin, Tex., whose term expired.

All the chairmen and vice chairmen elected last week serve on the association's executive committee, which also includes Vincent T. Wasilewski, NAB president, and Mr. Chapin as the immediate past chairman of the joint board.

In remarks prepared for presentation at a joint-board session last Friday, the retiring chairman said that the NAB, during his tenure, had made a transition from "a posture of indecision and unorganized defense to one of reorganization and mounting strength."

Mr. Chapin added: "When you really stand back and survey the whole regulatory, public and congressional scene, you can enjoy the extravagance of being hopeful."

Before his election, Mr. Ockershausen had seen his role—assuming he got the chairmanship—as one of maintaining the momentum built up in the past year or two. He had said: "The industry is beginning to act rather than to react. I want to keep it going."

The accepted spot. Arch Booth, chief executive officer of the Chamber of Commerce of the U.S., appears in a new series of three 30- and 60-second public-service TV spots produced for the chamber by Hanna-Barbera Productions, Hollywood. ABC-TV has accepted one of the spots, which points out that pollution-control needs must be balanced against human needs. However, all the networks have rejected the other two spots—on world trade and the profit system—contending they raise controversial issues. The three subjects are also treated in new PSA's for radio.

television is restricted as to the kind of programming it can offer and that cable television systems are subject to expensive service requirements and limited in the number of television signals they can carry.

The authors contend that neither technical nor economic considerations justify the existing limits on television's potential for expansion. They say that if powerful regional stations were permitted it would be possible to blanket the nation with six independently programed VHF channels.

Messrs. Noll, Peck and McGowan attribute what they consider the errors of the commission's allocations policies not only to technical and economic but to philosophical considerations as well. They assert that the commission has been guided by two long-standing policies—preservation of local over-the-air broadcasting and the promotion of national "public-service" programs.

And both, they add, would be threatened by the kind of expanded television service they have in mind. Regional stations—or direct satellite to home broadcasting, another possibility they mention—would provide no local service. And the advent of pay television and cable television, they concede, might so fragment audiences as to wipe out the profits that permit stations to do local and public service programming. But they are advocates of what they call "viewer sovereignty." And they say that the commission's position can be justified only by placing a high value on programs of limited appeal. They doubt that even socially desirable programs would be high enough in social value to justify the cost of preventing the development of the kinds of programs that viewers and advertisers are willing to support.

The authors suggest some sweeping reforms aimed at cutting broadcasting loose from the regulatory strings they regard as hobbles. But the results, they note, would not be regarded as desirable by broadcasters.

The authors would strip the commission of any responsibility for program regulation, thereby putting broadcasters on the same footing as the print media; establish competition as the means for achieving better television and assign a much lower priority to localism than it now enjoys (viewer taste would be relied on to determine the number of options), and limit the FCC's role in licensing to

engineering and technical matters (restrictions on station ownership could be reconsidered if viewers have more program options from which to choose).

Such recommendations would make television less profitable, the authors acknowledge. But that does not trouble them. "While we understand the broadcasters' opposition to changes in policy that would reduce their wealth, we also believe that the public interest in broadcast policy should not be sacrificed in their behalf."

Mutual reaches 597 mark

Mutual Broadcasting System has announced the signing of 22 stations as affiliates of the Mutual Radio Network. They are: KGU(AM) Honolulu; WQFM(FM) Milwaukee; KCSJ(AM) Pueblo, Colo.; KJIM(AM) Fort Worth; KXRK(AM) San Jose, Calif.; WNHC(AM) New Haven, Conn.; WERI-AM-FM Westerly, R.I.; WLTD(AM) Evanston, Ill.; WCER AM-FM Charlotte, Mich.; WMIX-AM-FM Mount Vernon, Ill.; WIBU(AM) Poyette, Wis.; WPET-FM Greensboro, N.C.; WRBJ AM-FM St. Johns, Mich.; KBBQ(AM)-KBBY(FM) Ventura, Calif.; KWNS-FM Pratt, Kan.; WBLR(AM)-WLTB-FM Bolivar, Mo. MBS affiliates now total 597.

CPB, PBS make picks

Each has equal membership on review, monitoring committees

The selection process for members of two committees created under the May 31 partnership agreement between the Corporation for Public Broadcasting and Public Broadcasting Service has been completed. The panels include a "partnership-review" committee, which will meet at least four times annually over the next five years to assess the workings of the CPB-PBS relationship, and a monitoring committee, created to resolve conflicts over objectivity and balance of public-broadcasting programming, regardless of the funding source. Both groups have equal membership from CPB and PBS.

Members representing PBS on the partnership-review panel are Edmund F. Ball, chairman, Ball Corp., Muncie, Ind. (on behalf of WIPB[TV] Muncie); Mrs. Allan E. Charles, vice president of the board of trustees, Stanford University, Stanford, Calif. (KQED-TV San Francisco), and Leonard Rosenberg, chairman of Chesapeake Life Insurance Co., Baltimore (Maryland Center for Public Broadcasting). CPB representatives are Joseph D. Hughes, retired vice president of Richard K. Mellon & Son, Pittsburgh; Thomas W. Moore, Tomorrow Entertainment Inc., New York, and Jack Valenti, president of the Motion Picture Association. The PBS alternates are Mrs. Edith Cole, Detroit teacher and businesswoman (and wife of the General Motors president); Irby Turner Jr., city attorney, Belzoni, Miss.; John W. Ryan, president of Indiana University, Bloomington, and Robert G. Waldo, vice president for university relations, University of Washington, Seattle. The CPB alternate is Frank

E. Schooley, University of Illinois, Urbana.

Named by PBS to the monitoring committee were Donald R. McNeil, chancellor, University of Maine, Portland (WMEB[TV] Orono, Me.); Newton R. Minow, law firm of Sidley & Austin, Chicago (WTTW[TV] Chicago), and Frank Wozencraft, Baker & Botts law firm, Houston (KUHT-TV Houston). CPB will have Dr. Gloria Anderson, associate professor of chemistry, Morris Brown College, Atlanta; Robert Benjamin, chairman, United Artists, New York, and Neal B. Freeman, vice president, King Features Syndicate, New York. PBS alternates will be Salvatore A. Fauci, Simmonds & Fauci, Endicott, N.Y.; Sidney L. James, Washington journalist and businessman; William Friday, president, University of North Carolina, Chapel Hill, and C. Bart Hawley, Borden Inc., Cincinnati. For CPB alternates: Albert Cole, *Reader's Digest*, Pleasantville, N.Y., and Irving Kristol, professor, New York University, and contributing editor, *Wall Street Journal*.

WFAA-TV's challenger wants wider hearing

The U.S. Court of Appeals in Washington two years ago overturned an FCC policy statement on comparative hearings involving renewal applicants on the ground it denied challenging applicants a full and fair hearing. The attorney for Wadeco Inc., which is seeking to supplant A. H. Belo Corp. as licensee of channel 8 in Dallas, feels the FCC has not yet absorbed that message.

The attorney, Thomas M. P. Christensen, last week filed with the appeals court a notice of appeal from the commission order setting for hearing Wadeco's application for a new station and Belo's for renewal of the license for WFAA-TV.

The basis of Wadeco's appeal will be a paragraph in the designation order stating that WFAA-TV will be judged "solely on its past record" and adding that whether that record "warrants a 'plus of major significance'" is crucial. The paragraph noted that the court in the 1971 decision held that an incumbent licensee with such a "plus" could normally expect renewal in the face of a comparative challenge.

To Mr. Christensen, that is "an indefensible legal position—another attempt to institute the 1970 policy statement." In judging the licensee solely on its past record and failing to compare it with the new applicant in terms of integration and local ownership, he said, the commission leaves the new applicant "without hope of a fair hearing." Wadeco's principals include area businessmen, one of whom, James J. Wade, intends to serve as a full-time general manager if Wadeco takes over channel 8.

Mr. Christensen is a member of the firm of Welch & Morgan, which is active in representing challenging applicants—and which was counsel to two applicants who participated in the successful appeal of the 1970 policy statement.



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ANNOUNCEMENT

New SMSA definitions were released April 27, 1973 by the Office of Management and Budget:

- creating 4 new SMSA's
- consolidating 12 existing SMSA's into 6
- changing the title of 14 SMSA's
- adding or deleting counties in 98 SMSA's

SRDS July issues of Radio, Newspaper and Television editions will report metro area statistics based on these new definitions.

SRDS Newspaper Circulation Analysis will report newspaper circulation penetrations based on the new metro area definitions.

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Schlosser makes it to the NBC-TV top; Durgin goes to corporate level

The long-expected elevation of Herbert Schlosser to the presidency of NBC-TV was announced last week. He will succeed Don Durgin, who has been named to an executive vice president post at NBC, supervising a group of corporate functions. The appointments are effective July 2.

Mr. Schlosser, who is presently executive vice president of NBC-TV, will continue to have reporting to him the same television-network department heads who now report to him.

Reporting to Mr. Durgin will be Donald J. Mercer, vice president, station relations; Gerald E. Rowe, vice president, advertising; William J. Rubens, vice president, research and corporate planning; and John Scuoppo, vice president, promotion. These functions now are included in the staff activities reporting to David C. Adams, NBC's board chairman. Mr. Schlosser and Mr. Durgin will report to Julian Goodman, NBC president.

Continuing to report to Mr. Adams will be Thomas E. Ervin, executive vice president, who supervises the NBC law department and the NBC Washington office headed respectively by vice presidents Corydon B. Dunham and Peter B. Kennedy, and Robert D. Kasmire, vice president, public relations.

The announcement said that in Mr. Durgin's area, the development of staff services directly supporting activities of NBC's main operating divisions—the tele-



On the way. The suddenly expanding role of Herb Schlosser, then executive vice president, in NBC-TV affairs was seen last May during the annual convention of the network's affiliates. In picture Mr. Schlosser (far left) greets affiliate Fred Paxton, of WPSD-TV Paducah, Ky., at reception also attended by Don Durgin (second from left), then NBC-TV president, now executive vice president, NBC Inc. David Adams, NBC chairman, was also in affiliate-reception line (to right of Mr. Durgin in photo).

vision network, the owned television stations, NBC News and the radio division—will be emphasized. NBC said there are plans to expand the work of NBC research by establishing a unit to provide market research and planning services for the marketing organization recently announced within the sales department of NBC-TV. "With Mr. Durgin's long experience in broadcast sales and marketing," the announcement said, "he will play an important role, at staff level, in NBC's corporate sales-development planning and trade relations."

Mr. Schlosser joined NBC in 1957 as an attorney, subsequently headed talent and program administration for five years before moving to Hollywood in 1966 as West Coast programming vice president. He has been considered virtually certain to reach the TV-network presidency ever since he was moved back to New York as executive vice president last June. In that post, he has received reports from all departments, and he has been a central figure, with Mr. Durgin, in putting new executives into a number of key posts, in devising program strategies and in network operation and planning generally (see "Man in the News," BROADCASTING, May 14).

Radio in summer draws bigger crowds

More people listen to radio in summer than in winter in all day parts but morning drive time, according to a study issued by the Pulse Inc.

The study compared audience levels in the top-30 radio markets in the summer of 1972 with those of the summer of 1971 and found trends generally to be similar.

At 7 p.m. to midnight the male audience in summer was 134% of the audience in winter in 1972. The figure for 1971 was 148%. The female audience in summer 1972 was 123% of the winter audience. In 1971 it was 137%. Teenagers were 101% in 1972, 116% in 1971.

At 3-7 p.m., the figures were: men 107% in 1972 and 108% in 1971; women 110% in both years; teenagers

96% in 1972, 100% in 1971.

At 10 a.m. to 3 p.m., the comparisons were: men 104% in 1972, 105% in 1971; women 103% in both years; teenagers 349% in 1972 and 331% in 1971.

At 6-10 a.m., the results were: men 92% in 1972 and 86% in 1971; women 91% in 1972 and 87% in 1971, and teenagers 91% in 1972 and 87% in 1971.

Blacks again trouble Lynch stations

KFJL-FM Oklahoma City was knocked off the air briefly on Sunday, June 17, when a group of Black Muslims burst into the station's mobile van then engaged in a remote broadcast. The Muslims were reportedly angry over the station's failure to broadcast the weekly 30-minute Black Muslim program, *Muhammad Speaks*, and had demanded that the program be aired; otherwise, they reportedly said, they would shut the station down.

The disk jockey in the mobile studio, Steve Scott, reportedly protested in vain that the van lacked the necessary equipment, then flipped the switch taking the unit off the air after, he said, his life was threatened.

However, Harold Owen Jr., program director for the FM's AM affiliate, KBYE, who had been monitoring the van's broadcast—of a black youth celebration, at a local stadium—put a record album on the air at the studio after he realized the remote unit had gone silent.

Tom Lynch, who with his brother D. J. Lynch, owns the AM-FM combination, estimated the station was off the air for between 30 seconds and three minutes.

He said the troubles originated with a malfunctioning tape machine, which prevented the station from playing the Muslims' program. The equipment had not been functioning properly since 2:30, two and a half hours before the Muslim broadcast was scheduled. Mr. Lynch said Mr. Owen had told the Muslims, led by Minister Theodore G. X, before 5 p.m. that the tape machine was malfunctioning. But the minister reportedly accused

Houser looking at '76. Thomas J. Houser, who was a member of the FCC from January to October 1971 was back in the news last week as a worker in what could become Senator Charles Percy's (R-Ill.) campaign for the Republican presidential nomination in 1976. Mr. Houser, who returned to the Chicago law firm in which former FCC Chairman Newton N. Minow is a partner, Sidley and Austin, is chairman of "an exploratory committee" that is researching the question of whether Senator Percy should make the race. Existence of the committee, formed in February, was made public in a letter and financial report received by the secretary of the Senate on June 8. Mr. Houser, who signed the letter, said Senator Percy has not decided whether he will become a formal candidate, and does not expect to make that decision until 1975. Mr. Houser is no neophyte in politics. He managed Senator Percy's unsuccessful campaign for governor in 1964 and his winning race for the Senate two years later. He was special counsel to Senator Percy from November 1966 to August 1967. And last year, Mr. Houser was chairman of the Illinois Committee for the Re-Election of the President.

the station of choosing not to play the program.

One consequence of the fracas is that *Muhammed Speaks*—a religious program for which time has been bought on the AM and FM stations—is being dropped by both. The program has been on the FM for about one year, on the AM since March 22.

The Lynch brothers are no strangers to trouble at their station. Three years ago, a group of blacks, angered over the brothers' plan to fire a black as manager of the FM but to retain him as announcer on the AM, took over both stations for several hours.

Johnson again blasts trimming of EEO list

FCC employment queries to go to new group of 19 stations, down from original 46

The FCC, as it has every license-renewal period since August 1972, last week queried a number of renewal applicants concerning their equal-employment-opportunity programs. The applicants are in Arkansas, Louisiana and Mississippi. And as he has in connection with a number of the commission orders directing such inquiries, Commission Nicholas Johnson objected, contending that the commission lacks a commitment to meaningful enforcement of equal-employment practices in programing.

The commission asked 19 stations for explanations of their employment practices after measuring the employment records of all stations in the renewal group against the criteria in use for almost a year for selecting stations for further inquiry: stations with at least 10 employes that have no full-time female employes or show a reduction in their number or, if they are located in areas with minority populations of 5% or more, employed no full-time minority-group members or reported a decline in their number.

Commissioner Johnson, however, said that the staff had found 46 stations meeting those criteria, not 19. And he noted that lists of stations that met the criteria had been similarly pared in the renewal periods terminating in October, February and April.

Commission officials say that the paring is aimed at eliminating stations where the admittedly crude criteria might work an injustice—if applied, for instance, at a station where minority-group employment was reduced in connection with a curtailment of over-all employment).

Commissioner Johnson said "that the methods used for trimming the original list can only serve to dilute the original intention of the filings and impede any progress that might have been made since last August.

"To what extent is the commission willing to deal with this problem?" he asked. "The majority's action is sorrowfully indicative of their lack of commitment to any meaningful enforcement of equal employment practices."

Commissioner Johnson is not the only

commission official dissatisfied with the agency's performance in enforcing equal-employment-opportunity rules and policies. Officials concede not only that the standards used for selecting stations for questioning are imprecise but that the commission has no policy for determining how to proceed in the matter once the requested information is obtained from the stations.

The development of recommended policy for dealing with those matters is said to be a high priority item in the commission's new Equal Employment Opportunity Unit that has been established in the general counsel's office. The

unit, which is helping to administer the commission's equal employment program for the communications industry, is headed by Lionel J. Monagas, and a new assistant officer, Clarence V. McKee Jr. ("Closed Circuit," June 18).

The stations queried last week are KLRA(AM) Little Rock, KTLO-AM-FM Mountain Home, and KXLR(AM) North Little Rock, all Arkansas; KSLO-AM-FM Opelousas, WJBO-AM-FM Baton Rouge and KPLC-TV Lake Charles, all Louisiana; WDAL-AM-FM, WOKK and WALT(FM), all Meridian, WELO-AM-FM Tupelo, WJDX(AM) and WZZQ(FM) Jackson, and WVMI-AM-FM Biloxi, all Mississippi.

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Jefferson-Pilot expansion continues with acquisition of P&S radio properties

WQXI-AM-FM Atlanta, KIMN Denver are sold in \$15-million package as spin-off from pending merger

Pacific & Southern Broadcasting Co., New York, has reached an agreement in principle to sell to Jefferson-Pilot Broadcasting Co., Charlotte, N.C., the three radio stations not included in P&S's proposed merger into Combined Communications Corp.

The transaction, which is subject to FCC approval as well as the culmination of the P&S-CCC merger, carries an estimated consideration of \$15 million. It would bring to Jefferson-Pilot WQXI-AM-FM Atlanta and KIMN(AM) Denver.

Under an agreement announced last April, five P&S stations would be transferred to CCC through an elaborate stock-exchange deal worth approximately \$38.6 million (BROADCASTING, April 23). The Atlanta and Denver radio properties could not be included in that transaction due to FCC rules barring the common acquisition of major-market radio and television properties in the same city of license. CCC already owns KBTv(TV) Denver, thus precluding its acquisition of KIMN. And since the firm would be purchasing WQXI-TV Atlanta as part of the P&S merger, the radio facilities in that

market were also necessarily earmarked for spin-off.

Jefferson-Pilot was one of several firms to have expressed interest in purchasing the stations offered by P&S. It was, however, the only one that made a firm offer for all three stations, according to a spokesman. Several other companies had submitted bids to acquire portions of the package ("Closed Circuit," June 4). Nevertheless, the \$15 million price Jefferson-Pilot finally offered was somewhat less than what P&S wanted; asking price for the Atlanta properties alone had been \$14 million.

Jefferson-Pilot's present acquisition comes as a major expansion movement in that firm's broadcast inventory. Presently, the largest market in which it is involved in station ownership is Charlotte. The Denver audience is roughly twice the size of Charlotte's; Atlanta's is three times as large. All three stations have proved track records; WQXI AM and FM are ranked number two and three, respectively, in the local ratings; KIMN is the leading Denver station among 18-49 demographics. All three are on contemporary formats.

Through various subsidiaries, Jefferson-Pilot owns WBT-AM-FM and WBTv(TV), all Charlotte; WWBT(TV) Richmond, Va., and WBIG(AM) Greensboro, N.C. It also owns six newspapers, located in Clearwater, Fla.; Altus, Okla., and Beaumont, Jasper, Laredo and Texas City, all Texas. Charles Crutchfield heads the firm, which is a subsidiary of the

Jefferson-Pilot Corp., a major insurance and securities enterprise. The parent firm, among other interests, owns two life-insurance companies, Jefferson-Standard Life Insurance and Pilot Life Insurance.

WQXI is full time on 790 khz with 5 kw day and 1 kw night. WQXI-FM operates on 94.1 mhz with 100 kw and an antenna 410 feet above average terrain. KIMN operates full time on 950 khz with 5 kw. R. C. Crisler & Co., was broker.

Changing Hands

Announced

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

▪ **WQXI-AM-FM Atlanta and KIMN(AM) Denver:** Sold by Pacific & Southern Broadcasting Co. to Jefferson-Pilot Broadcasting Co. for approximately \$15 million (see this page).

▪ **WNUS-AM-FM Chicago:** Sold by McLendon Corp. to Globetrotter Communications Inc. for an estimated \$4 million (see page 55).

▪ **KFBD-AM-FM Waynesville, Mo.:** Sold by Fred Breisacher Jr. to James DeAngio for \$250,000. Mr. DeAngio is manager of KFBD stations, where he has been employed for past 10 years. KFBD operates daytime on 1270 khz with 500 w. KFBD-FM is on 97.7 mhz with 3 kw and antenna 290 feet above average terrain. Broker: Ralph E. Meador, Lexington, Mo.

▪ **KBLF(AM) Red Bluff, Calif.:** Sold by North Sacramento Valley Broadcasting Corp. to Concerned Communications Inc. for \$240,000. Robert F. Dennis is president of selling firm. Principals of Concerned Communications are Mick Landrith and Todd Baker. Both were formerly employed at WNFL(AM) Green Bay, Wis., Mr. Landrith as sales manager and Mr. Baker as account executive. KBLF operates full time on 1490 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved

Following transfers of station ownership have been approved by FCC (for other FCC activities see "For The Record," page 72):

▪ **KHVV-TV and KHVO(TV) Hilo, both Hawaii:** Sold by Western Telestations Inc. to Starr Broadcast Group Inc. for \$4 million (see page 55).

▪ **KHVV(AM) Honolulu:** Sold by Western Telestations Inc. to Lawrence S. Berger and Marcus Loew for \$400,000 (see page 55).

▪ **WKOP-AM-FM Binghamton, N.Y.:** Stock of licensee Binghamton Broadcasting Inc. sold by Andrew and Doris Jarnea to Royal Industrial Corp. for \$595,000. Royal Industrial, Norwalk, Conn., holding company owned by Charles P. LeMieux, will retain WKOP. FM is being spun off to WAAL Radio Inc., owned by George and Charlotte Gray and others. Mr. and Mrs. Gray own WAAB(AM)-WAAF(FM) Worcester, and WGCY(FM) New Bedford, both Massachusetts. WKOP

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is full time on 1360 khz with 5 kw day and 500 w night. WKOP-FM operates on 99.1 mhz with 33 kw and antenna 440 feet above average terrain.

Hawaiian sales okayed

Purchases by Starr, new KHVH Inc. mean aloha from broadcast ranks for Western Telestations Inc.

Starr Broadcast Group, New Orleans, is now the licensee of three television stations, following FCC approval last week of Starr's purchase of KHVH-TV (ch. 4) Honolulu and satellite KHVO-TV (ch. 13) Hilo, both Hawaii. Western Telestations Inc. will receive \$4 million for the ABC-TV affiliates.

The commission last week also approved the sale of KHVH(AM) Honolulu from Western to two stockholders of that firm, Lawrence S. Berger (the current Western president) and Marcus Loew. The new company formed for the purpose of acquiring that station, KHVH Inc., will pay Western \$400,000.

With the present transaction, Starr's television inventory will triple. It is presently the licensee of WCYB-TV Bristol, Va., and also awaits commission action on its proposal to purchase WBLG-TV (ch. 62) Lexington, Ky., from Reeves Telecom Inc. and Roy B. White Jr. for \$2 million (BROADCASTING, May 14).

Western's principal stockholders have been Messrs. Berger and Loew and Benjamin N. Berger, the former's father. Under the KHVH(AM) sale agreement, the younger Mr. Berger and Mr. Loew will own 94% and 6%, respectively, of KHVH Inc. Lawrence Berger had owned 30% of Western; Mr. Lowe had owned 6%.

Starr, a publicly owned firm, is also owner of KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; WBOK(AM) New Orleans; WLOK(AM) Memphis; KYOK(AM) Houston; KDTX(FM) Dallas; WNCN(FM) New York and WWWW(FM)

Looking ahead. The FCC has announced the adoption of rules that create an Office of Policy and Planning, answerable directly to the seven-member commission under the supervision of the chairman's office. The new office will be charged with the development and evaluation of long-range commission plans and policy recommendations, and will also be expected to evaluate the long-term implications of ongoing commission actions. The commission had announced its intention to create the new body last November. Walter Hinchman, who was named to head the office at that time, was last week given the title of chief of plans and policy. He will, in addition to directing the office, be in charge of all policy-research coordination, including budget priorities and contract awards for research programs.

Detroit. Its largest stockholders are Peter H. and Michael F. Starr and William F. Buckley Jr.

Starr has for several years been one of the most active broadcast firms in station trading. Within the past two years it has purchased seven stations, sold one and unsuccessfully attempted to buy another—WCAM(AM) Camden, N.J.

KHVH-TV operates with 100 kw visual, 20 kw aural and an antenna 140 feet above average terrain. KHVO operates with 4.68 kw visual, 589 w aural and an antenna 610 feet above average terrain. KHVH is full time on 1040 khz with 5 kw.

With the TV and radio sales, Western Telestations Inc. leaves the broadcast-ownership ranks.

Globetrotter wants to switch in Chicago

Buy of WNUS-AM-FM from McLendon will require sale of WVON

WVON(AM) Cicero, Ill., one of the nation's better-known black-oriented stations, will be sold soon, it was learned last week. This followed an announcement that Globetrotter Communications Inc., the present WVON licensee, had agreed to purchase WNUS-AM-FM Chicago from the McLendon Corp., subject to FCC approval.

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trotter, WYON's highly successful black programing would be transferred to WNUS(AM) following purchase approval. WNUS-FM would retain its current beautiful-music format. The move would enable the firm to utilize WNUS's better facilities—WNUS operates full time on 1390 khz with 5 kw, directional at night; WYON is also full time, but with only 1 kw day and 250 w night on 1450 khz (WNUS-FM is on 107.5 mhz with 33 kw and an antenna height of 600 feet).

Globetrotter and McLendon declined to disclose the sale price, but it is believed to be in the area of \$4 million.

There was no indication last week as to when and to whom WYON will be sold. Sale would be required under the FCC's duopoly rules, since Chicago and Cicero are adjoining.

A Globetrotter spokesman said the firm had received "a few inquiries" about WYON from entities expressing an interest in purchasing the station. But he added that those contacts amounted to "nothing we could consider a firm offer."

Globetrotter has operated WYON since September 1970, when the FCC approved its purchase of the station from the estate of the late Leonard Chess, Philip Chess and others. It paid \$9 million for the property at that time. The asking price now is unreported.

The transaction announced last week was the fourth sale of McLendon radio properties in the past two years. The company, headed by Texas pioneer broadcaster and financier Gordon McLendon, has since 1972 sold KABL-AM-FM Oakland-San Francisco and WWWW(FM) Detroit to New Orleans-based Starr Broadcast Group, and KLIF(AM) Dallas to Fairchild Industries Inc. In addition to the WNUS stations, it also operates KOST(FM) Los Angeles, KNUS(FM) Dallas, WYSL-AM-FM Buffalo, N.Y., and KCND-TV Pembina, N.D.

Globetrotter's other stations are WIXY(AM)-WDOK(FM) Cleveland. It is also awaiting FCC approval of its purchase of WDEE(AM) Detroit from Storer Broadcasting Co. The company, which owns the Harlem Globetrotters basketball team, is headed by George Gillette. Robert Bell is in charge of the firm's radio division. One of the company's largest stockholders is Chicago financial and sports entrepreneur Potter Palmer.

Broker in the WNUS transaction was Blackburn & Co.

\$4.5 million from Ford

The Ford Foundation has authorized grants totaling \$4.5 million to public-television production centers in New York and Washington for the 1973-74 season. Most of the funds will go for public-affairs programing. The grants consist of \$3 million to Educational Broadcasting Corp./WNET-TV New York and \$1.5 million to National Public Affairs Center for Television/WETA-TV Washington. All of the Washington grant and some \$2 million of the one in New York reportedly are to be devoted to public affairs.

Other Ford grants for public TV are expected to be announced shortly.

Public broadcasting's 'P&L' statement

CPB issues financial report for fiscal '72 that shows income for TV and radio stations was well up over past year and spending rose proportionately

Data issued by the Corporation for Public Broadcasting shows that income and expenditures for the nation's public television and radio stations were about equal in fiscal 1972 and that income levels for those stations increased markedly over the preceding 12-month period.

The CPB figures show that public television stations collectively took in \$162,510,481, a 14.5% increase over fiscal 1971 (both periods ended June 30). Total television direct expenditures during the past fiscal year were \$163,893,935, up 14.7% from the preceding year. That total includes direct operating costs of \$123,486,227 (up 9%) and capital expenditures (funds allocated for the purchase of equipment and the improvement of facilities) of \$40,407,708 (up 36.5%).

For the public radio stations eligible for CPB funding, the total income level last year amounted to \$15,402,708, an increase of 27% over fiscal 1971. Direct expenditures increased by 32.6% to \$15,743,974. Included in that figure were direct operating expenses of \$12,880,657 (up 22.7%) and capital expenditures of \$2,863,317 (up 108.2%).

(A CPB spokesman noted last week that the fact that expenditures for both radio and television was slightly in excess of income might be misleading. He said that over the years the ratio fluctuates both ways and is basically equivalent when averaged out over a period of several years. CPB officials were also quick to note that while fiscal 1972 saw a significant increase in income levels, they have yet to reach a point that they would consider healthy.)

The preceding computations do not take into consideration the amount of other costs absorbed by supporting institutions (value of donations of time and equipment, etc.), in the past two years. In fiscal 1972, that figure totaled \$2,171,370 (an increase of 13.4%) for radio and \$9,407,236 (a 25.3% rise) for television.

The figures also show that public broadcasters spent more money for facilities in fiscal 1972 than ever before. Capital expenditures for radio more than doubled last year, bringing the total amount of facilities allocations made during the entire history of that medium to \$18,259,285. The more than one-third increase in the same category for television licensees brought the total facilities allocation for that medium to \$252,204,207.

State governments continued to be the largest source of funding for individual public stations, although the bulk of the state funds went to facilities operated by state agencies or state universities. State-government sources contributed 14.7%

of public television's income last year; 22.3% in fiscal 1971. For radio, state governments added only 2.9%. But state universities, with their widespread sponsorship of noncommercial FM's, contributed 42% of the total radio income.

The five largest contributors for television last year were state government sources (14.7%), local schools and boards of education (11.9%), state universities (11.7%), intra-industry sources (10.3%) and national foundations (9.8%). The federal government came in sixth for television, contributing 9.5% to the total. For radio, the top five were state universities (42%), intra-industry sources (10.4%), subscribers and individuals (8.6%), local schools and boards of education (7.5%) and other local government sources (7.3%). The federal government was again sixth down the list, with a 6.3% contribution to the medium.

On the other side of the balance sheet, the top-five sources of PTV expenditures were production (27.1%), technical (21.9%), general and administrative (16.7%), programing (13.9%), and instructional (6.9%). The five largest radio expenditures were in the areas of programing (25.9%), technical (24.6%), general and administrative (22.5%), production (15.3%) and miscellaneous expenses (4.8%).

Public television stations last year paid salaries totaling \$65,404,184. The figure for radio was \$10,131,108.

KAYE goes before FCC in September

Commission will hear oral argument in stormy case in which counsel for station has been barred by administrative law judge

The KAYE(AM) Puyallup, Wash., renewal-hearing case, which almost literally blew up in an exchange of angry denunciations between the administrative law judge and the station's counsel, goes before the FCC for oral argument on Sept. 7.

The commission last week decided to hear the parties on KAYE's appeal from the order of Judge Ernest Nash, issued in December, dismissing with prejudice, KAYE's renewal application, and terminating the proceeding (BROADCASTING, Dec. 11).

Judge Nash said his action was based on his judgment that the station owner, James Nichols, had no intention of proceeding with the case in accordance with commission rules and procedures and that the station's counsel, Benedict Cottone, intended to wear him down with "tactics of disruption and disorder."

Judge Nash in September had recessed the hearing, which was held in Puyallup, after he had barred Mr. Cottone from the proceeding and Mr. Nichols said he was unable to obtain new counsel on short notice (BROADCASTING, Sept. 18)..

The barring of Mr. Cottone came as a climax to an increasingly rancorous proceeding. Judge Nash said that Mr. Cottone had been continuously disor-

derly, disrespectful and disruptive."

For its part, KAYE had accused Judge Nash of bias and had tried, unsuccessfully, to have him removed from the case because of his alleged "prejudice." Mr. Cottone has rejected as baseless the charge that he and Mr. Nichols were out to force a discontinuance of the hearing.

The commission's Broadcast Bureau, in its comment on the KAYE appeal, recommended that the case be remanded for further hearing, if Mr. Cottone did not serve as counsel. The bureau said Judge Nash should have allowed KAYE additional time to obtain new counsel.

Mr. Cottone has attempted to bring some formal action against Judge Nash. The attorney asked the Federal Communications Bar Association to investigate the matter, but the bar has asked the commission to make its own inquiry.

The KAYE renewal proceeding was initiated in July 1970, when the commission designated the renewal application for hearing on issues to determine whether the station had met its fairness doctrine obligations. Judge Nash in an initial decision a year later, recommended denial of the station's renewal application. However, the case was remanded to him to allow the station to make a rebuttal showing. That phase of the hearing began on Aug. 7, 1972, and ended in the recess Judge Nash called a month later.

Besides KAYE and the commission's Broadcast Bureau, the parties who will participate are the Puget Sound Committee for Good Broadcasting and the B'nai B'rith, both of which had filed complaints that led to the renewal hearing.

Carpet at the FCC still gets hard wear

Fiscal '72 report indicates no slackening in enforcement activity at the commission

The FCC cracked down—with varying degrees of severity—on 179 broadcast licensees, permittees or applicants as a result of alleged or proved violations of commission rules or the Communications Act, or because of questions about character qualifications, in fiscal year 1972.

Belated word on that statistic was contained in the FCC's 38th annual report, published last week by the General Printing Office. The 289-page report is a compendium of commission doings in broadcast, cable television, common-carrier services, land-mobile operations and the other activities in which the commission is involved, in the year that ended June 30, 1972.

The section on "enforcement" in the chapter on broadcasting provides a rough index to the amount of trouble the commission and its licensees are causing each other. The 179 cases of broadcasters in trouble last year included 29 hearings—20 dealing with renewal applicants, three with revocation proceedings, five with licenses to cover construction permits and one with an application for a permit.

The broadcaster-in-trouble category

also included four broadcasters who lost their licenses as a result of renewal or revocation proceedings begun in prior years, five who received short-term license renewals and 141 who were named in forfeiture actions (44 involved final forfeiture orders).

The record is similar to the one reported for fiscal year 1971—20 renewal application hearings ordered, eight renewal applications denied as a result of orders issued in prior years, probationary short-term renewals granted to 10 applicants and 142 forfeiture actions taken (including 46 final orders).

The report is available from the U.S. Government Printing Office, Washington, for \$2.85, including postage.

Giveaway in Dallas: Doubleday's UHF

Owner looks for nonprofit group to take station and liabilities

Doubleday Broadcasting Co., New York, is quietly offering to donate its struggling Dallas UHF, KDTV(TV), to a nonprofit organization that would be willing to assume that station's contractual obligations.

Richard A. Anderson, Doubleday's vice president and corporate business director in Dallas, acknowledged last week that KDTV, which has been on the air since February 1968, is up for grabs but he emphasized that none of the several institutions reported to have expressed an interest in acquiring the Dallas station is being given favorable consideration at this time.

"We have not advertised this," Mr. Anderson said, noting that Doubleday's decision to make a gift of the UHF came in the face of substantial financial losses and followed an unsuccessful effort to sell the facility.

He declined to comment on the prospects of Dallas's public television station, KERA-TV, becoming the beneficiary of the offer. There have been numerous local press reports of KERA-TV's desire to obtain the channel 39 facility as an outlet for its instructional programming. It is questionable, however, whether the PTV station would be willing or able to assume responsibility for an estimated \$1.2 million in outstanding film contracts and an annual \$72,000 20-year lease for studios which would be contingent on the donation of KDTV. This is particularly so since the programming involved in KDTV's film contracts would likely be incompatible with a PTV format.

Doubleday has recently disposed of several broadcast properties in the Southwest—it is awaiting FCC approval on its proposed sale of KDEF-AM-FM Albuquerque, N.M., and KROD(AM) El Paso to Media Horizons Inc. Mr. Anderson emphasized that activity, coupled with the KDTV offer, is "not by any means" an indication that the firm is contemplating an exit from broadcasting. "We're still looking to upgrade our standing in major markets," he said, noting that Doubleday last year purchased KDWB(AM) St. Paul from Valjon Inc.

One-time KTTV head makes Watergate news

'Post' claims Moore is mentioned in Dean's testimony

The Watergate scandal reached out last week to touch, if with uncertain effect, a prominent ex-broadcaster who is now a member of the White House inner circle, Richard A. Moore, who once was president of KTTV(TV) Los Angeles.

His name cropped up in the *Washington Post* on Wednesday (June 20) in a story said to have been based on two pages of a summary of sworn testimony that former White House counsel John W. Dean III gave the Senate Watergate committee in executive session on Saturday (June 16).

One of the disclosures attributed to Mr. Dean in the summary was that, at a meeting in La Costa, Calif., on Feb. 10, he, along with the men who were then President Nixon's principal assistants, H. R. Haldeman and John D. Ehrlichman, "and special presidential counsel Richard A. Moore discussed paying money to the Watergate defendants."

The summary added, according to the story, that "Moore was to go to New York and prevail upon [former Attorney General John N.] Mitchell to get money for the defendants. Mitchell ignored it."

The *Post* account noted that although Messrs. Haldeman, Ehrlichman and Mitchell have previously been implicated in the Watergate investigation, the summary of Mr. Dean's testimony contains the first suggestion that Mr. Moore, who is still a White House aide, might have known about the payments to the defendants in the Watergate trial.

A second mention of Mr. Moore's name in the Dean testimony was reported on Thursday by the *Washington Star-News*, which based its story on the full seven-page summary. The story quoted the summary as saying that Mr. Moore had sat in on the interviews FBI agents conducted with Nixon campaign aides and White House officials in the early phases of the Watergate investigation.

Mr. Moore declined to comment on the reports, citing the White House policy of withholding comment on leaks of Mr. Dean's testimony. "But," he said, "I look forward to clarifying the whole matter at the proper time."

Mr. Moore also had a message for his "friends in broadcasting" who might be concerned about him. "They can rest easy," he said. And the White House's deputy news secretary, Gerald Warren, said, "Dick's a member of the White House staff in good standing."

Mr. Moore's name was mentioned once before in connection with Watergate—in a passing reference made by Jeb Stuart Magruder to efforts administration officials had made, during the campaign, to settle on the best method for handling Watergate "as a public-relations issue."

Mr. Magruder, the former deputy chief of the President's re-election committee, said Mr. Moore, former presidential aide Dwight Chapin and White

House press spokesmen Ronald L. Ziegler and Mr. Warren were among those who participated in discussions aimed at forging an answer to the question of how to handle press inquiries.

Although Mr. Magruder has admitted his own implication in the Watergate scandal, there was no indication that those he mentioned in relation to the public-relations question had any other connection with the case.

Mr. Moore has been with the Nixon administration almost since it came into office, first as a part-time consultant to Robert Finch, when he was secretary of Health, Education and Welfare, later as a top aide to Mr. Mitchell, when he was attorney general. Mr. Moore moved to the White House in April 1971.

Mr. Moore, who headed KTTV during the 1950's and into the early 1960's, when it was owned by the *Los Angeles Times*, entered broadcasting in 1946 as an attorney for ABC. He is probably best known for the testimony he gave before the Senate Commerce Committee in 1956 that was sharply critical of network option-time and must-buy policies and that helped spark the FCC investigation of network practices. The inquiry led to changes in if not the elimination of a number of network practices, including option time and must-buy practices.

It's still 'K' in West and 'W' in East—but otherwise it's changed

The FCC has modified its rules governing the assignment of call signs to AM, FM and TV stations. The purpose, the commission said, is to reflect existing policies and resolve related problems. The new rules mark the end of the first-come, first-served policy, at least in its old form.

The commission said that if competing requests for a relinquished or deleted call sign are received within 15 days of the commission's notification of the sign's availability, the assignment will go not to the first station asking for it but to the station with the longest continuous record of broadcasting under substantially unchanged ownership.

The commission, which initiated the call-sign rulemaking six years ago, on May 26, 1967, is retaining the ruling under which "K" call signs are assigned to stations west of the Mississippi and "W" call signs to stations east of it. But it will relax the rule where necessary to conform the call-sign assignments of stations that otherwise qualify for common call signs.

Similarly, although only four-letter call signs (plus FM or TV suffixes) will be assigned, as is now the case, call letters for new or acquired stations may be made to conform to three-letter call signs of commonly owned stations.

The new rules spell out these procedures in connection with call-sign assignments: The commission will not accept a request for new call sign until it has granted a construction permit; anyone applying for the transfer or assignment

of a license or CP may request a new call-sign assignment when the application is filed, and when such an application is granted and the existing call signs conform to that of a commonly owned station not part of the transaction, the person acquiring the station or permit must request a different call sign within 30 days.

The commission also listed some negatives: Call signs may not be reserved and they will not be made effective retroactively. What's more, a call that contains the initials in their usual sequence of the President of the United States, a living former President, or of the United States of America or any department or agency, will not be available for assignment without suitable clearance.

The new rules are effective Aug. 6.

House Commerce gets out CPB bill

Included is Brown amendment holding down two-year funds by \$10 million

Legislation containing a two-year, \$120-million authorization for the Corporation for Public Broadcasting received unanimous approval last week from the House Commerce Committee.

The bill (H.R. 8538) is substantially the same measure that the House Communications Subcommittee approved after hearings two weeks ago (BROADCASTING, June 18), but it incorporates an amendment, offered by the subcommittee's ranking Republican, Clarence Brown (Ohio), that was narrowly defeated in the subcommittee's mark-up of the bill. The Brown amendment, adopted on a voice vote, would cut \$10 million from the subcommittee-approved CPB funding plan and restrict facilities grants to a two-year, \$55-million program instead of the four-year, \$115-million program provided in the subcommittee-approved version of H.R. 8538.

Under the committee's bill, CPB would be authorized to receive \$50 million in fiscal 1974 and \$60 million in 1975, plus an additional \$5 million in each of those years on a matching-fund basis. Facilities grants, distributed by the Department of Health, Education and Welfare, would be \$25 million in 1974 and \$30 million in 1975.

Retained in the bill is a provision requiring stations to keep audio tapes of their public-affairs programs for 60 days after broadcast. (The requirement could be satisfied by CPB or "any authorized entity" retaining the tapes.)

On May 7 the Senate passed a bill providing a two-year, \$130 million authorization for CPB and \$115 million in facilities grants over four years (BROADCASTING, May 14). The original H.R. 8538, sponsored by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), was identical to the Senate-passed bill.

The revised House bill now goes to the Rules Committee before being taken up on the floor. If the House-passed bill differs from the Senate's version, the bills

will go to a Senate-House conference, where the differences will be resolved.

Mr. Macdonald said last week he was "pleased that the committee could report out this bill as rapidly as we have," predicting early passage in the House.

Mr. Brown said the bill "should meet the President's budget goals for the coming year." And the committee's ranking Republican, Samuel Devine (Ohio) called the compromise bill "reasonable" and said "we have some assurance that it will not meet with the same fate it suffered last year," when the President vetoed a two-year funding bill.

Media Briefs

Communications scholarship. WJIC-TV Pittsburgh has awarded its first annual communications scholarship of \$2,000, consisting of \$1,000, 10-week summer work schedule at station and \$1,000 check to college of winner's choice. Winner, Glenda Hudson of New Brighton, Pa., chosen on basis of ability and need, will study at California (Pa.) State College in fall.

The Quarton challenge. Iowa Broadcasters Association is establishing public charitable corporation to raise up to \$300,000 over 10-year period to undertake program of awards, scholarships, research and teaching grants for Iowans in any field of endeavor. Project is outgrowth of offer by William B. and Elnora H. Quarton Foundation to match every dollar raised by association with two of its own. Mr. Quarton is retired general manager of WMT stations in Cedar Rapids.

The perils of pay

The National Association of Broadcasters is mounting a campaign against pay television and pay cable. At its meeting last week the NAB TV board requested that an ad hoc committee—which would include James Hulbert, NAB vice president for public relations, and Roy Danish, director of the Television Information Office—to explore methods to inform the public of its view that pay TV and pay cable, if allowed to develop on a nationwide scale, would deprive viewers of sports and other programming they now see on free television.

Dozen more for ABC Radio

ABC Radio has signed 12 new affiliates. WKTM(AM) Charleston, S.C.; WPGF-AM-FM Burgaw, N.C., and KVRO(FM) Stillwater, Okla., have joined the American Contemporary Radio Network. WSIR(AM) Lakeland-Winter Haven, Fla., has affiliated with the American Information Radio Network. KVEN(AM) Ventura, Calif.; KZON(AM) Santa Maria, Calif.; WTAI(AM) Melbourne, Fla., and WYXI(AM) Athens, Tenn. have contracted for the American Entertainment Radio Network. WKLH(FM) Montgomery, Ala.; WQSR(FM) Sarasota, Fla.; KQHC(FM) Vacaville-Fairfield, Calif.; KQHV(FM) Bend; Ore. have joined the American FM Radio Network.

FCC writes off 'Maude' protests

**Staff says no action warranted
on complaints about abortion theme**

That two-part episode on CBS-TV's *Maude* last November about Maude's abortion generated hundreds of complaints to the FCC—from viewers angry about stations that refused to clear the programs as well as from those angry about stations that did clear it. But it was not until last week that the commission issued a ruling on the series' two-parter—a verdict by the staff that no action is warranted on a fairness-doctrine complaint that the episode "espoused a pro-death position by promoting abortion." However, the response does not dispose of the question of whether a fairness-doctrine issue was raised by the episode.

The complaint—directed against WCBS-TV New York—was filed by the Diocesan Union of Holy Name Societies of Rockville Centre and the Long Island Coalition for Life, both New York. They had been turned down by CBS on a request either for time to present a "pro-life" program within the framework of the *Maude* show or for time for a "pro-life presentation" they would produce.

William B. Ray, chief of the commission's complaints and compliance division, disposed of the complaint, in his response, principally on procedural grounds. He noted that the fairness doctrine does not require a licensee to present contrasting views within a single program or even in a series of programs, that no particular group or individual is entitled to appear to offer rebuttal—and that, in any event, the complaining organizations had not presented any information indicating that the station had presented only one side of the issue in its over-all programming.

Mr. Ray told the groups that if they provide the commission with detailed information supporting the claim that the licensee failed in its over-all programming to comply with the fairness doctrine, "further consideration will be given to your complaint."

Mr. Ray thus indicated the commission has not yet foreclosed the possibility it might rule that fictional or dramatic shows can raise controversial issues of public importance that trigger fairness doctrine obligations.

CBS, in its response to the complaining groups, had held that *Maude* was obviously fictional, solely intended for entertainment and not for the discussion of viewpoints of controversial issues of public importance, and that the show did not raise any fairness-doctrine obligation.

CBS made a similar point 10 years ago in defending itself against charges filed by a claims-attorney organization as the result of a dramatic program which dealt with fraudulent automobile injury suits. The commission, which had considerable

difficulty resolving the issues raised, eventually rejected the group's complaint on the ground that there was no evidence the insurance industry had instigated the program. "Smash-up," which had appeared in the old *Armstrong Circle Theatre* series. But in notifying CBS of that action, the commission said it had not been persuaded by CBS's contention that the fairness doctrine should not be applied to dramatic programs except in extreme cases ("Closed Circuit," Dec. 30, 1963; BROADCASTING, Jan. 6, 1964).

Mr. Ray, in his letter to the groups complaining about *Maude*, did reject one aspect of their complaint—that the *Maude* two-parter had violated the personal-attack rule, which is part of the fairness doctrine, by attacking "an identified group, namely all present and future unborn children." Since the rule discusses a personal attack in terms of an attack on "the honesty, character, integrity or like personal qualities of an identified person or group," Mr. Ray said, the kind of "attack" about which the groups are concerned is not covered by the personal-attack rule.

WXUR, WGCB stations didn't get answer they wanted from FCC

As if the Rev. Dr. Carl McIntire and his WXUR-AM-FM Media, Pa., did not have enough problems, the FCC last week cited the stations for failure to comply with its personal-attack rules in connection with a Jan. 27, 1972, broadcast of a program allegedly accusing the United Church of Christ of financially supporting violent, subversive and anti-white militant groups.

The WXUR stations are to go off the air soon (unless its attorneys pull off a piece of legal magic), following the Supreme Court's refusal to hear a case in which the commission denied them license renewals on the grounds that they violated the fairness doctrine and personal-attack rules and had been guilty of misrepresentation (BROADCASTING, June 4).

The commission's ruling last week amounted to a revisitation of two cases in which admittedly right-wing radio stations had received sanctions in connection with their attacks on entities leaning toward the other end of the political spectrum. Also cited in last week's ruling were WGCB-AM-FM Red Lion, Pa., which several years ago were the object of a landmark Supreme Court decision in which the legality of the fairness doctrine was affirmed.

The action against the Media and Red Lion stations was in response to their airing of a *Life Line* program which attempted to implicate the Church of Christ as part of a conspiracy to cause unrest in the nation's prisons through illegal and violent means.

Ironically, the action, which was issued through the office of FCC Complaints and Compliance Division Chief William B. Ray, was not the result of a

complaint against those facilities (none was forthcoming), but rather of an inquiry by the stations themselves. The WXUR and WGCB stations had asked the commission to rule whether their broadcast of the *Life Line* program constituted a personal attack, whether they are obligated to give reply time equal to the time duration of the purported attack, and whether it would be permissible to introduce any forthcoming Church of Christ reply with an explanation and defense of the original broadcast.

Noting that the personal-attack rules require that offers of reply time be made no more than one week after the broadcast in question, Mr. Ray found that the stations had obviously not fully complied with the rules since their inquiry came three months after the broadcast. He said the amount of time to be given to the reply is subject to negotiations between the licensee and the attacked party, and that dissatisfaction on the part of the latter could be resolved through a complaint to the commission. Mr. Ray also found that prefacing a reply broadcast with a justification of the original attack "would not appear, on its face, to constitute a reasonable opportunity to respond."

While the WXUR and WGCB stations have been operated autonomously, there has been a definite link between the two through family ties. WXUR-AM-FM, which are owned by Dr. McIntire's Faith Theological Seminary, were licensed to Brandywine Main Line Radio Inc., of which John H. Norris is president. WGCB-AM-FM are owned by Red Lion Broadcasting Co. That organization is headed by John M. Norris, who is father of the WXUR president.

Program Briefs

Availability. Worldvision Enterprises, New York, said its recently released *The Dating Game*, 260 half-hour episodes off ABC-TV (BROADCASTING, June 18), is available on strip basis in all markets in all time periods.

Joining forces. Wolper Productions, Los Angeles, and Komack Co. there, have formed Wolper/Komack Co. to produce entertainment television series for prime time. James Komack will function as he has in his own firm as producer, writer and director on packages developed under Wolper/Komack banner.

High grossers. MCA TV said last week its *Marcus Welby M.D.* hour series in pre-release syndication for fall of 1975, is being sold at pace that will outstrip its highest grosser, *Ironside*, offered for premiere in fall 1974. *Ironside* has grossed more than \$156,000 per episode; *Welby* has been getting about \$170,000 per episode, company official said. To date, according to MCA TV, *Ironside* has grossed about \$31.5 million for its 200 episodes. *Welby* is expected to top that figure for some 200 segments that should be available by 1975. Item in "Closed Circuit" (BROADCASTING, June 18) misinterpreted MCA TV's figures on these two series.

High court scuttles record pirates

California copyright law is upheld; ruling gives states power to enact stronger legislation than federal laws

States as well as the federal government can enact legislation to protect manufacturers against record and tape pirates who duplicate and then sell at cutrate prices popular records and tapes. What is more, the states can afford manufacturers even more protection than can the federal government.

A sharply divided U.S. Supreme Court issued that ruling last week, in upholding prosecution, under a California state law, of three individuals who had committed record piracy.

The defendants had contended that the state law conflicts with the U.S. Constitution, which provides for federal copyright legislation, and with the federal legislation which was enacted in 1971 to protect record manufacturers against piracy. The California statute affords the record's creator protection for life; the federal statute, only for two 28-year periods.

Chief Justice Warren E. Burger, writing for himself and four of his colleagues, said that the Constitution does

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Tracking the Playlist

With only six new records on the "Playlist" this week and only three new records breaking into the top-40 positions, activity this week was centered on strong midchart jumps by recently released records by Eagles, Stories, Charlie Daniels and John Denver. Paul McCartney continues his grip on the number-one position despite major shifts in the top 10. Paul Simon's "Kodachrome" goes to number two, replacing "Daniel" (5), while "Give Me Peace" by George Harrison replaces "Pillow Talk" (8) in the number-three spot. Three Dog Night's "Shambala" (4) and Bloodstone's "Natural High" (9) break into the top 10 for the first time this week. The Carpenters (12) and Seals and Crofts (19) received bullets as well, with large steps on their way to the top 10. Breaking into the top 40 this week, all with bullets, are Chicago's "Feeling Stronger Every Day" ("Breaking In," June 18) at 31, Gilbert O'Sullivan's "Get Down" at 33 and Charlie Daniel's "Uneasy Rider" at 39. These records have been on the *Playlist* for only two weeks. New and bulletted on the *Playlist* this week are Lobo's "How Can I Tell Her?" (43), the Temptations' "Plastic Man" (60), Helen Reddy's version of Tanya Tucker's country hit, "Delta Dawn" (62), and Led Zeppelin's single, "Over the Hills and Far Away" (63) (see "Breaking In," page 63). Also new this week are Kris Kristofferson's "Why Me?" (70) and Dickie Goodman's novelty record, "Watergrate" (73), which is probably the most successful of the recent spate of Watergate records now on the market.

The Broadcasting Playlist

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

- Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	My Love (4:08) Paul McCartney—Apple	1	1	1	1
6	2	2	Kodachrome (3:24) Paul Simon—Columbia	5	2	5	2
4	3	3	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	4	3	6	4
13	4	4	Shambala (3:27) Three Dog Night—Dunhill	6	4	7	3
2	5	5	Daniel (3:52) Elton John—MCA	2	6	3	11
5	6	6	Playground in My Mind (2:55) Clint Holmes—Epic	3	7	2	10
7	7	7	I'm Gonna Love You (3:58) Barry White—20th Century	8	5	4	6
3	8	8	Pillow Talk (3:41) Sylvia—Vibration	7	10	15	15
14	9	9	Natural High (4:02) Bloodstone—London	13	8	9	8
11	10	10	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	12	9	11	9
9	11	11	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	9	11	16	18
24 •	12	12	Yesterday Once More (3:50) Carpenters—A&M	10	12	14	12
8	13	13	Will It Go Round in Circles? (3:42) Billy Preston—A&M	14	14	10	5
18	14	14	Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	11	13	17	16
12	15	15	Right Place Wrong Time (2:50) Dr. John—Atco	15	15	12	13
17	16	16	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	16	16	13	14
10	17	17	Frankenstein (3:28) Edgar Winter Group—Columbia	18	17	8	7
16	18	18	Wildflower (4:08) Skylark—Capitol	17	18	19	25
31 •	19	19	Diamond Girl (3:29) Seals & Crofts—Warner Brothers	22	22	22	20
26	20	20	You'll Never Get to Heaven (3:38) Stylistics—Avco	20	19	23	24
28	21	21	Smoke on the Water (3:48) Deep Purple—Warner Brothers	31	28	18	17
22	22	22	I'm Doin' Fine Now (2:48) New York City—Chelsea	23	25	20	21
15	23	23	Tie a Yellow Ribbon (3:19) Dawn—Bell	19	20	24	29
20	24	24	Daddy Could Swear, I Declare (3:42) Gladys Knight—Soul	27	24	21	19
19	25	25	Drift Away (3:30) Dobie Gray—Decca	21	21	26	26
23	26	26	Hocus Pocus (3:18) Focus—Sire	29	26	25	23
40 •	27	27	Soul Makossa (4:30) Manu Dibango—Fiesta	26	27	30	31
34	28	28	Behind Closed Doors (2:55) Charlie Rich—Epic	25	23	32	36
21	29	29	Stuck in the Middle (3:24) Steady State of Mind—A&M	24	29	29	32
37	30	30	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	30	32	28	27
42 •	31	31	Feelin' Stronger Every Day (4:13) Chicago—Columbia	33	33	31	28

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
32	32	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	44	41	27	22
50	• 33	Get Down (2:38) Gilbert O'Sullivan—Mam	32	31	35	35
33	34	Give It to Me (3:07) J. Geils Band—Atlantic	34	34	34	33
30	35	And I Love You So (3:14) Perry Como—RCA	28	30	37	45
29	36	Leaving Me (3:20) Independents—Wand	35	35	33	34
36	37	Money (3:59) Pink Floyd—Harvest	42	38	36	30
39	38	Swamp Witch (3:47) Jim Stafford—MGM	37	37	38	37
62	• 39	Uneasy Rider (3:53) Charlie Daniels—Kama Sutra	39	39	39	38
25	40	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	36	36	40	46
49	41	Goin' Home (2:10) Osmonds—MGM	43	40	42	39
35	42	Steamroller Blues (3:07) Elvis Presley—RCA	38	45	41	51
—	• 43	How Can I Tell Her? (3:59) Lobo—Big Tree	45	42	49	41
45	44	Let's Pretend (2:51) Raspberries—Capitol	40	48	46	42
41	45	Misdemeanor (2:36) Foster Sylvers—Pride	53	43	47	40
38	46	Free Electric Band (3:15) Albert Hammond—Mums	46	47	43	44
53	47	Back When My Hair was Short (2:39) Gunhill Road—Kama Sutra	41	49	45	54
64	• 48	The Morning After (2:14) Maureen McGovern—20th Century	47	46	50	48
47	49	What About Me? (2:40) Anne Murray—Capitol	56	44	57	49
44	50	Thinking of You (2:17) Loggins and Messina—Columbia	52	62	44	53
46	51	Little Willy (3:13) Sweet—Bell	49	59	51	52
54	52	Give Your Baby a Standing Ovation (3:52) Dells—Cadet	62	50	53	43
57	53	Touch Me in the Morning (3:51) Diana Ross—Motown	50	54	55	60
66	• 54	Brother Louie (3:55) Stories—Kama Sutra	57	57	52	47
52	55	First Cut is the Deepest (3:48) Keith Hampshire—A&M	51	53	56	58
70	• 56	I'd Rather Be a Cowboy (4:10) John Denver—RCA	48	51	64	57
68	• 57	Tequila Sunrise (2:52) Eagles—Asylum	64	52	61	50
27	58	Reeling in the Years (4:35) Steely Dan—ABC/Dunhill	59	74	48	62
48	59	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	55	63	59	65
—	• 60	Plastic Man (4:45) Temptations—Gordy	70	55	54	55
55	61	Loving You is the Right Thing To Do (2:57) Carly Simon—Elektra	60	60	58	64
—	• 62	Delta Dawn (3:08) Helen Reddy—Capitol	61	58	65	67
—	• 63	Over the Hills and Far Away (4:42) Led Zeppelin—Atlantic	65	67	60	59
51	64	Time to Get Down (2:53) O'Jays—Philadelphia International	*	56	63	56
58	65	There's No Me Without You (3:28) Manhattans—Columbia	74	61	62	63
56	66	Avenging Annie (4:58) Andy Pratt—Columbia	71	69	66	61
43	67	Close Your Eyes (2:58) Edward Bear—Capitol	64	64	70	69
75	68	He Did With Me (2:27) Vicki Lawrence—Bell	63	65	69	71

continues on page 62

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The Broadcasting Playlist *continued from page 61*

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
73	69		You Can't Always Get What You Want (5:00) Rolling Stones—London	66	66	68	70
—	70		Why Me? (3:25) Kris Kristofferson—Monument	58	70	72	*
72	71		Monster Mash (3:00) Bobby Boris Pickett—Parrot	69	72	67	66
61	72		I'll Always Love My Mama (3:04) Intruders—Gamble	*	73	73	68
—	73		Watergrate (2:06) Richie Goodman—Rainy Wednesday	73	*	71	72
74	74		Teddy Bear Song (2:57) Barbara Fairchild—Columbia	67	68	*	*
60	75		Moonshine (2:46) John Kay—ABC/Dunhill	72	*	*	73

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

And I Love You So (35), Avenging Annie (66), Back When My Hair Was Short (47), Bad Bad Leroy Brown (16), Behind Closed Doors (28), Boogie Woogie Bugle Boy (14), Brother Louie (54), Close Your Eyes (67), Daddy Could Swear, I Declare (24), Daniel (5), Delta Dawn (62), Diamond Girl (19), Drift Away (25), Feelin' Stronger Every Day (31), First Cut Is the Deepest (55), Frankenstein (17), Free Electric Band (46), Get Down (35), Give It to Me (34), Give Me Love (Give Me Peace on Earth) (3), Give Your Baby a Standing Ovation (52), Goin' Home (41), He Did With Me (68), Hocus Pocus (26), How Can I Tell Her (43), I'd Rather Be a Cowboy (56), I'll Always Love My Mama (72), I'm Doin' Fine Now (22), I'm Gonna Love You (7), Kodachrome (2), Leaving Me (36), Let's Pretend (44), Little Willy (51), Long Train Runnin' (10), Loving You Is the Right Thing To Do (61), Misdemeanor (45), Money (37), Monster Mash (71), Moonshine (75), The Morning After (48), My Love (1), Natural High (9), The Night the Lights Went Out in Georgia (59), No More Mr. Nice Guy (32), One of a Kind (Love Affair) (11), Over the Hills and Far Away (63), Pillow Talk (8), Plastic Man (60), Playground in My Mind (6), Reelin' in the Years (58), Right Place Wrong Time (15), Shambala (4), Smoke on the Water (21), So Very Hard to Go (30), Soul Makossa (27), Steamroller Blues (42), Stuck in the Middle (29), Swamp Witch (38), Teddy Bear Song (74), Tequila Sunrise (57), There's No Me Without You (65), Thinking of You (50), Tie a Yellow Ribbon (23), Time to Get Down (64), Touch Me in the Morning (53), Uneasy Rider (39), Watergrate (73), What About Me? (49), Why Me? (70), Wildflower (18), Will It Go Round in Circles (13), Yesterday Once More (12), You Are the Sunshine (40), You Can't Always Get What You Want (69), You'll Never Get to Heaven (20).

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

not expressly vest all copyright-protection power in the federal government. He also said the federal legislation has not preempted state control over all works that might be copyrighted.

The 1971 federal statute was not intended to affect the legal relationships governing recordings produced prior to Feb. 15, 1972, when the federal statute became effective, the Chief Justice said, and until Congress takes additional action to bring such recordings under federal control, he added, California remains free to prohibit the kind of action with which the defendants were charged.

Joining the Chief Justice were Justices Potter Stewart, Byron R. White, Lewis F. Powell Jr. and William H. Rehnquist. The dissenters—who joined in condemning the practice of record piracy but felt that the majority was wrong on the applicable constitutional and statutory issues involved were Justices Harry A. Blackmun and William J. Brennan Jr., both of whom joined in two dissenting opinions, and Justices William O. Douglas and Thurgood Marshall.

Programing changes at RKO prompt talk of Drake departure

Following the dismissal of two of RKO Radio's five top-40 program directors within a week, reports began to surface last week concerning a split between RKO Radio Division President Bruce Johnson and Programing Vice President Bill Drake. Sources close to Mr. Johnson said that Mr. Drake was not consulted on the June 4 firing of Scotty Brink, programer of WRKO(AM) Boston and Mel Phillips, program director of WXLO(FM) New York, on June 15. Nor was he consulted, they claimed, on the replacements: Robin Mitchell, a disk jockey since last October on WRKO, for Mr. Brink, and Al Brady, station manager of WWDJ(AM) Hackensack, N.J., for Mr. Phillips. It was also said that Mr. Johnson has been talking with veteran programers outside RKO about the possibility of replacing Mr. Drake.

Bruce Johnson denied that there was conflict between him and Bill Drake. As for the Phillips-Brink dismissals, he said the two were not related. "It was unfortunate that by coming within a period of two weeks they appeared to be something they were not," he said. He attributed Mr. Brink's dismissal to a "total disagreement on philosophies." Mr. Brink confirmed his statement. "The (programing) changes that came down from Bill (Drake) after the October-November ARB's seemed to me a giant step forward into the past. I knew I was going to have to fight in order to keep the station sounding fresh. I was very vocal about my objections."

As for the dismissal of Mel Phillips, Mr. Johnson cited the "marked" ratings decline of the station over the past year. "We tried almost everything we could. Bill (Drake) spent a lot of time in New

The Colonel's quote...

"It seems to me to be a basic, indeed elementary concept that the primary purpose of advertising is to sell — to move goods and services. To do so, it may attract attention, create interest, provide information — it may alert, amuse, beguile, stimulate, tempt, and, heaven forbid, even persuade."

Commissioner Richard E. Wiley
Federal Communications
Commission before the
Broadcasters Promotion
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NAB gets behind move for all-channel law

Radio board suggests ad hoc group to coordinate with NAFMB on matters of common concern

Legislation in Congress to require that radio sets be equipped to receive both AM and FM broadcasts is to be explored in a meeting between the National Association of Broadcasters' radio board and the National Association of FM Broadcasters.

At its meeting last week the radio board asked that an ad hoc committee be formed to meet with NAFMB on the all-channel radio bill and other matters of mutual interest. NAB has never taken a position on the legislation; NAFMB is in favor of it.

The radio board took the following other actions at its meeting last Thursday (June 21):

- Asked the staff to explore and make recommendations regarding governmental and other services that duplicate broadcast services. Items would include the Federal Highway Administration's proposal to transmit traffic information to motorists on unused AM frequencies (BROADCASTING, April 9), and a carrier-current radio station operating in competition with commercial stations at Ocean City, Md. NAB has already expressed opposition to the last (BROADCASTING, May 14).

- Adopted two resolutions in support of recommendations made by NAB's Small Market Radio Committee last month. The committee recommended petitioning the FCC to amend its rules to prohibit FM translators from extending a station's primary signal beyond its primary coverage area. It also recommended exploring the feasibility of establishing an NAB retirement trust for employes of NAB-member stations.

- Asked the staff to investigate automated equipment used for traffic and accounting functions with an eye toward setting NAB standards for such equipment.

New from Cassettes Sciences

A home entertainment/education center with a film player and computer terminal that work through a standard TV set was demonstrated in New York and Los Angeles last week by Cassettes Sciences Corp. of Los Angeles. The computer terminal, which officials said would retail for less than \$500, is used with a conventional telephone to dial up computer-stored programming for display on the home screen. The film player will come in two versions, one to play super-8mm motion-picture films and one to play 16mm, both through attachments to the home TV set. The player, too, will retail for less than \$500, according to Computer Sciences Chairman Benjamin C. Zitron, who said the super-8 player and the computer terminal will

York trying to straighten out the situation. But things had gotten so bad that Mel really wanted out too," he said. Meridee Merzer, music director of wxLO, was also dismissed last Wednesday (June 20) and replaced by Jeff Mazzei, former music director of wwdj for Allen Brady, wxLO's new programmer.

Mr. Phillips, with RKO in various capacities for seven and a half years, said that he was informed by wxLO manager Art Adler on June 13 that "Johnson wanted me out." He said that major changes in programming policy had been implemented by Mr. Drake last September. Of his experience with Bill Drake, Mr. Phillips said: "He's given up. I don't think he'll be there when his contract expires or maybe even before then."

Breaking In

"Clouds" — David Gates (Elektra) ▪ Whether he is talking about rock-and-roll stars ("Guitar Man") or about meeting a new lover ("Sweet Surrender"), count on David Gates to romanticize it. Together with his group Bread, Mr. Gates has built up enormous strength in pop music. By keeping his songs brief, subjectively simple and tinged with a childishness ("Baby I'm a Want You"), he has provided Elektra with its only consistent hit-maker besides Carly Simon. If there was a slight bit of panic in the offices of Elektra when the break-up of Bread was announced last month, fears were quickly allayed when it was learned that the songwriter/producer/lead singer of Bread, Mr. Gates, would continue his career as a solo artist for the company. "Clouds" is the first effort of his new career.

With the addition of a synthesizer, which is used to simulate wind in the beginning and horns in the middle of the song (these effects weren't heard in his earlier work), the Gates voice seems in fine form, ranging from smooth falsetto to croon. The simple metaphor is that clouds are like a love affair. Easy to grasp; David Gates does not venture far from the ground he had marked out with Bread.

"Clouds" was released only last week and reports so far are scattered. But stations playing the new David Gates record included KILT(AM) Houston, and WSGA(AM) Savannah, Ga.

"Over the Hills and Far Away"—Led Zeppelin (Atlantic) ▪ Despite what AM contemporary radio has done for the careers of this British band—and it has done quite a lot—Led Zeppelin has never considered a single for AM airplay as having relevance. Witness the "Stairway to Heaven" phenomenon of last year: Culled from Led Zeppelin's last album, "Stairway to Heaven" proved unexpectedly successful on stations willing to program an album cut. It went to number one on WFIL(AM) Philadelphia, for example. But no amount of coaxing from Atlantic Vice President Jerry Greenburg could persuade the band to allow the company to release it as a single.

Again on Led Zeppelin's newest album, *House of the Holies*, it seems that Mr.

Greenburg and Atlantic ran into the same problem of getting the group to decide on a single. *House of the Holies* is the group's first album in more than a year and a half, and programmers jumped onto the album cut of their choice during the initial weeks of release last month. Most preferred "D'Yer Mak'er" for its vintage rock-and-roll sound. The second favorite was "Over the Hills and Far Away," which turned out to be the group's choice as well; it was released as a single. Asked for details on the group's attitude toward selecting a single and American top-40 radio, Jerry Greenburg denied comment last week.

Led Zeppelin is an immensely popular group. Currently on tour in the U.S., the group broke the Beatles' attendance and gross-receipts record when it played Tampa, Fla., last month. With the release of "Over the Hills and Far Away" about two weeks ago, the record began to quickly pick up those stations not on other cuts from the album, despite its length (the group would not cut it from its original 4:42); audiences are accustomed to long songs from Led Zeppelin.

Stations playing the new Led Zeppelin last week included: WCFL(AM) Chicago, WIFE(AM) Indianapolis, KLIF(AM) Dallas, KNUS(AM) Dallas, WLCY(AM) St. Petersburg, Fla., WIXY(AM) Cleveland, WKBW(AM) Buffalo, N.Y., KAFY(AM) Bakersfield, Calif., KJR(AM) Seattle and WIRL(AM) St. Louis.

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

- THE ANSWER, Connie Francis (GSF).
- ARE YOU MAN ENOUGH?, Four Tops (ABC/Dunhill).
- BLOCKBUSTER, Sweet (Bell).
- CLOUDS, David Gates (Elektra).
- COSMIC COWBOY, Nitty Gritty Dirt Band (United Artists).
- DADDY AIN'T GONE, New Cactus Band (Atco).
- EVERYONE'S AGREED, Stealers Wheel (A&M).
- GUAVA JELLY, Caspers & Carson (Janus).
- GYPSY DAVY, Arlo Guthrie (Reprise).
- THE HURT, Cat Stevens (A&M).
- IF YOU WANT ME TO STAY, Sly and the Family Stone (Epic).
- JIMMY LOVES MARYANN, Looking Glass (Epic).
- LORD, MR. FORD, Jerry Reed (RCA).
- LOVE AND HAPPINESS, Ernest Jackson (Stone).
- LOVIN' NATURALLY, Sandalwood (Bell).
- MY MERRY GO ROUND, Johnny Nash (Epic).
- NEVER NEVER NEVER, Shirley Bassey (United Artists).
- PUT IT WHERE YOU WANT, April & Nino (A&M).
- ROLAND THE ROADIE, Dr. Hook (Columbia).
- SUMMER (THE FIRST TIME), Bobby Goldsboro (United Artists).
- SUMMER SONG, Lettermen (Capitol).
- WHERE THERE'S SMOKE THERE'S FIRE, Grass Roots (ABC/Dunhill).
- WILD ABOUT MY LOVIN', Adrian Smith (MCA).

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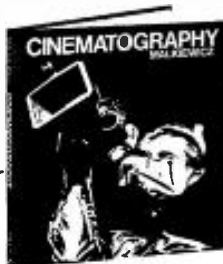
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Turntable time. Gates division of Harris Intertype Corp., Quincy, Ill., introduces new CB-1200 turntable for studio use. Unit features especially tight cueing and capacity to change speeds in midst of play, Gates claims. It is priced at \$200.

To make Penney sets. RCA announced preliminary agreement with J. C. Penney Co. to manufacture stereo consoles and TV sets to be sold under "JCPenney" label. Since 1963, when it stopped manufacturing TV sets for other brand names, RCA has devoted full production to its own branded products.

Amplify, amplify. CATV Equipment & Installation Operation of GTE Sylvania Inc. announces additions to Series 2000 Pathmaker trunk amplifier stations. New features include extra-wide bandwidth for 30 channels plus forward operation, plug-in modules, attenuators and equalizers, 5 to 30 mhz sub-VHF return.

Broadcast Journalism

FCC staff ruling on NBC fairness called deadening to TV journalism

Network newsmen describe the chill of living under government's eye

NBC told the FCC last week that the commission's staff had extended the fairness doctrine unconstitutionally and in a way that would block investigative reporting on television in the future.

NBC made the assertion in an appeal to the commission to overturn the staff ruling that *Pensions: the Broken Promise*, an NBC News documentary presented on NBC-TV last September, appeared to have violated the fairness doctrine by not balancing criticisms of private pension systems with depictions of successful systems or other favorable reports (BROADCASTING, May 7).

The FCC staff, NBC contended, misconstrued the program as one dealing with the entire pension field when in fact it was intended to deal only with some of the problems in that field. And since problems are at the heart of investigative reporting, NBC said, the ruling endangers investigative TV journalism itself. The concept that "whenever a social problem is exposed on television, 'balance' must

be achieved by including 'positive' material to minimize the nature of the problem is antithetical to the essence of journalism itself," NBC asserted.

Since NBC had not previously carried programs or news on pension systems that might be considered "balancing," the implication of the FCC ruling was that the network must now carry what NBC at one point called a program about "happy pensioners."

But that, NBC asserted, would be "as unsound journalistically" as requiring that it be incorporated in the original program, since pension plans have existed for a long time and there is no news value in showing how they work when nothing goes wrong.

A sheaf of affidavits from NBC executives and newsmen—and one from a former president of the American Society of Newspaper Editors—underscored the "inhibiting" and "stifling" effect the ruling would have on investigative reporting. J. Edward Murray of the *Detroit Free Press*, immediate past president of the ASNE, saw in the ruling "dangerous implications not only for the future of television journalism but for that of the print press as well." And though NBC said it was not challenging the constitutionality of the fairness doctrine itself, some of the newsmen's affidavits made clear they felt that it, too, stifles and inhibits.

NBC President Julian Goodman, a veteran of 20 years as a broadcast newsmen, said the fairness doctrine's effect has been to introduce the hand of government into the journalistic process. The staff ruling on the *Pensions* program is "a clear and present danger to the process of investigative journalism," Mr. Goodman said.

NBC's position was conveyed in a 33-page letter from Floyd Abrams for the New York law firm of Cahill, Gordon & Reindel, filed with the FCC late Thursday (June 21) along with 37 pages of supporting exhibits and affidavits.

One of the exhibits supported a charge in Mr. Abrams's letter that Accuracy in Media Inc.—on whose complaint the FCC staff ruling was issued—had attempted to use the ruling to "threaten the NBC affiliates" that carried the program. A letter to one affiliate from Abraham H. Kalish, AIM executive secretary, said in part:

"AIM intends to enter notice of this fairness-doctrine violation in the file of each station that carried *Pensions: the Broken Promise*. Please let us know if you did carry this program and if you have broadcast other programs that provided the requisite balance. If we do not hear from you, we shall assume that you carried the program and have not provided any other program to balance it."

The letter, dated May 23, also said NBC might challenge the fairness-doctrine issue "but it is the licensee, not the network, that may have this used against him in any challenge to license renewal. NBC has an obligation not to play games with your license. We urge you to tell NBC that."

(In response, Donald J. Mercer, NBC station-relations vice president, wrote affiliates on June 1 that "until the appellate procedure has been completed, we do not

Bill Monroe, NBC News:

"The most likely outcome of bold journalism, almost as certain as death and taxes, is trouble with the FCC."

believe any licensee is in jeopardy because of what we consider to be incorrect [FCC] staff action," but each affiliate should consult its own legal counsel.

Although NBC did not challenge the constitutionality of the fairness doctrine, it did contend the staff ruling was inconsistent with both the doctrine and the First Amendment. The FCC staff substituted its judgment for that of professional journalists and thus improperly placed itself "at the heart of the journalistic process," NBC said.

The *Pensions* program took three months and cost \$200,000 to produce and was less than half sponsored, NBC noted, adding that imposition of "the burden inherent in the staff opinion is hardly the way to encourage boldness on television."

Some of the inhibitions and other problems were dealt with in more detail in the accompanying affidavits.

Reuven Frank, president of NBC News when the documentary was broadcast, said the ruling would mean that "we in television news must never examine a problem in American life without first ascertaining that we had piled up enough points on the other side, a little bank account of happiness to squander on an area of public concern. Otherwise, we should be overdrawn, and would have to schedule a program in payment of the debt."

The fairness doctrine, Mr. Frank said, is well known to executives, producers and lawyers, but newsmen "learn of it when they run afoul of it," he said:

"There is the nuisance, the conferences with lawyers, the examination by other hands of work long sweated over, the time taken from other jobs, the uncongeniality and the constant atmosphere of unspoken accusation, the need to recall matters of long ago by one whose whole professional conditioning is to his next deadline, and the knowledge that many rungs above him executives who would not know his face will recognize his name henceforward as 'the guy who caused us all that trouble.' I have known these feelings myself, which is a small matter, and I have had to counsel and dissuade others, good people whom I needed, which is a large matter indeed."

Mr. Frank said the fairness doctrine has "required the inclusion of material which had no journalistic validity I could determine and which was neither informative nor interesting" but that news managements have adapted to it. "It is a messy and niggling situation" he said, "but we could survive."

But, he asserted, "the implications of this new ruling are another matter. Perhaps not most of what we do, but certainly most of what we should be proud of, would be made so difficult as to be practically impossible."

In another affidavit NBC newsman

David Brinkley said the commission staff ruling was based on concepts of fairness that are "alien to the practice of journalism."

David Schmerler, producer of *Pensions*, reviewed details of its production and the awards it has won—one of them a Peabody calling it "broadcast journalism at its best" on the same day the FCC staff ruling was issued.

Bill Monroe, Washington editor of the *Today* program, said: The FCC, while speaking for boldness, turns around and punishes those who practice it. There are, in fact, no rewards for courage. It is thoroughly understood in the industry that the most likely outcome of bold journalism, almost as certain as death and taxes, is trouble with the FCC."

Revamped criminal code seen jeopardizing freedom of information

Proposed revisions in the criminal code have been attacked from a number of quarters as deterrents to the free flow of information to the public.

National Association of Broadcasters President Vincent Wasilewski, in a statement submitted to the Senate Subcommittee on Criminal Laws and Procedures, which has been holding hearings on the bills—S. 1 and S. 1400—said the proposals contain provisions that "will lay the groundwork for irreparable harm to the most basic underpinnings of a free society."

The bills would, among other things, establish severe penalties for those who disclose defense and other government information and also for those who receive and disseminate it to the public.

The "most troublesome" of the provisions, Mr. Wasilewski said, are those that would remove as a defense, in a criminal case involving disclosure of classified information, the legitimacy of the classification. Such a provision, he said, "would establish the executive branch of government as the ultimate tribunal for the determination of what information the public is entitled to receive."

He said other provisions involving theft of government documents and information "would have such a chilling effect on the source of information and the individuals who seek it that the composite result of the legislation might well signal the beginning of a new 'ice age' for the First Amendment. The courts, not the executive branch, should determine the kinds of information that should be withheld from the public," he contended.

Testifying earlier before the subcommittee, CBS Washington Vice President Richard Jencks said the proposals, embodied in S. 1 and S. 1400, were "considerably more restrictive than current law" and will "keep from the American people a great deal of information they must have if they are to exercise the responsibilities imposed upon them by a democratic form of government."

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STUDENTS AND OUT OF STATE NON-UNION TEMPORARY EMPLOYEES ARE BEING USED BY

WESTINGHOUSE BROADCASTING CO.

IN AN EFFORT TO BREAK A LEGAL STRIKE BY I.A.T.S.E., SUPPORTED BY THE MUSICIANS UNION, AND ALL LABOR COUNCILS. A TACTIC OUT OF THE DARK AGES OF LABOR RELATIONS, A TACTIC WESTINGHOUSE WOULD NEVER TRY AGAINST THEIR LARGE INDUSTRIAL UNIONS, THEY NOW USE WITH IMPUNITY AGAINST SMALL BROADCASTING LOCALS IN THESE GROUP W CITIES:

WBZ-TV CHANNEL 4 BOSTON
WJZ-TV CHANNEL 13 BALTIMORE
KDKA-TV CHANNEL 2 PITTSBURGH
KYW-TV CHANNEL 3 PHILADELPHIA

committee, the Radio Television News Directors Association said that, "at the least, the present legal protections for the news media and others, in making disclosures of government information to the general public, should be continued," and, hopefully, strengthened." The administration's bill, S. 1400, threatens to undermine these existing legal protections for the press and the public. RTNDA said.

Grant Dillman of UPI, who represented the Joint Media Committee, a group of news organizations that includes RTNDA, also urged the subcommittee to reject the national-security provisions.

Motion Picture Association of America President Jack Valenti expressed another concern over the administration bill—provisions against dissemination of obscene material.

Mr. Valenti said he opposed a part of S. 1400 that would define material as obscene "unless it constitutes a minor portion of the whole product . . . , is reasonably necessary and appropriate to the integrity of the product as a whole to fulfill an artistic, scientific, or literary purpose, and is not included primarily to stimulate prurient interest." Such a provision, he said, would "hobble" artistic expression and could lead to censorship of the Bible or Shakespeare.

"Disseminate" in the bill means to "transfer, distribute, dispense, display, exhibit, broadcast, or lend, for profit or otherwise."

Half a loaf

The California senate has passed legislation that would require a majority of a committee or of the chamber to object to the presence of TV cameras and radio recorders before such equipment could be barred. The policy previously had been to require removal of TV-radio gear on the objection of a single member. Four weeks ago, the state assembly had revised its rules to include TV and radio coverage, with equipment, as eligible to cover any hearing that was open to the public (BROADCASTING, June 11). The California senate also passed a bill that would overrule TV blackout provisions for sports events, if a publicly owned stadium was sold out three days before the date of the event. The bill now goes to the state assembly.

All eyes on Dean

The three commercial TV networks said last week they were planning to provide full live coverage of today's (June 25) scheduled testimony by John W. Dean 3d, former White House counsel, in the Senate Watergate hearings. They did not rule out the possibility of common coverage of Dean testimony on subsequent days as well. Under the rotation plan they have followed since June 5, NBC-TV has primary responsibility for hearing coverage on the first day, CBS-TV on the

second and ABC-TV on the third, but each is free to provide additional coverage whenever it wishes. Mr. Dean had been scheduled to testify last week, but the hearings were postponed in deference to the summit talks in progress between President Nixon and the Soviet Union's Leonid Brezhnev.

The inch, the mile

Inspired by acclaim of public television's gavel-to-gavel coverage of the Senate Watergate hearings, Public Broadcasting Service President Hartford N. Gunn Jr. has called on Congress to open its floor debates to television on a regular basis.

Mr. Gunn made the proposal June 13 at a Harvard University symposium on "Communications—The Citizen's Right to Know." He stated that initiation of congressional floor debates as a truly open forum through unimpeded TV coverage could provide needed exposure for the legislative branch at a time when the Presidency, through its easy access to the airwaves, is very much in the public eye.

"Here we are today with an imbalance in the checks and balances of government—the continuing growth of the executive branch and the withering of the legislative branch," Mr. Gunn said.

Mr. Gunn asserted that public knowledge and understanding of government had been greatly advanced by television's Watergate coverage. "Those of us in broadcasting, especially those of us in public broadcasting, could and should provide coverage of a wide range of many other subjects," he said.

NAB board settles for partial privilege

The National Association of Broadcasters' joint board last week voted to support the newsmen's-privilege legislation approved a week before by House Judiciary Subcommittee No. 3, headed by Representative Robert W. Kastenmeier (D-Wis.) (BROADCASTING, June 18).

The bill, H.R. 5928, would give journalists blanket immunity from enforced disclosure of information and sources before all governmental bodies except state and federal courts, where the protection would be qualified. Courts could require disclosure if the information were deemed indispensable, unobtainable elsewhere and needed to serve "a compelling and overriding public interest."

In a unanimous resolution, the NAB board iterated the position it took originally in favor of absolute privilege. But it recognized the need for what the resolution called "a minimum shield to assure the free flow of information to the American public by all communications media."

Warning on beeper reports

FCC has issued a sharp reminder to all broadcasters that rules require them to identify the source of political or contro-

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versial-issue programing furnished them for broadcast.

The reminder followed an announcement by Representative Torbert H. Macdougald (D-Mass.), chairman of the House Communications Subcommittee, that he will conduct an inquiry into the practice of government agencies providing radio stations with "beepers"—telephoned reports—for inclusion in newscasts (BROADCASTING, May 14).

The commission said its rules require stations to make an announcement when they air recorded material that has been furnished for broadcast and that involves discussion of political or controversial public issues.

FCC dismisses charge WCCO slanted news

An allegation by the publisher of 28 weekly newspapers in the Minneapolis-St. Paul area that WCCO-AM-TV Minneapolis and the commonly-owned *Minneapolis Tribune* distorted news in an attempt to discredit its competitor has been rejected by the FCC.

Sun Newspapers Inc. had charged that during November 1972 the *Tribune* and the stations engaged in a conspiracy aimed at casting Sun in a negative light through the presentation of allegedly false and misleading news stories pertaining to the firing of 13 Sun editorial employees (BROADCASTING, March 26).

The FCC said that Sun's request "clearly asks" it to "review news content and judgment." The agency declared that this "is the area the commission has determined it is inappropriate for it to enter." The commission said Sun had failed to offer any evidence beyond its original allegation that would show that WCCO-AM-TV's broadcasts "violated any commission rule or policy, were unreasonable or were in bad faith."

Finance

Burnup & Sims Inc., New York, reported 85% increase in earnings and 58% jump in revenues for fiscal year ended April 30:

	1973	1972
Earned per share	\$ 0.64	\$ 0.38
Revenues	89,279,980	56,629,705
Net income	5,218,474	2,821,873

Outlet Co., Providence, R.I., reported increases in sales and earnings for first quarter of 1973. For three months ended April 30:

	1973	1972
Earned per share	\$ 0.17	\$ 0.03
Revenues	18,051,565	16,185,664
Net income	328,131	67,426

Doyle Dane Bernbach, New York, reported 23.9% decline in net income for six months ended April 30, compared with same period in 1972:

	1973	1972
Earned per share	\$ 0.98	\$ 1.29
Billings	152,405,000	154,148,000
Net income	2,064,000	2,713,000
Shares outstanding	1,935,481	1,924,733

CCA Electronics Corp., Gloucester, N.J., reported slight increase in revenues and decrease in net income for six months ended April 30:

	1973	1972
Earned per share	\$ 0.11	\$ 0.16
Revenues	2,889,910	2,872,364
Net income	96,876	139,326

John Blair & Co., New York, reported gains in revenues and income for three months ended March 31:

	1973	1972
Earned per share	\$ 0.25	\$ 0.24
Revenues	16,709,000	16,546,000
Net income	631,000	626,000

Vikoa Inc., New York, reported gains in revenues and a move into profitability for 1972. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.32	\$ (1.86)
Revenues	6,969,000	4,718,000
Net income	755,000	(4,314,000)

Collins Radio Co., Dallas, announced that operations during third quarter of fiscal 1973 showed substantial improvement over both preceding quarter and corre-

sponding third quarter of fiscal 1972. Report noted increase in revenues of 40% over third quarter of 1972 and of 14% over previous three-month period. For nine months ending May 4, 1973, and April 28, 1972, respectively:

	1973	1972
Earned per share	\$ 1.25	\$ (20.54)
Revenues	251,112,000	174,338,000
Net income	6,770,000	(59,790,000)

Wrather Corp., Beverly Hills, Calif., reported losses for three months ended March 31:

	1973	1972
Earned per share (loss)	\$ (0.02)	\$ (0.03)
Revenues	5,116,140	4,113,553
Net income (loss)	(55,382)	(66,828)
Shares outstanding	2,269,187	2,246,600

Wells, Rich, Greene, New York, reported record billings and net income for fiscal first six months, ended April 30:

	1973	1972
Earned per share	\$ 1.10	\$ 0.99
Gross Billings	90,100,000	61,400,000
Operating revenue	13,500,000	9,200,000
Net income	1,800,000	1,600,000

Taft Broadcasting Corp. will hold its annual stockholders meeting on July 10 at Kings Island, Kings Mills, Ohio. Proxy statement accompanying notice of annual meeting shows that in 1972 the officers with top remuneration were: Charles S. Mechem Jr., board chairman, \$90,972; Lawrence H. Rogers II, president, \$80,904; John L. McClay, executive vice president, \$63,888; Dorothy S. Murphy, treasurer and assistant secretary, \$49,673 and Dudley S. Taft, vice president and secretary, \$32,828.

Deal's off. Agreement in principle under which Athena Communications Corp., New York, cable-TV company, would acquire Music Fair Enterprises Inc., Philadelphia, operator of theaters-in-the-round (BROADCASTING, April 23), has been called off, companies announced last week. They attributed decision to "prevailing market conditions." Acquisition would have involved exchange of stock.

Broadcasting Stock Index

Weekly market summary of 143 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. June 20	Closing Wed. June 13	Net change in week	% change in week	High 1973	Low	Approx. Shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N 21 1/4	25	- 3 3/4	- 15.00	31 1/2	21 1/4	17,029	361,866	
ASI COMMUNICATIONS		1 1/4	1 1/2	- 1/4	- 16.66	1 1/2	1	1,815	2,268	
CAPITAL CITIES COMM.	CCB	N 39 1/8	40 1/4	- 1 1/8	- 2.79	62 1/2	35	7,074	276,770	
CBS	CBS	N 31 1/8	31 5/8	- 1/2	- 1.58	52	30 1/2	28,315	881,304	
CONCERT NETWORK*	D	1/4	1/2	- 1/4	- 50.00	5/8	1/4	2,200	550	
COX	COX	N 24 1/4	23 1/4	+ 1	+ 4.30	40 1/4	21 5/8	5,850	141,862	
FEDERATED MEDIA	D	2 5/8	2 1/2	+ 1/8	+ 5.00	3 1/2	2 1/2	820	2,152	
GROSS TELECASTING	GGG	A 14	14 3/4	- 3/4	- 5.08	18 3/8	13 3/4	800	11,200	
LIN	LINB	D 6 7/8	7 1/4	- 3/8	- 5.17	14 3/4	6 1/4	2,296	15,785	
MOONEY	MOON	D 5 5/8	5 1/4	+ 3/8	+ 7.14	10 1/4	5 1/8	385	2,165	
PACIFIC & SOUTHERN	PSOU	D 8	9	- 1	- 11.11	13 3/4	8	1,930	15,440	
RAHALL	RAHL	D 4 1/4	5	- 3/4	- 15.00	12 1/4	4 1/4	1,297	5,512	
SCRIPPS-HOWARD*	SCRP	D			.00	21 1/4	19	2,589	49,838	
STARR	S8G	M 10		- 7/8	- 8.04	24 1/2	9 5/8	1,131	11,310	
STORER	S8K	M 17 3/8	18 1/4	- 7/8	- 4.79	44	15 7/8	4,391	76,293	
TAFT	TFB	N 26 1/2	31 3/8	- 4 7/8	- 15.53	58 5/8	25 7/8	4,147	109,895	
WHDH CORP.*	D	23	24	- 1	- 4.16	24	14	589	13,547	
WDOOS COMM.*	O	7/8	1	- 1/8	- 12.50	1 5/8	7/8	292	255	
Broadcasting with other major interests								TOTAL	82,950	1,978,012
ADAMS-RUSSELL	AAR	A 3 1/2	3 1/4	+ 1/4	+ 7.69	5 3/8	2 5/8	1,259	4,406	
AVCO	AV	N 9 3/4	10 5/8	- 7/8	- 8.23	16	9 1/8	11,478	111,910	

	Stock symbol	Exch.	Closing Wed. June 20	Closing Wed. June 13	Net change in week	% change in week	High	Low	1973	Approx. Shares out (000)	Total market capitali- zation (000)
BARTELL MEDIA	BMC	A	1 1/2	1 3/4	- 1/4	- 14.28	3 1/2	1 1/2		2,257	3,385
CHRIS-CRAFT	CCN	N	4 1/8	4 3/8	- 1/4	- 5.71	6 5/8	3 3/4		4,161	17,164
COMBINED COMM.	CCA	A	19 5/8	21	- 1 3/8	- 6.54	44	15		3,230	63,388
COWLES	CWL	N	5 1/2	5 5/8	- 1/8	- 2.22	9 5/8	5 3/8		3,969	21,829
DUN & BRADSTREET	DNB	N	73 1/2	76 1/2	- 3	- 3.92	81 1/4	69 5/8		13,021	957,043
FAIRCHILD INDUSTRIES	FEN	N	6	6 3/8	- 3/8	- 5.88	13 3/8	5 1/4		4,550	27,300
FUQUA	FOA	N	10	11	- 1	- 9.09	20 3/8	10		9,741	97,410
GABLE INDUSTRIES	GBI	N	18	18 1/2	- 1/2	- 2.70	25	15		2,605	46,890
GENERAL TIRE	GY	N	18 3/4	19 1/4	- 1/2	- 2.59	28 3/4	17 1/2		20,652	387,225
GLOBETROTTER	GLBTA	O	5	5		.00	8 1/8	5		2,843	14,215
GRAY COMMUNICATIONS	O	12	11	+ 1	+ 9.09	12 7/8	9			475	5,700
HARTE-HANKS	HHN	N	9	9 1/2	- 1/2	- 5.26	29 1/4	8 1/2		4,335	39,015
ISC INDUSTRIES	ISC	A	6 1/2	6 3/8	+ 1/8	+ 1.96	8	6 1/8		1,658	10,777
KAISER INDUSTRIES	KI	A	4 1/4	4 3/4	- 1/2	- 10.52	6 5/8	4		27,487	116,819
KANSAS STATE NETWORK	KSN	O	4 7/8	5	- 1/8	- 2.50	6 1/8	4 7/8		1,741	8,487
KINGSTIP	KTP	A	7 3/8	7 1/2	- 1/8	- 1.66	14 1/4	6 1/4		1,155	8,518
LAMB COMMUNICATIONS*	O	1 3/4	1 3/4		.00	2 5/8	1 3/4			475	831
LEE ENTERPRISES	LNT	A	13	13 7/8	- 7/8	- 6.30	25	12 7/8		3,366	43,758
LIBERTY	LC	N	16 3/4	17 3/8	- 5/8	- 3.59	23 7/8	15 3/4		6,760	113,230
MCGRAM-HILL	MHP	N	8 1/8	8 5/8	- 1/2	- 5.79	16 7/8	8 1/8		23,525	191,140
MEDIA GENERAL	MEG	A	32 1/4	32 3/4	- 1/2	- 1.52	43 1/2	31 3/4		3,546	114,358
MEREDITH	MDP	N	13 5/8	14 3/8	- 3/4	- 5.21	20 1/2	13 1/8		2,827	38,517
METROMEDIA	MET	N	15 1/8	16 5/8	- 1 1/2	- 9.02	32 1/4	14 3/8		6,483	98,055
MULTIMEDIA	O	19	20	- 1	- 5.00	30 1/4	19			4,388	83,372
OUTLET CO.	OTU	N	11 1/4	11 1/4		.00	17 5/8	11		1,379	15,513
POST CORP.	POST	O	10 1/2	10 1/2		.00	17	10 1/4		893	9,376
PSA	PSA	N	12	12 3/4	- 3/4	- 5.88	21 7/8	12		3,779	45,348
PUBLISHERS BCSTG.	PUBB	O				.00	2	7/8		919	804
REEVES TELECOM	RBT	A	1 3/4	1 5/8	+ 1/8	+ 7.69	3 1/4	1 5/8		2,376	4,158
RIDDER PUBLICATIONS	RPI	N	14 7/8	16	- 1 1/8	- 7.03	29 7/8	14 7/8		8,312	123,641
ROLLINS	RDL	N	15 7/8	17 3/4	- 1 7/8	- 10.56	36 1/2	15 7/8		13,372	212,280
RUST CRAFT	RUS	A	17 1/8	18 1/4	- 1 1/8	- 6.16	33 3/4	14		2,366	40,517
SAN JUAN RACING	SJR	N	14 7/8	15 1/8	- 1/4	- 1.65	23 3/4	14 1/4		2,153	32,025
SCHERING-PLOUGH	SGP	N	78	80 1/4	- 2 1/4	- 2.80	80 1/4	72 1/4		52,590	4,102,020
SONDERLING	SDB	A	10 1/2	8 5/8	+ 1 7/8	+ 21.73	16 3/8	7 5/8		1,006	10,563
TECHNICAL OPERATIONS	TO	A	6 1/2	6 5/8	- 1/8	- 1.88	13 1/2	5 1/8		1,386	9,009
TIMES MIRROR CO.	TMC	N	19	19 1/2	- 1/2	- 2.56	25 7/8	16 1/2		31,145	591,755
TURNER COMM.*	O	4 3/4	4 3/4		.00	6	4 1/2			1,486	7,058
WASHINGTON PDST CO.	WPO	A	20	23 1/8	- 3 1/8	- 13.51	37	20		4,746	94,920
WOMETCO	WOM	N	12 1/4	12 7/8	- 5/8	- 4.85	19 3/8	11 1/4		6,098	74,700
Cablecasting									TOTAL	301,993	7,998,429
AMECO	ACO	O	5/8	5/8		.00	3	5/8		1,200	750
AMERICAN ELECT. LABS	AELBA	O	1 7/8	2 1/8	- 1/4	- 11.76	3 5/8	1 7/8		1,726	3,236
AMERICAN TV & COMM.	AMTV	O	22	25 1/2	- 3 1/2	- 13.72	39	22		2,859	62,898
ATHENA COMM.*	O					.00	5 1/2	1 1/2		2,126	3,189
BURNUP & SIMS	BSIM	O	23 3/8	23 7/8	- 1/2	- 2.09	31 3/4	22 5/8		7,510	175,546
CABLECOM-GENERAL	CCG	A	4 5/8	5	- 3/8	- 7.50	8 7/8	3 3/4		2,489	11,511
CABLE FUNDING CORP.*	CFUN	O	5	5 3/4	- 3/4	- 13.04	8 1/8	5		1,233	6,165
CABLE INFO. SYSTEMS*	O					.00	2 1/2	1		663	994
CITIZENS FINANCIAL	CPN	A	5	5 1/8	- 1/8	- 2.43	9 1/2	4 1/2		2,676	13,380
COMCAST	O	3 1/2	4	- 1/2	- 12.50	5 3/8	3 1/2			1,280	4,480
COMMUNICATIONS PROP.	COMU	O	4	4 1/2	- 1/2	- 11.11	9 3/4	4		4,435	17,740
COX CABLE	CXC	A	21 3/4	22	- 1/4	- 1.13	31 3/4	20 1/4		3,560	77,430
ENTRON	ENT	O	5/8	5/8		.00	9 1/4	5/8		1,358	848
GENERAL INSTRUMENT	GRL	N	14	15 1/2	- 1 1/2	- 9.67	29 1/2	13 5/8		6,790	95,060
GENERAL TELEVISION*	O	3	3		.00	4 1/2	2 1/2			1,000	3,000
HERITAGE COMM.	O	10	10		.00	17 1/2	7			345	3,450
LYD CABLE	LVOC	O	4 3/4	4 1/2	+ 1/4	+ 5.55	11 1/4	4 1/4		1,561	7,414
SCIENTIFIC-ATLANTA	SFA	A	8	8 3/4	- 3/4	- 8.57	15 3/8	8		917	7,336
STERLING	STER	O	1 3/8	1 3/8		.00	4 1/4	1 1/4		2,162	2,972
TELE-COMMUNICATIONS	TCOM	O	8 1/2	8 7/8	- 3/8	- 4.22	21	8 1/2		4,616	39,236
TELEPROMPTER	TP	A	16 7/8	18 5/8	- 1 3/4	- 9.39	34 1/2	14 3/8		15,999	269,983
TIME INC.	TL	N	33	34 1/2	- 1 1/2	- 4.34	63 1/4	32 1/2		7,286	240,438
TOCOM	TOCM	O	6 1/2	7	- 1/2	- 7.14	12 1/8	6		596	3,874
UA-COLUMBIA CABLE	UACC	O	8 1/4	7 3/4	+ 1/2	+ 6.45	15	7 3/4		1,832	15,114
VIACOM	VIA	N	10 1/2	11 5/8	- 1 1/8	- 9.67	20	10 3/8		3,851	40,435
VIKOA	VIK	A	4 5/8	5 1/4	- 5/8	- 11.90	9 1/8	4		2,562	11,849
Programming									TOTAL	82,632	1,118,328
COLUMBIA PICTURES	CPS	N	5 7/8	5 3/4	+ 1/8	+ 2.17	9 7/8	4 1/2		6,335	37,218
OISNEY	OIS	N	83 7/8	90 1/4	- 6 3/8	- 7.06	123 7/8	83 5/8		28,552	2,394,799
FILMWAYS	FHW	A	2 5/8	2 1/2	+ 1/8	+ 5.00	5 3/8	2 3/8		1,877	4,927
GULF + WESTERN	GW	N	22 1/4	23 1/4	- 1	- 4.30	35 3/4	21 3/8		16,387	364,610
MCA	MCA	N	20	22	- 2	- 9.09	34 1/4	20		8,367	167,340
MGM	MGM	N	14 1/2	14 3/4	- 1/4	- 1.69	24	13 5/8		5,958	86,391
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8		534	1,401
TELE-TAPE*	O					.00	1 3/4	1		2,190	2,190
TELETRONICS INTL.*	O	5 1/4	4 1/2	+ 3/4	+ 16.66	10 1/2	4 1/2			724	3,801
TRANSAMERICA	TA	N	11 3/8	11 1/2	- 1/8	- 1.08	17 5/8	10 3/4		66,449	755,857
20TH CENTURY-FOX	TF	N	6 7/8	7 1/2	- 5/8	- 8.33	12 3/8	6 3/4		8,562	58,863
WALTER READE	WALT	O				.00	1 3/8	7/8		2,203	1,927
WARNER	WCI	N	15 1/2	16	- 1/2	- 3.12	39 1/8	13 1/8		18,864	292,392
WRATHER	WCO	A	8 7/8	8 1/2	+ 3/8	+ 4.41	16 5/8	7 5/8		2,229	19,782
Service									TOTAL	169,231	4,191,498
JOHN BLAIR	BJ	N	6 5/8	7 1/2	- 7/8	- 11.66	13	6 1/2		2,494	16,522
COMSAT	CO	N	44 3/4	44 1/2	+ 1/4	+ .56	64 1/2	42 1/4		10,000	447,500
CREATIVE MANAGEMENT	CMA	A	4 1/2	5 1/2	- 1	- 18.18	9 1/2	4 1/2		1,056	4,752

Stock symbol	Exch.	Closing Wed. June 20	Closing Wed. June 13	Net change in week	% change in week	1973		Approx. Shares out (000)	Total market capitalization (000)	
						High	Low			
DOYLE DANE BERNBACH	DOYL	12 1/2	12 3/4	- 1/4	- 1.96	23 1/2	12 1/2	1,884	23,550	
ELKINS INSTITUTE	ELKN		1		.00	1 1/4	3/4	1,664	1,664	
FOOTE CONE & BELDING	FCB	9 1/4	9 3/4	- 1/2	- 5.12	13 3/8	8 1/8	2,129	19,693	
CLINTON E. FRANK*		5 1/4	5 1/4		.00	11 1/2	5 1/4	720	3,780	
GREY ADVERTISING	GREY	9 1/4	11 1/4	- 2	- 17.77	17 1/4	8 1/4	1,263	11,682	
INTERPUBLIC GROUP	IPG	12 3/8	14 5/8	- 2 1/4	- 15.38	25 3/8	12 1/8	2,464	30,492	
MARVIN JOSEPHSON	MRVN	8 1/4	9	- 3/4	- 8.33	18 1/2	8 1/4	1,085	8,951	
MCCAFFREY & MCCALL*					.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	5 1/2	6 1/8	- 5/8	- 10.20	8 3/4	4 5/8	11,810	64,955	
MOVIELAB	MDV	1 3/8	1 3/8		.00	1 7/8	1 1/8	1,407	1,934	
MPO VIDEOTRONICS	MPO	2 1/4	2 1/2	- 1/4	- 10.00	4 7/8	2	540	1,215	
NEEDHAM, HARPER*	NDHMA	10 3/4	9 3/4	+ 1	+ 10.25	26 1/4	9 3/4	916	9,847	
A. C. NIELSEN	NIELR	34 1/4	37	- 2 3/4	- 7.43	40 1/2	31 1/2	10,598	362,981	
DGILLY & MATHER	DGIL	16 1/2	19 1/2	- 3	- 15.38	32 1/2	15	1,777	29,320	
PKL CO.*	PKL	7/8	1	- 1/8	- 12.50	2 5/8	3/4	778	680	
J. WALTER THOMPSON	JWT	14 5/8	16	- 1 3/8	- 8.59	24 3/4	14	2,659	38,887	
UNIVERSAL COMM.*					.00	12 1/4	4 1/2	715	3,217	
WELLS, RICH, GREENE	WRG	10 5/8	11	- 3/8	- 3.40	21 1/8	9 1/2	1,568	16,660	
Electronics								TOTAL	58,112	1,103,254
ADMIRAL	ADL	7 7/8	9 7/8	- 2	- 20.25	18	7 7/8	5,813	45,777	
AMPEX	APX	5 1/8	5	+ 1/8	+ 2.50	6 7/8	3 1/4	10,875	55,734	
CARTRIDGE TELEVISION		2 1/4	3 1/8	- 7/8	- 28.00	16 1/2	1 3/4	2,083	4,686	
CCA ELECTRONICS	CCAE	1 3/8	1 1/2	- 1/8	- 8.33	3	1 1/4	881	1,211	
COLLINS RADIO	CRI	16 1/2	18 1/4	- 1 3/4	- 9.58	25 7/8	15 1/4	2,968	48,972	
COMPUTER EQUIPMENT	CEC	2 1/4	2 1/4		.00	2 7/8	2	2,366	5,323	
CONRAC	CAX	16 1/2	16	+ 1/2	+ 3.12	31 7/8	14 1/4	1,261	20,806	
GENERAL ELECTRIC	GE	57 7/8	60	- 2 1/8	- 3.54	75 7/8	55	182,348	10,553,390	
HARRIS-INTERTYPE	HI	27 1/8	28	- 7/8	- 3.12	49 1/4	24 1/2	6,308	171,104	
INTERNATIONAL VIDEO*	IVCP	7 1/4	7 1/4		.00	14 3/4	7	2,745	19,901	
MAGNAVOX	MAG	10	10 3/4	- 3/4	- 6.97	29 5/8	10	17,806	178,060	
3M	MMM	82 3/4	84 1/8	- 1 3/8	- 1.63	88 7/8	76 1/4	113,051	9,354,970	
MDTOROLA	MOT	47 3/4	48 7/8	- 1 1/8	- 2.30	52	45 1/2	27,570	1,316,467	
OAK INDUSTRIES	OEN	12	12 3/8	- 3/8	- 3.03	20 1/2	11 1/2	1,639	19,668	
RCA	RCA	23 1/4	25 7/8	- 2 5/8	- 10.14	39 1/8	23 1/4	74,525	1,732,706	
RSC INDUSTRIES	RSC	1 3/4	1 3/4		.00	2 1/4	1 3/8	3,458	6,051	
SONY CORP	SNE	41 1/2	47 1/4	- 5 3/4	- 12.16	57 1/4	39 7/8	66,250	2,749,375	
TEKTRONIX	TEK	31 1/2	35	- 3 1/2	- 10.00	53 7/8	29 7/8	8,162	257,103	
TELEMATON	TMT	3 3/8	3 3/8		.00	4 3/4	3 3/8	1,050	3,543	
TELEPRO INDUSTRIES		1	1		.00	2 1/2	1	1,717	1,717	
WESTINGHOUSE	WX	35 5/8	34 7/8	+ 3/4	+ 2.15	47 3/8	31 1/8	88,595	3,156,196	
ZENITH	ZE	36 5/8	37 1/2	- 7/8	- 2.33	56	34 1/8	19,043	697,449	
								TOTAL	640,514	30,400,209
								GRAND TOTAL	1,335,432	46,789,730

Standard & Poor's Industrial Average

116.87

120.43

-3.56

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.

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Media

Elected VP's of Kaiser Broadcasting Corp., are general managers **Lee C. Hanson**, WKBD-TV Detroit, **Melvin A. Harris**, WKBF-TV Cleveland, **G. William Ryan**, WKBS-TV Philadelphia, and **Jay B. Sondheim**, KBHK-TV San Francisco.



Mr. Straszewski
Kansas City, Mo.

Robert D. Gordon, VP and general man-

Tom Straszewski, general sales manager, KNBC-TV Los Angeles, appointed station manager.

Robert F. Fuzy, director of special projects and programming, noncommercial WTTW(TV) Chicago, named general manager, non-commercial KCPT(TV)

ager, WCPO-TV Cincinnati, appointed by National Association of Broadcasters President Vincent Wasilewski as member of Television Information Committee of Television Information Office, succeeding **William A. Gietz**, president and general manager of WFMY-TV Greensboro, N.C., whose term expired. Appointment was made during NAB's joint board meeting last week (see page 48).

Earl Noel, general manager, KRGV-TV Weslaco, Tex., appointed general manager, KRGV-AM-TV.

Richard T. Dixon, station manager, KIRO-FM Seattle, named VP. **Edward T. Hallett**, producer/director, KIRO-TV there, named television production and operations manager.

John Bayliss, VP and general manager, Pacific & Southern Broadcasting's KIMN(AM) Denver, appointed general manager, P & S-owned WSAI(AM)-WJDJ(FM) Cincinnati. **John J. McGuinness**, general sales

manager, KIMN(AM) Denver, appointed general manager. Mr. McGuinness will continue to handle national sales for station.

Harold M. Wheelahan, marketing manager, WGO(AM)-WQUE(FM) New Orleans, assumes additional post, manager, WQUE.

James L. Sullivan Jr., assistant manager, WATR-AM-FM Waterbury, Conn., joins WBIS(AM) Bristol, Conn., as general manager.

John Kendall, sales manager, WRMA(AM) Montgomery, Ala., joins WETU(AM) Wetumpka, Ala. as general manager.

Robert Putnam Jr., program director, WOSC-AM-FM Oswego, N.Y., named general manager, WOUR(FM) Utica, N.Y.

John H. Hicks, president and general manager, KLVI(AM)-KBPO(FM) Beaumont, Tex., elected chairman. **John H. Hicks III**, executive VP, named president



The new and the old. Tom Powell, (l) of WDAU-TV Scranton-Wilkes Barre, Pa., outgoing president of Associated Press Broadcasters Association, turns over gavel to new president, Frank Balch (c) of WJOY-AM (AM) Burlington, Vt. President-elect Tom Frawley, VP of Cox Broadcasting, Washington, looks on. He will head APBA next year. The ceremony took place at the association's New Orleans meeting May 31-June 2.

and general manager of stations, and R. Steven Hicks, local sales manager, appointed executive.

George H. Anderson, WGAN-TV Portland, Me.; **Donald P. Campbell**, WMAR-TV Baltimore, and **Paul Raymon**, WAGA-TV Atlanta, elected to CBS-TV Affiliates Advisory Board, representing districts one, two and three, respectively.

Jeanne Couture, secretary to Robert Lemon, president, NBC Radio, named manager, broadcast records, standards, practices and compliance—new department—at NBC-owned WMAQ-TV Chicago.

Fanny Mae Cothran, WXTN-AM Lexington, Miss., elected president, Mississippi Broadcasters Association; **Jim Buffington**, WMPA-AM Aberdeen, VP, and **Ken Bailey**, WBKH-AM Hattiesburg, secretary-treasurer. **Bob McRaney**, WROB-AM West Point, re-elected executive secretary.

Lyle C. Motley, WMNA-AM-FM Gretna, elected president of Virginia Association of Broadcasters. **Arthur Hamilton** WSV-AM-FM-TV Harrisonburg, chosen president-elect, and **W. Howard Jernigan**, WNOR-AM-FM Norfolk, named secretary-treasurer. Regional VP's elected during VAB convention June 12-16; **Arch Harrison**, WJMA-AM-FM Orange; **William Eure**, WSSV-AM-FM Petersburg; **Ann Sidle**, WBTM-FM Danville, and **John Harkrader**, WDBJ-TV Roanoke.

Helen B. Huber, executive secretary, Indiana Broadcasters Association, resigns after 25 years in post. She is succeeded by **Michael K. Rogers**, former state representative and now VP, Howard S. Wilcox Inc., Indianapolis public relations firm.

Robert D. Carey, head of radio, WGBH Educational Foundation, Boston, licensee of WGBH-FM-TV, WGBX-TV both Boston, and WGBY-TV Springfield, Mass., elected president, Eastern Public Radio Network.

Dan Griffin, director of news and programming, WEEI-AM-FM Boston, joins WOR-AM there as director of operations,

heading news, programming, and engineering departments.

Lorna Adolph, with WBAL-TV Baltimore, appointed operations director.

Bob Chernet, head of news operations, noncommercial WVUM(FM) Coral Gables, Fla., appointed operations director. **Ken Ney**, with news department, WVUM, appointed public relations and promotion director. (This corrects May 21 item.)

Carl Zimmermann, news and public affairs director, WITI-TV Milwaukee, named to newly created post, director of communications.

Broadcast Advertising

James J. Johnston, president and chief executive officer, Griswold-Eshleman, Cleveland, elected board chairman. **Louis F. Ruf**, treasurer and VP-administration, elected senior VP. **Henry Ford**, account executive there, appointed VP. **Robert Kwait**, formerly with Kwait, McLatchy, Chaisson & Buchman, Cleveland agency, named VP-design and art direction.



Mr. Palmer

Gerald Schoenfeld, president, Kelly, Nason. New York-based agency, elected board chairman. He is succeeded by **Robert J. Palmer**, VP-marketing services. Mr. Schoenfeld succeeds **Shelton Weeks**, who was named chairman of executive committee.

Hank Wasiak, VP-account supervisor, DKG, New York, elected senior VP-management supervisor.

Joan O. Rothberg, account supervisor, Ted Bates & Co., New York, named VP. **William L. Martin**, account executive, Bates, appointed VP-account director.

E. Donald Challis, **Matthew Mansfield**, **Martin Mitchell**, **Gary Roberts** and **Arnold Weinrib**, all account supervisors, Wells, Rich, Greene, New York, named management supervisors.

Edward Brody, manager of management science department, and **Dennis Farrington**, account supervisor, BBDO, New York, elected VP's. **Hugh Thrasher**, account supervisor, agency's Boston office, also elected VP.

William E. Waites and **Louis R. DiJoseph**, VP's and associate creative supervisors, Young & Rubicam, New York, appointed senior VP's, Y&R International. (This corrects June 18 item.)

Allen S. Feuer, general sales manager, WPHL-TV Philadelphia, named VP-sales.

John Rohrbeck, Western sales manager, KNBC-TV Los Angeles, named general sales manager.

John G. Curren Jr., with sales staff, WVUE-TV New Orleans, appointed national sales manager.

David Garvin, with Petry Television Inc., New York, joins KSTP-TV Minneapolis-St. Paul as national sales manager.

Gerald P. Noonan, general sales manager, KETV-TV Omaha, named national

sales manager, KCMO-TV Kansas City, Mo.

Mike Howe, sales representative, WFAA-TV Dallas, appointed regional sales manager.

John Hare, sales manager, KXYZ-AM Houston, named general sales manager, and **Don Friedrich**, account executive, KXYZ, appointed sales manager.

Everett Kunin, account executive, KWKW-AM Los Angeles, named general sales manager. He succeeds **Stan Byrnes** who resigned that post to devote full time to sales activities of station.

Thomas A. DeMuth, sales manager, WAVE-AM Louisville, Ky., named general sales manager. **Joe McDevitt**, with WAVE, appointed local sales manager, and **Manetta Tomlinson**, with WAVE, appointed sales service representative.

Ted Listing, account executive, WABY-AM Albany, N.Y., appointed general sales manager. He succeeds **Pete Williams**, who has become partner in Halpin/Williams agency there.

Dan DiLoreto, with WIOD-AM Miami, named national sales manager.

Gary Allen, account executive, KOKE-AM Austin, Tex., joins KRGV-AM Weslaco, Tex., as general sales manager.

Mike Aitkin, with WETU-AM Wetumpka, Ala., appointed sales manager.

Winifred C. Heavey, manager, sales inventory and systems, CBS-TV New York, appointed to newly created post, director of sales services.

Sandra Kennedy, previously with CBS Radio Spot Sales and RKO Radio Representatives, New York, joins Avco Radio Sales there as director, radio research.

Robert Riemenschneider, VP and media director, Clinton E. Frank, Los Angeles, named corporate media director. He will be based in Chicago. Mr. Riemenschneider is succeeded by **Michael McDonald**, associate media director, Los Angeles.

Margaret Darnell Rosser and **Paula Hendricks**, associate media directors, Compton Advertising, New York, named VP's.

James O. Beavers, VP and associate media director, Campbell-Ewald, Detroit, appointed director, West Coast programming, and manager of Los Angeles office. **J. D. Varnier** and **Bernard Guggenheim**, VP's, C-E, appointed group directors, media department.

Helen J. Engelbrecht, media analyst and buyer, Leo Burnett, Chicago, joins Chicago, Partnership/Griswold Eshleman, there, as media director.

Thomas V. Kohler, media supervisor, D'Arcy, MacManus & Masius, New York, joins Gerald Clarke, New York agency, as media director.

Jack Hilton, executive VP-chief operating officer, Dialog, New York, J. Walter Thompson's new public-communications division, elected senior VP.

Richard L. Henson, group supervisor, Fuller & Smith & Ross, Pittsburgh office, named VP. He will be based in Cleveland.

Thomas W. Adkins, account executive, Young & Rubicam International, New

York, named VP. Mr. Adkins will be based in agency's Houston office.

Tim Arnold, with MFA Insurance Co., joins D'Arcy-MacManus & Masius, St. Louis, as account executive with responsibility for MFA account.

Suzanne E. Seavey, production assistant, Cargill, Wilson & Acree, Atlanta, named assistant account executive. **Maria P. Lyons**, traffic manager, CW&A, named assistant account executive.

Lloyd Mackenroth Jr., director of financial and public relations, Caldwell-Van Riper, Indianapolis agency, elected VP.

Daniel W. Heagy, **Michael G. Holt** and **Ronald R. Meszaros**, copy writers, Leo Burnett U.S.A., Chicago, appointed copy supervisors. **Walter R. Lecat** and **Robert G. Watson**, with Leo Burnett U.S.A., Chicago, appointed executive art directors. **Michael D. Becker**, **Nancy Breslow** and **Jon G. Yarbrough**, with Burnett, named art supervisors.

Programing



Mr. Hales

Robert D. Hales, formerly corporate VP, Max Factor Inc., and president, Paper Mate division, Gillette Co., appointed executive VP - marketing, Hughes Television Network and Hughes Sports Network. Based in New York, Mr. Hales will supervise business development of network.

Leonard Rosenberg, television sales executive, William Morris Agency, New York, elected to new post, VP-national sales, Screen Gems Inc., New York.

Jim Kelter, formerly sports director WTUV(TV) Evansville and WTWO(TV) Terre Haute, both Indiana, joins KMTV(TV) Omaha as sports director.

Nick Freeman, production and operations manager, KIRO-TV Seattle, named program director.

Ira J. Lipson, program director, www(FM) Detroit, joins WFAA(AM) Dallas-Fort Worth in similar capacity.

Jim Russell, assistant program director and music director, WMIL(AM) Milwaukee, joins WQFM(FM) there as program director.

Jill Marti, producer and personality, WCAU-TV Philadelphia, joins WCVB-TV Boston as supervising executive producer.

Doug Clark, operations director, WBAL-TV Baltimore, appointed producer-director.

Richard Kelly, VP-marketing, Primary Television Services, video cassette duplication firm, joins Time-Life Films, multimedia division, New York, as business and industry marketing director. **David M. Block**, marketing director, Time Inc. Book Clubs, joins Time-Life multimedia as promotion and advertising director.

Melissa Frank, music director, KGB-AM-FM San Diego, joins Musicom Inc.,

Los Angeles music consulting firm. She is succeeded by **Arthur Schroeder**, with station.

Godwin Oyewole, station manager, WFCR(FM) Amherst, Mass., elected VP for programming, Eastern Public Radio Network.

Paul Pippert, assistant farm director, KCMO(AM) Kansas City, Mo., named farm director.

Elinor Richardson, telecommunications consultant to Los Angeles city school system, and also instructional TV consultant to California State Department of Education, joins noncommercial KLCS(TV) Los Angeles, as program director. Station is scheduled to begin operation in October.

Broadcast Journalism

David Buksbaum, senior producer, ABC Evening News with Howard K. Smith and Harry Reasoner, named to newly created post, director of operations, ABC News's television documentaries.

Paul Udell, correspondent, NBC News, New York, assigned to NBC News's Saigon bureau.

Al Mann, news director, WBBM-TV Chicago, joins UPTN, New York, as producer, and **Charles McCuen**, with Illinois Office of Public Instruction, joins UPITN as Chicago correspondent.

Joe C. Harris Jr., assistant city editor, WCBS-TV New York, named news director, WKRC-TV Cincinnati.

Bill McCloskey, with news department, WTTG(TV) Washington, joins WASH(FM) there as news director.

Sally Kagan, assistant press secretary for broadcast media, public information office of Pennsylvania's Governor Shapp, joins WCAU-AM-FM Philadelphia as director of editorials.

Charles Rowe, anchorman, ABC-owned WLS-TV Chicago, assumes additional duties as newscaster, ABC FM Radio Network.

Patrick Collins, reporter, Washington Star-News, joins WTOP-TV as correspondent.

Gene Ferguson, investigative reporter, WHOL(AM) Akron, Ohio, joins KPOL-AM-FM Los Angeles as news writer and investigative reporter.

Sheila Stainback, sports researcher, Newsweek Magazine, joins WIOD(AM) Miami as general assignment reporter.

Jim Mitchell, news correspondent, WCBS-TV New York, joins WBEN-TV Buffalo, N.Y., as First Team News co-anchorman.

Wauhila La Hay, columnist, Scripps-Howard Broadcasting, elected president, Washington Press Club.

Alvin Rosenfeld, NBC, elected secretary,

State Department Correspondents Association.

Cablecasting

Royce R. Busey, with CATV sales staff, Anixter-Pruzan, named manager of firm's Atlanta office.

E. C. Oldfield, assistant to the president, Telecable Corp., Norfolk, Va., appointed treasurer.

Paul Price, former business editor, Palm Beach (Fla.) Post, joins Burnup & Sims Inc., West Palm Beach, as director of communications.

Equipment & Engineering



Mr. McTigue

Robert T. McTigue, senior VP, Oak Industries Inc., Crystal Lake, Ill., elected executive VP. **Frederick C. Rueckert**, director, corporate planning, and **Robert J. Hartney**, director, corporate relations, there named VP's.

James A. Zinser, with WIID(AM) Garden City, Mich., appointed VP, advertising and marketing, Audio Services Inc., Southfield, Mich., audio engineering firm, **Jack L. Spiess**, engineering staff, ASI, named director of broadcast engineering.

Ivan D. Barton, sales engineer, RCA broadcast systems, joins Philips Broadcast Equipment Corp., Houston office, as Southwest regional manager.

Jay W. White, treasurer, GTE Sylvania Inc., New York, elected VP.

J. Joseph Howe, operations manager, Gallo Wine Sales of New Jersey, joins C-Cor Electronics Inc., State College, Pa., as controller and treasurer for CATV equipment manufacturer. **George A. Livergood**, field engineer, C-Cor, appointed sales engineer.

John Zandi, engineer, noncommercial WUWM(FM) Milwaukee, joins WQFM(FM) there as chief engineer.

D. L. Bondon, plant manager, Prodelin Inc., Hightstown, N.J., division, appointed West Coast general manager of Prodelin, Santa Clara, Calif.

Allied Fields

William S. Hamill, A. C. Nielsen Co., New York, elected president, Radio and Television Research Council; **Helen B. Johnston**, Grey Advertising, New York, president-elect, and **Jon Zoler**, Bristol-Myers, New York, secretary-treasurer.

Richard B. Lavine, director, Los Angeles office, Federal Trade Commission, appointed to newly created post, assistant executive director for regional operations with responsibility for supervision of activities of FTC's 12 regional offices.

Hank Rieger, VP-public information, West Coast, NBC, elected president, Hollywood chapter, National Academy of Television Arts and Sciences.

Thyllis Haynes, co-hostess, *Straight Talk*, daily public-affairs show, WOR-TV New York, appointed to board of governors, International Radio and Television Society, New York. At 25, she's youngest person ever to serve as board member, according to society.

Deaths

Jim Monroe, 56, retired KCMO-AM-TV

Kansas City, Mo., newsman, died June 3 after long illness. Mr. Monroe joined KCMO(AM) in 1941 after one year with KCKN(AM) Kansas City, Kan., and was later named director of news, KCMO-AM-TV. In 1961 he became director of public affairs for stations. He is survived by brother and sister.

Jimmy Patton, 33-year-old disk jockey on ABC's KLOS(FM) Los Angeles, was

found dead Sunday morning (June 17) of apparent overdose of narcotics. He was found in his house in Los Angeles by another KLOS disk jockey, Jeff Gonzer, after program director Tom Yates asked Mr. Gonzer to drop by Mr. Patton's house after his failure to appear at station for his air shift. Mr. Patton had been at KLOS for year and half. Before that, he had been on air at KFOG(FM) San Francisco and KSJO(FM) San Jose.

For the Record®

As compiled by BROADCASTING June 13 through June 19, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. 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.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV Stations

Actions on motions

- Administrative Law Judge Jay A. Kyle in Home-wood and Birmingham, both Alabama (Chapman Radio and Television Co. et al), TV proceeding, on administrative law judge's own motion, scheduled further hearing conference for June 18 (Docs. 15461, 16761, 16758). Action June 11.
- Administrative Law Judge Forest L. McClenning in Anaheim, Calif. (Orange County Broadcasting Co., et al), TV proceeding, on presiding judge's own motion, scheduled hearing conference for June 14 (Docs. 18295, 19297-8, 18300). Action June 8.

Other action

- Review board in Jackson, Miss., TV proceeding, granted joint motion by Lamar Life Broadcasting Co., Dixie National Broadcasting Corp., Jackson Television Inc., and Channel 3 Inc., competing applicants for extension of time through Aug. 31 to file exceptions, briefs and statements regarding initial decision released April 20 and through Oct. 15 to file replies (Docs. 18845-9). Initial decision proposed grant of application of Dixie National for ch. 3 at Jackson and denial of applications of Lamar Life, Civic Communications Corp., Jackson Television and Channel 3 Inc. for same facilities. Action June 14.

Call letter actions

- G&E Religious and Educational Broadcasting Corp., South Bend, Ind.—Granted WMSH-TV.
- State of Wisconsin Educational Communications, Board, Colfax, Wis.—Granted *WHWC-TV.

Existing TV stations

Final actions

- FCC scheduled oral argument in prime-time-access rule proceeding for July 30 and 31 at FCC (Doc. 19622). Action June 15.
- WSFA-TV Montgomery, Ala.—Review board granted, in supplemental decision, application of Cosmos Broadcasting Corp. to relocate trans. site of WSFA-TV from Mt. Carmel to Grady, and to increase 1,040-foot ant. to 2,000 ft. (Doc. 16984). Action June 11.
- WCFL-TV Chicago—FCC dismissed applications for assignment of license of WCFL-TV from Chicago Federation of Labor and Industrial Unions Council to Zenith Radio Corp. and for authority to conduct subscription television operations over WCFL-TV. Zenith requested dismissal, under terms of contract with Chicago Federation of Labor. Action June 13.
- WMT-TV Cedar Rapids, Iowa—Broadcast Bureau granted request to operate trans. by remote control from 600-2 Old Marion Road, Cedar Rapids. Action June 8.
- FCC denied Southern Media Coalition 30-day extension of time to file petitions to deny license renewal applications for Louisiana and Mississippi radio and TV stations. Stations are KVOL, KATC-TV and KLFY-TV, all Lafayette, La., WBRZ-TV, WAFB-TV and WRBT-TV, all Baton Rouge; WJTV-TV and WAPT-TV, both Jackson; WDAM-TV Hattiesburg; WELZ Belzoni and WXTM Lexington, all Mississippi. Action June 12.
- WIRT(TV) Hibbing, Minn.—Broadcast Bureau granted authority to operate trans. by remote control from 10 Observation Road, Duluth, Minn. Action June 8.
- Miles City, Mont.—FCC waived rules and granted application of Harriscope Broadcasting Corp. for CP to install remote control equipment to provide same-day nonduplication protection by

TV translator KOFE Miles City to KYUS-TV Miles City. Action June 13.

- WENY-TV Elmira, N.Y.—Broadcast Bureau granted mod. of license covering change of studio location and remote control point to 596 Ithaca Road, Horseheads, N.Y. Action June 6.
- WFRA-AM-FM-TV Dallas and KFDM-TV Beaumont, both Texas—Broadcast Bureau granted mod. of licenses and CP to change corporate name to Belo Broadcasting Corp. Action June 6.
- KELP-TV El Paso—Broadcast Bureau granted CP to change ERP, to vis. 275 kw, aur. 27.5 kw; ant. height 2000 ft; trans. location of approximately 3.9 miles north-northwest of city, Court House, El Paso; studio location to 4140 Rio Bravo, El Paso; change type ant. and trans.; make changes in ant. structure. Action June 13.
- WKOW-TV Madison, Wis.—Broadcast Bureau granted request for issuance of tax certificate in keeping with Internal Revenue Code. Action June 11.

Actions on motions

- Administrative Law Judge Chester F. Naumowicz Jr. in New York (WPIX, Inc. [WPIX] and Forum Communications Inc.) TV proceeding, on request of Broadcast Bureau, extended to July 19 time to file proposed findings of fact and conclusions and to Aug. 21 time to file reply findings in proceeding (Docs. 18711-2). Action June 13.
- Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, dismissed petition by Valley for reconsideration of order denying Valley's request to inspect certain FCC forms filed by Western (Docs. 19519, 19581). Action June 11.
- Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, denied request by Valley for issuance of subpoenas for Richard A. Beesmyer, vice president, station relations, ABC, to testify on issue as to availability of network affiliation in event Valley receives grant it seeks; without prejudice to resubmission in event Valley's proposal may be modified to contemplate possible ABC affiliation (Docs. 19519, 19581). Action June 13.
- Administrative Law Judge James F. Tierney in New York (WPIX Inc. and Forum Communications Inc.), TV proceeding, granted motion by WPIX to amend application to reflect current information concerning ownership matters respecting parent organizations (Docs. 18711-2). Action June 4.

Other action

- Review board in Ponce, Puerto Rico, TV proceeding, dismissed petitions by WAPA-TV Broadcasting Corp. and Ponce Television Corp. for dismissal of WAPA-TV's petition to add misrepresentation or lack of candor issue against Ponce, licensee of WRIK-TV Ponce. Board also dismissed WAPA-TV's petition to add issues. Proceeding, which involved application by PTC to change facilities of WRIK-TV, was terminated by Commission in order released June 13 and Ponce was fined \$10,000 for moving main studio from Ponce to San Juan, Puerto Rico, without prior FCC approval (Doc. 19459). Action June 14.

New AM stations

Final action

- Wheaton, Ill.—FCC denied petition by Central DuPage County Broadcasting Co. for reconsideration of commission decision denying application for new AM on 1530 khz. Action June 13.

EDWIN TORNBERG & COMPANY, INC.

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

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555

July 30 to date to be specified in subsequent order (Doc. 19731). Action June 4.

■ Administrative Law Judge Lenore G. Ehrig in New Kensington and Pittsburgh, both Pennsylvania (Gateway Broadcasting Enterprises Inc.), AM and FM proceeding, on request of Gateway, continued hearing to July 11 in Pittsburgh (Doc. 19452). Action June 7.

■ Chief, Administrative Law Judge Arthur A. Gidstone in Richmond, Va., and Sanford, N.C. (WGOE Inc. and Crest Broadcasting Corp.), AM proceeding, designated Administrative Law Judge David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for July 9, in Washington and hearing for Aug. 20 in Richmond (Docs. 19757-8). Action June 5.

■ Administrative Law Judge Forest L. McClennen in Denver (Action Radio Inc.), AM proceeding, granted supplemental motion by Action requesting correction of transcript and corrected record (Doc. 19274). Action June 12.

■ Administrative Law Judge Chester F. Naumowicz in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, granted petition by Northeast to amend application to show changes in personal circumstances of principal of record (Docs. 19639-40). Action June 11.

■ Administrative Law Judge Herbert Sharfman in Mount Dora, Fla. (Lake Radio Inc. and Golden Triangle Broadcasting Co.), AM proceeding, granted petition by Lake Radio Inc. to amend application to include letter of guarantee signed by principals (Docs. 19701-2). Action June 4.

Other actions

■ Review board in Mt. Pleasant, Iowa, AM proceeding, denied petition by Pleasant Broadcasting Co. for reconsideration of review board action affirming Administrative Law Judge Ernest Nash's grant of application of BCST Co. of Iowa for new AM at Mt. Pleasant. Mutually exclusive applications of Pleasant, Chariton Radio Co. and BCST were designated for hearing in order released July 10, 1969 (Docs. 18594-6). Action June 12.

■ Review board in Mt. Pleasant and Chariton, both Iowa, AM proceeding, granted petition by BCST Co. of Iowa Inc., successful applicant, to amend application to reflect death of 5% stockholder (Docs. 18594-6). In decision released April 17 board granted BCST's application, and denied competing applications of Pleasant Broadcasting Co. for Mt. Pleasant, and Chariton Radio Co. for Chariton. Action June 14.

■ Review board in New York and Minneapolis, AM proceeding, granted motion by Midwest Radio-Television Inc. for extension of time through June 18 to file replies to oppositions to appeal from order of administrative law judge (Docs. 11227, 17588, 19403). Action June 11.

Existing AM stations

Applications

■ WNKY Neon, Ky.—Seeks CP to change trans. and studio location to two miles southeast of Neon. Ann. June 13.

■ WORV Hattiesburg, Miss.—Seeks CP to increase tower height to accommodate FM ant. and install series resistor. Ann. June 13.

■ KQYX Joplin, Mo.—Seeks mod. of CP to modify radiation system. Ann. June 13.

■ WRAN Dover, N.J.—Seeks mod. of CP to change MEOV's for nighttime pattern. Ann. June 13.

■ WFAI Fayetteville, N.C.—Seeks CP to increase tower height to 200 ft. Ann. June 13.

■ KVOZ Laredo, Tex.—Seeks CP to make changes in ant. system. Ann. June 13.

■ WAYM Smithfield, Va.—Seeks mod. of CP to change to nondirectional ant. Ann. June 13.

■ AM (call letters unassigned) Blacksburg, Va.—Seeks mod. of CP to change trans. site to on county road 734, 0.3 mile south of U.S. No. 460, near Christiansburg, Va. Ann. June 13.

Final actions

■ KWKW Pasadena, Calif.—Broadcast Bureau granted mod. of license covering change in corporate name to Lotus Communications Corp. Action June 7.

■ WEDU Tampa, Fla.—Broadcast Bureau granted authority to operate trans. by remote control from 908 South 20th Street, Tampa. Action June 8.

■ WRBN Warner Robbins, Ga.—FCC denied appeal by Garrett Broadcasting Service, licensee of WEUP Huntsville, Ala., from review board ruling permitting WRBN Inc., licensee of WRBN, to change to unlimited operation, 500 w., directionalized at night (Docs. 19258-9). Action June 13.

■ WLLS Hartford, Ky.—Broadcast Bureau granted CP to replace expired permit for changes. Action June 8.

■ WJLJ Tupelo, Miss.—Broadcast Bureau granted license covering new AM; redescribe trans.-studio

Summary of broadcasting

Compiled by FCC, May 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,368	5	18	4,391	45	4,436
Commercial FM	2,402	1	40	2,443	111	2,554
Commercial TV-VHF	504	1	7	512	9	522
Commercial TV-UHF	189	0	6	192	41	244
Total commercial TV	693	1	13	704	50	766
Educational FM	568	0	28	596	81	677
Educational TV-VHF	88	0	4	92	2	94
Educational TV-UHF	122	0	13	135	7	143
Total educational TV	210	0	17	227	9	237

* Special temporary authorization.

location as one mile south of Elizabeth Street, at Frisco Railroad. Action June 7.

■ WECP Carthage, Miss.—FCC denied request for reconsideration of FCC approval of application of Meredith Colon Johnston, licensee, for frequency and power changes. Action June 13.

■ KCIA Humble City, N. M.—Broadcast Bureau granted mod. of license covering change in corporate name to Media Corp. Action June 7.

■ WSGO Oswego, N.Y.—Broadcast Bureau granted CP to install new aux. trans. Action June 8.

■ FCC denied application by National Association of Government Employees and its president, Kenneth T. Lyons, for review of Feb. 26 ruling by Broadcast Bureau on complaint against WFAI Fayetteville, N.C. Action June 13.

■ WTAE Pittsburgh—Broadcast Bureau granted CP to install new alt. main trans. and to operate by remote control from main studio location. Action June 8.

■ KHYM Gilmer, Tex.—Broadcast Bureau granted CP to replace expired permit for new station. Action June 12.

Action on motion

■ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBB]), AM proceeding, granted petition by Faulkner to amend application for purpose of notifying commission that president and 71.53% stockholder was indicted on May 8 for allegedly conspiring with others to bribe public official; subject to condition that in event of grant of Faulkner's application, such grant shall be subject to condition that it is without prejudice to whatever action, if any, commission may deem appropriate as a consequence of this pending criminal action (Docs. 19636-7). Action June 13.

Other action

■ Review board in Mount Dora, Fla., AM proceeding, granted motion by Golden Triangle Broadcasting Co., for extension of time through June 25 to file supplement to opposition to petition to add issues by Lake Radio Inc. (Docs. 19701-2). Golden Triangle and Lake Radio are competing applicants for new station to operate former facilities of WYYD Mount Dora. Action June 13.

Fine

■ WRDW Augusta, Ga.—FCC ordered J. B. Broadcasting of Augusta Ltd., licensee, to forfeit \$300 for willful or repeated violations of rules for improper logging of program matter. Action June 13.

Call letter action

■ WSVP West Warwick, R.I.—Granted WKRI.

New FM stations

Applications

■ *Hollywood—California Public Communications Association, Seeks 88.3 mhz, TPO 10 w. HAAT not applicable. P.O. address Box 2569, 6565 Sunset Boulevard, Hollywood 90028. Estimated construction cost \$9,350; first-year operating cost \$10,400; revenue none. Principals: Bill E. Brock, board chairman, et al. Ann. June 14.

■ Pueblo, Colo.—Roger P. Brandt. Seeks 100.7 mhz, 100 kw. HAAT 977 ft. P.O. address 125 Carlisle Avenue, Pueblo 81004. Estimated construction cost \$89,237; first-year operating cost \$31,000, revenue \$53,056. Principals: Mr. Brandt (100%). Mr. Brandt is licensee of KDZA(AM) Pueblo. Ann. June 12.

■ Mars Hill, Me.—RAM Enterprises. Seeks 96.1 mhz, 100 kw. HAAT 1,258 ft. P.O. address 489 Main Street, Presque Isle, Me. 04769. Estimated construction cost \$74,020; first-year operating cost \$78,119; revenue \$80,000. Principals: Frank Carroll, president (100%). Mr. Carroll owns WEGP(AM) Presque Isle. He also owns Carroll's Auto Sales there. Ann. June 6.

■ Hattiesburg, Miss.—Circuit Broadcasting Co. Seeks 92.1 mhz, 3 kw. HAAT 177 ft. P.O. address 604 Gussie Avenue, Hattiesburg 39401. Estimated construction cost \$33,000; first-year operating cost \$17,500; revenue \$25,000. Principals: Vernon C. Floyd, Ruben C. Hughes and Robert L. Floyd, partners. Circuit Broadcasting is licensee of WORV(AM) Hattiesburg. Ann. June 6.

■ Greenfield, Mo.—Watkins Investment Co. Seeks 93.5 mhz, 2.35 kw. HAAT 330 ft. P.O. address 106 North Main, Greenfield 65661. Estimated construction cost \$2,000; first-year operating cost \$23,217; revenue \$10,000. Principals: John A. Watkins, president (99% individually and as custodian for children), et al. Mr. Watkins is judge in probate court, Dade County, Mo. Ann. June 12.

■ Helena, Mont.—KCAP Broadcasters Inc. Seeks 103.1 mhz, 3 kw. HAAT minus 367 ft. P.O. address Drawer M, Missoula, Mont. 59801. Estimated construction cost \$49,624; first-year operating cost \$19,500; revenue \$16,000. Principals: Dale G. Moore, president (92.5%), et al. Mr. Moore has majority interests in KTFI(AM)-KMVT(TV) Twin Falls, Idaho; KTVM(TV) Butte, KCAP(AM) Helena, KCFW-TV Kalispell and KGVO-AM-TV Missoula, all Montana. Ann. June 12.

Final actions

■ Portland, Ind.—FCC, in response to appeal by Glenn West from a review board decision released Sept. 29, 1972, denying mutually exclusive applications of Mr. West and Soundvision Broadcasting Inc., for CP for new FM on ch. 265A Portland, set aside board's decision and granted Mr. West's CP application (Docs. 17916-7). Action June 13.

■ Pittsfield, Mass.—Radio Pittsfield Inc. FCC granted 95.9 mhz, 3 kw. HAAT minus 125 ft. P.O. address 73 Fourth Street, Pittsfield \$1201. Estimated construction cost \$41,762; first-year operating cost \$13,300; revenue \$55,062. Principals: Jerry Graham, president (30%), Melvin Gordon (33 1/3%), et al. Mr. Graham, former news director and program director of WNEW(AM) New York, owns 50% of Graham Rutenberg Inc., broadcast consulting firm. He also owns 45% of Graham-Rutenberg Public Relations Corp., New York, and has minority interest in Sarasota Radio Corp., licensee of WQSA(AM)-WQSR(FM) Sarasota, Fla. Mr. Gordon is president and stockholder of Gallant Printing Co., New York. Radio Pittsfield is licensee of WGRG(AM) Pittsfield. Action June 13.

■ Johnstown, Pa.—Cover Broadcasting Inc. FCC granted 96.5 mhz, 50 kw. HAAT 490 ft. P.O. address 341 Lincoln Street, Johnstown. Estimated construction cost \$62,000; first-year operating cost and revenue not indicated. Principals: John E. Gelormino, president, et al., Cover Broadcasting is licensee of WJNL-AM-TV Johnstown. Action June 6.

■ *Scranton, Pa.—Marywood College. Broadcast Bureau granted 91.5 mhz, 10 w. HAAT not applicable. P.O. address 2300 Adams Avenue, Scranton 18509. Estimated construction cost \$11,411; first-year operating cost \$1,200; revenue none. Principals: Sister M. Coleman Nee, president, et al. Action June 11.

■ Keyser, W. Va.—Four Star Broadcasters Inc. FCC granted 94.1 mhz, 6 kw. HAAT 785 ft. Opposing petition by Western Maryland Broadcasting Co. was denied. P.O. address State Route 46 East, Keyser 26726. Estimated construction cost \$10,015; first-year operating cost \$3,248; revenue \$6,480. Principals: Thomas B. Butcher (33 1/3%), Kenneth E. Robertson (33 1/3%) and Gary L. Daniels (33 1/3%). Mr. Butcher is 21.5% owner of WMSG-AM-FM Oakland, Md. He is also 33.3% owner of WKLP(AM) Keyser. Mr. Daniels is 26.15% owner of WMSG-AM-FM. He is also 33.3% owner of WKLP(AM). Mr. Robertson is 22.77% owner of WCST-AM-FM Berkeley Springs, W. Va. He is also 26.15% owner of WMSG-AM-FM and 33.3% owner of WKLP(AM). Action June 13.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc.

and Alvin L. Korngold), FM proceeding, with consent of all counsel, continued evidentiary hearing to July 31 (Docs. 19178-9). Action June 8.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc. and Cumberland Broadcasting Co.), FM proceeding, on motion of WIOO Inc. extended to Aug. 6 time to file proposed findings of fact and conclusions of law and to Aug. 27 to file reply briefs (Docs. 19468, 19471). Action June 5.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, on request of both applicants, continued hearing to July 2 (Docs. 19651-2). Action June 11.

■ Administrative Law Judge Herbert Sharfman in Sioux City, Iowa (John L. Breece and Jim and Tom Hassenger Broadcasting Co.), FM proceeding, granted joint petition for approval of dismissal agreement and dismissal of application; approved dismissal agreement attached to joint petition; dismissed Breece application; granted Hassenger application; cancelled hearing; terminated proceeding (Docs. 19633-4). Action June 11.

■ Administrative Law Judge James F. Tierney in Oklahoma City, Okla. (All American Broadcasting Corp. and KTOK Radio Inc.), FM proceeding, granted petition by KTOK and dismissed application with prejudice; hearing status of remaining party shall be unaffected (Docs. 18954-5). Action June 5.

■ Administrative Law Judge James F. Tierney in Fort Collins, Colo. (Gilroy Broadcasting Co. and Beef Empire Broadcasting Co.), FM proceeding, granted request by Beef Empire and Gilroy and continued all procedural dates, without date (Docs. 19681-2). Action June 6.

Other actions

■ Review board in Glenwood Springs, Colo., FM proceeding, granted request by Colorado West Broadcasting Inc. for extension of time through June 27 to file oppositions to petition to add issues filed May 31 by Glenwood Broadcasting Inc. (Docs. 19588-9). Proceeding involves competing applications of Colorado West and Glenwood for new FM. Action June 13.

■ Review board in Wilmington, Ohio, FM proceeding, scheduled oral argument for July 10 on exceptions and briefs to initial decision released Oct. 4 which proposed grant of application of Clinton County Broadcasting Corp., for new FM on ch. 272 (102.3 mhz) at Wilmington and denial of competing application of 5 KW Inc., for same facilities (Docs. 19218-9). Action June 13.

■ Review board in Cayce, S.C., FM proceeding, granted petition by Lexington County Broadcasters Inc. for extension of time through June 14 to file reply to opposition to petition to broaden issues filed by William D. Hunt (Docs. 19568-9). Lexington County Broadcasters and William D. Hunt are competing applicants for new FM. Action June 12.

■ Chief, Broadcast Bureau, on request of State of Wisconsin-Educational Communications Board, extended through July 9 time to file response to petition of George S. Blum in matter of amendment of FM table of assignments in Mauston and Wausau, both Wisconsin. Action June 14.

Rulemaking actions

■ FCC proposed amendment of FM table of assignments by assignment of ch. 288A to Vero Beach and ch. 296A to Jensen Beach, both Florida. Action June 13.

■ Cheraw and Florence, both South Carolina—FCC proposed in rulemaking notice and order to show cause assignment of FM ch. 276A to Cheraw and substitution of ch. 292A for ch. 276A at Florence. Action June 13.

Call letter applications

■ Sun Mountain Broadcasting, Kingman, Ariz.—Seeks KZZZ(FM).

■ Manteca Unified School District, Manteca, Calif.—Seeks *KPIE(FM).

■ Central Kentucky Broadcasters Corp., Georgetown, Ky.—Seeks WAXU-FM.

■ University of Missouri, Rolla, Mo.—Seeks *KMNR(FM).

Call letter actions

■ Davidson College, Davidson, N.C.—Granted *WDAV(FM).

■ Public Communication Foundation for North Texas, Dallas—Granted *KOPE(FM).

Existing FM stations

Final actions

■ WKRG-FM Mobile, Ala.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 50 kw; ant. height 800 ft. Action June 14.

■ WABB-FM Mobile, Ala.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 450 ft. Action June 14.

■ KIQQ(FM) Los Angeles, Calif.—Broadcast Bureau granted CP to use former main trans. as aux. trans.; ERP 33 kw. Action June 7.

■ KBPI(FM) Denver—Broadcast Bureau granted CP to install new aux. trans. and ant. at main trans. location on 105.9 mhz, ch. 290 for aux. purposes only; ERP 29.5 kw; ant. height 57 ft.; remote control permitted. Action June 7.

■ WCEH-FM Hawkinsville, Ga.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 3 kw; ant. height 255 ft. Action June 7.

■ KBXL-FM Caldwell, Idaho—Broadcast Bureau granted CP to change trans. location to Deerpoint Peak, approximately 10.75 miles north of northeast of Boise, Idaho (KBOI-TV site); operate by remote control from studio location 3300 East Chicago Street, Caldwell; install new trans. and ant.; make changes in ant. system; ERP 25 kw; ant. height 2,480 ft. Action June 6.

■ KTOF(FM) Cedar Rapids, Iowa—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 8.

■ KDMI(FM) Des Moines, Iowa—Broadcast Bureau granted request for SCA on a sub-carrier frequency of 67 khz. Action June 7.

■ WLHN(FM) Anderson, Ind.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 7.

■ KSMI-FM Donaldsonville, La.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action June 13.

■ WIDE-FM Biddeford, Me.—Broadcast Bureau granted request for waiver of rules to identify as Biddeford-Saco. Action June 5.

■ WDHP(FM) Presque Isle, Me.—Broadcast Bureau granted request for waiver of rules to identify as Presque Isle-Caribou. Action June 1.

■ WCOD(FM) Hyannis, Mass.—FCC denied petition by Kotcom Broadcasting Inc., licensee, for extension of time through July 26 to file petition to deny pending application of Seashore Broadcasting Co. for new FM on ch. 284 (104.7 mhz) at Orleans, Mass. Action June 13.

■ WBIM-FM Bridgewater, Mass.—Broadcast Bureau granted license covering new noncommercial FM; ant. height 108 ft. Action June 13.

■ WROA-FM Gulfport, Miss.—Broadcast Bureau granted license covering changes; ERP 1.6 kw; ant. height 400 ft. Action June 12.

■ WECM(FM) Claremont, N.M.—Broadcast Bureau granted CP to install new trans. and new ant.; ant. height 990 ft. Action June 8.

■ WHBI(FM) Newark, N.J.—Broadcast Bureau granted CP to change trans. location to 80 Riverside Drive, New York; install new trans. and new ant.; make changes in ant. system; operate by remote control from studio location and proposed trans. location; ERP 50 kw; ant. height 295 ft.; conditions. Action June 14.

■ WENY-FM Elmira, N.Y.—Broadcast Bureau granted mod. of license covering change of studio and remote control locations outside city limits to 596 Ithaca Road, Horseheads, N.Y.—Action June 7.

■ WPLJ(FM) New York—Broadcast Bureau granted license covering changes; ERP 2.6 kw; ant. height 1300 ft. Action June 14.

■ WMBL-FM Morehead City, N.C.—Broadcast Bureau granted license covering permit for new FM; ERP 3 kw; ant. height 280 ft. Action June 13.

■ WCSM-FM Celina, Ohio—Broadcast Bureau granted requested authority for SCA on sub-carrier frequency of 67 khz. Action June 8.

■ *WRTI(FM) Philadelphia—Broadcast Bureau granted CP to install new aux. trans. at main trans. location on ch. 211 (90.1 mhz); ERP 780 w. Action June 7.

■ WIYQ(FM) Ebensburg, Pa.—Broadcast Bureau granted CP to change trans.; ERP 22.5 kw (horiz.) and 21.5 kw (vert.). Action June 7.

■ WCTL(FM) Union City, Pa.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. Action June 7.

■ KBUH-FM Brigham City, Utah—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height minus 590 ft. Action June 13.

Call letter applications

■ WMJR(FM) Fort Lauderdale, Fla.—Seeks WLQY(FM).

■ WPDQ-FM Jacksonville, Fla.—Seeks WQXQ(FM).

■ WSEB-FM Sebring, Fla.—Seeks WSKP-FM.

■ WOIH(FM) Muskegon Heights, Mich.—Seeks WKJR-FM.

■ WSAM-FM Saginaw, Mich.—Seeks WKCQ(FM).

■ *KQIR(FM) La Grande, Ore.—Seeks *KEOL(FM).

■ KFRN-FM Brownwood, Tex.—Seeks KLSN(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: KARN-AM-FM Little Rock and KCAT Pine Bluff, both Arkansas; KDMS-AM-FM Alexandria, La.; KDMS(AM)-KRIL(FM) El Dorado, Ark.; KLIC Monroe, La.; KTCS-AM-FM Fort Smith, KTHV(TV) Little Rock, and KTVE(TV) El Dorado, all Arkansas; WABO Waynesboro, Miss.; WCTA(AM)-WNBX(FM) Andalusia, Ala.; WFSH Valparaiso-Niceville, Fla.; WHYD-AM-FM Columbus, Ga.; WIBR Baton Rouge; WLOX Biloxi, Miss.; WNGA Nashville, Ga.; WRCK(AM) Tusculumbia and WRCK-FM Sheffield, both Alabama; WRJW Piscavune and WROA-FM Gulfport, both Mississippi; WTLN Apopka, Fla.; WYNA-FM Tusculumbia, Ala.; WXOK and WYNK-AM-FM, both Baton Rouge. Actions June 12.

Modification of CP's, all stations

■ KNGT(FM) Jackson, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 165 w; ant. height 1090 ft.; remote control permitted. Action June 14.

■ KBAI Morro Bay, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 22. Action June 8.

■ *WSHU(FM) Fairfield, Conn.—Broadcast Bureau granted mod. of CP to extend time to Jan. 28, 1974. Action June 6.

■ WCRY-FM Macon, Ga.—Broadcast Bureau granted mod. of CP to change trans. location to 4.6 miles south of Lanier Heights, near Macon; change trans. and ant.; ERP 100 kw; ant. height 700 ft.; remote control permitted. Action June 7.

■ K07CH Plains, Mont.—Broadcast Bureau granted mod. of CP to change type trans. of VHF translator and decrease power to 5 w. Action June 7.

■ K66AC Weeksville, Mont.—Broadcast Bureau granted mod. of CP to change type trans. and increase output power of UHF translator to 100 w. Action June 7.

■ WFMV-FM Blairstown, N.J.—Broadcast Bureau granted mod. of CP to extend time to Oct. 28. Action June 6.

■ WIOZ(FM) Southern Pines, N.C.—Broadcast Bureau granted mod. of CP to change trans. and studio locations to corner of Short and Long Streets, 1.6 miles southwest of Southern Pines; change trans. and ant.; ERP 3 kw; ant. height 300 ft.; make changes in ant. system. Action June 8.

■ K101A Oakes and Ellendale, both North Dakota—Broadcast Bureau granted mod. of CP to delete Ellendale from principal community of VHF translator and specify name as North American Communication Corp. Action June 8.

■ KOLY Moberge, S.D.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 19. Action June 8.

■ WGBI-FM Scranton, Pa.—Broadcast Bureau granted mod. of CP to change transmission line; ERP 7 kw. Action June 7.

■ WMPS Memphis—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 14. Action June 8.

■ WOKI Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action June 8.

■ KEYS Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 6. Action June 8.

■ K237AC Myton and area, Utah—Broadcast Bureau granted mod. of CP to change frequency of FM translator to 103.9 mhz. Action June 11.

■ K280AA Vernal, Utah—Broadcast Bureau granted mod. of CP to change frequency of FM translator to 95.3 mhz, ch. 237; increase power to 10 w; change trans. Action June 11.

■ WVVV(FM) Blacksburg, Va.—Broadcast Bureau granted mod. of CP to extend time to Oct. 13. Action June 6.

■ WNOR Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 16. Action June 8.

■ W48AA Keyser, W. Va.—Broadcast Bureau granted mod. of CP to change type trans. of UHF translator and increase output power to 1 kw; make changes in ant. system. Action June 11.

Translators

Actions

■ KHOZ-FM Harrison, Ark.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action June 11.

■ K276AA Salida and Buena Vista, both Colorado

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Cambridge, Mass. 02138
Phone (617) 876-2810

APPLIED VIDEO ELECTRONICS, INC.
Box 25, Brunswick, Ohio 44212
(216) 225-4443
SYSTEMS DESIGN—INSTALLATION
SERVICING—EQUIPMENT BROKERAGE

—Broadcast Bureau granted license covering new FM translator. Action June 6.

■ K06GQ rural area west of site location, Colo.—Broadcast Bureau granted CP to change trans. location to 4 miles east of Norwood, Colo., make changes in ant. system of VHF translator. Action June 12.

■ K57AE Olivia, Minn.—Broadcast Bureau granted CP for new UHF translator to serve Olivia on ch. 57 by rebroadcasting programs of KTCA-TV St. Paul. Action June 5.

■ K09EE Superior, Mo.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 9 (180-186 mhz) to ch. 3 (60-66 mhz) and make changes in ant. system. Action June 11.

■ K69AL Valentine, Neb.—Broadcast Bureau granted CP for new UHF translator to serve Valentine on ch. 69 by rebroadcasting programs of KOLN-TV Lincoln, Neb. Action June 5.

■ K04HJ Tuscarora, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Independence Valley, Nev. on ch. 4 by rebroadcasting programs of KBOI-TV Boise, Idaho. Action June 5.

■ W285AA Black Mountain, N.C.—Broadcast Bureau granted license covering new FM translator. Action June 11.

■ K69AM Powers, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Powers on ch. 69 by rebroadcasting programs of KCBY-TV Coos Bay, Ore. Action June 8.

■ W58AB Lock Haven, Pa.—Broadcast Bureau granted CP for new UHF translator to serve Lock Haven on ch. 58 by rebroadcasting programs of WBRE-TV Wilkes-Barre, Pa. Action June 5.

■ K70CF Canadian, Higgins and Lipscomb, all Texas and Arnett, Okla.—Broadcast Bureau granted CP to make changes in ant. system of UHF station. Action June 12.

■ K72CB Canadian, Higgins and Lipscomb, all Texas and Arnett, Okla.—Broadcast Bureau granted CP to operate UHF translator via K64AC Perryton and Booker, both Texas, and make changes in ant. system. Action June 12.

■ K74BF Canadian, Higgins and Lipscomb, all Texas and Arnett, Okla.—Broadcast Bureau granted CP to make changes in ant. system of UHF translator. Action June 12.

Ownership changes

Applications

■ WBLG-TV Lexington, Ky.—Seeks transfer of control of WBLG-TV Inc. from Roy B. White Jr. and Reeves Telecom Corp. (100% before, none after) to Starr Broadcasting Group Inc. (none before, 100% after). Consideration: \$1,465,000. Principals: Starr Broadcasting is group broadcast owner with stations in North Little Rock, Ark., Oakland and San Francisco, both California; Fairway and Kansas City, both Kansas; New Orleans; Memphis; Houston, and Bristol, Va. Ann. June 7.

■ WLSC(AM) Loris, S.C.—Seeks assignment of license from Pee Dee Broadcasting Co. to Media Vices Inc. for an estimated \$71,000. Sellers: alter Molic, secretary-treasurer, et al. Buyers: Larry R. Fogel, president (34%), Carl D. Cooke and James C. Roling (both 33%). Mr. Fogel owns WINH-AM-FM Georgetown, S.C. Mr. Roling is sales manager and Mr. Cooke is chief engineer at those stations. Ann. June 5.

■ WPJD(AM) Daisy, Tenn.—Seeks assignment of license from Robert Allen Mayer to Trinity Baptist Church for \$75,000. Seller: Mr. Mayer (100%). Mr. Mayer owns WPGD(AM) Winston-Salem, N.C. Buyers: Charles J. Thompson, president of non-profit corporation, et al. Ann. June 5.

■ KCAN(AM) Canyon, Tex.—Seeks assignment of license from Courtesy Broadcasting Inc. to Palo Duro Broadcasting Co. for \$80,000. Sellers: Wesley E. Ninemire, president, et al. Buyers: Ernest Coker Jr. (75%) and Joe W. Cooper (25%). Mr. Coker is attorney with Coker, Field & Moxey in Conroe, Tex. Mr. Cooper is station manager of KRGV(AM) Weslaco, Tex. Ann. June 5.

■ WSVI(AM) Christiansted, St. Croix, Virgin Islands—Seeks assignment of license from Quality Telesharing Corp. to Peoples Broadcasting Corp. for \$650,000. Sellers: Radio Americas Corp. (98%), et al. Quality Telesharing is licensee of WORA-TV Mayaguez, Puerto Rico. Buyers: Robert A. Sheen, president, and Sidney Lee, et al. Mr. Sheen is lawyer. Mr. Lee has real estate interests in Virgin Islands. Ann. May 25.

■ WXCO(AM) Wausau, Wis.—Seeks assignment of license from Radio Wausau Inc. to Seehafer and Johnson Broadcasting Corp. for \$300,000. Sellers: Radio Wausau is subsidiary of Post Corp., broadcast group owner. Buyers: Donald W. Seehafer and Robert C. Johnson (each 50%). Seehafer and Johnson Broadcasting is licensee of KRBI-AM-FM St. Peter, Minn., and WOMT(AM) Manitowoc, Wis. Ann. June 5.

Actions

■ WBMG(TV) Birmingham, Ala.—FCC granted assignment of license from Birmingham Television

Corp. to Roy H. Park Broadcasting of Birmingham Inc. for \$4,750,000. Sellers: Southern Broadcasting Co., station group owner (33%). Buyers: Park Broadcasting Inc. (100%). Roy H. Park is sole owner of Park Broadcasting which owns WNCT-AM-FM-TV Greenville, N.C.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; WTVR-AM-FM-TV Richmond and WLSL Roanoke, all Virginia; WNAX(AM) Yankton, S.D.; KRSI-AM-FM St. Louis Park and WEBC(AM) Duluth, all Minnesota. WUTR(TV) Utica, N.Y., and KWJJ(AM) Portland, Ore. Action June 13.

■ KATY(AM) San Luis Obispo, Calif.—Broadcast Bureau granted assignment of license from Grandy Broadcasting Co. to Hill Radio Inc., for \$325,000. Sellers: W. John Grandy, president, et al. Buyers: Duane E. Hill (32.5%), Velma Faye Tabor (62.5%), et al. Mr. Hill is president and Mrs. Tabor is treasurer of firm. Hill Radio is licensee of KAOR(AM) Oroville, Calif. It is currently selling KAOR, pending FCC approval. Action June 7.

■ WPSB(FM) Bridgeport, Conn.—Broadcast Bureau granted assignment of license from Nassau Broadcasting Co. to Robert L. Williams Broadcasting Co. for \$443,925. Sellers: Herbert W. Hobler, president, et al. Nassau Broadcasting is licensee of WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey. Buyers: Robert L. Williams, president (73%), et al. Mr. Williams is vice president-sales and marketing director of McGavren Guild, New York, national media sales firm. Action June 11.

■ WESM(FM) Prince Frederick, Md.—FCC granted assignment of license from Calvert County Broadcasting Co. to Melvin Gollub for \$120,500. Sellers: George E. Gautney and Carl T. Jones. Buyer: Mr. Gollub owns Tower Distributors, mail order tapes and printing firm, Morristown, Pa., and is sales manager of QRK/Rek-O-Kut, division of CCA Electronics, Gloucester City, N.J. He is currently seeking to transfer his ownership of KOME(AM) San Jose, Calif. Action June 13.

■ WEZE(AM) Boston—Broadcast Bureau granted assignment of license from Easy Industries Inc. to WEZE Inc., wholly-owned subsidiary of McCormick Communications Inc., for \$2,415,000. Sellers: Arthur E. Haley, president, et al. Buyers: Technical Operations Inc. (80%) and William M. McCormick, president (20%). Technical Operations is publicly held corporation which produces scientific instruments, solid-state devices and radiation products. Mr. McCormick is area VP for TV. RKO General. McCormick Communications has also acquired WLKW-AM-FM Providence, R.I., and WBNY(FM) Buffalo, N.Y. Action June 6.

■ KOKL(AM) Okmulgee, Okla.—Broadcast Bureau granted assignment of license from J. William Brauer to Brewer Communications Inc. for \$185,000 (includes \$35,000 non-competition agreement). Buyers: James R. Brewer, president, and Jack G. Brewer (each 50%). Messrs. Brewer own KWCO(AM)-KXXX(FM) Chickasha, Okla. They own 33 1/3% each of KADS(AM) Elk City, Okla. Action May 31.

■ KYND(FM) Pasadena, Tex.—Broadcast Bureau granted transfer of control Sudbrink Broadcasting Inc. of Texas from Robert W. Sudbrink, et al (100% before, none after) to Southern Broadcasting Co. (none before 100% after). Consideration: \$2.46 million. Principals: Earl F. Slick (24.8%), et al. Southern Broadcasting is broadcast group owner with stations in Birmingham, Ala., High Point, Raleigh, Winston-Salem, all North Carolina, Phoenix, Memphis, Houston and Richmond, Va. Action May 30.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced June 12 and 14 (station in parentheses are TV signals proposed for carriage):

Theta Cable of California, El Segundo, Calif. (Add KVST-TV Los Angeles).

■ Community Cablevision Inc., Belvidere, and unincorporated area of Boone county surrounding Belvidere, Ill. (WCEE-TV Freeport. WREX-TV and WTVO, both Rockford and WGN-TV, WTTW, WFLD-TV, all Chicago, all Illinois; WHA-TV Madison, Wis.; and WVTV Milwaukee).

■ Cable Television Co. of Illinois, Gibson City, Ill. (Add WSNS-TV Chicago).

■ Cablevision Inc., Sharon Springs, Kan. (KTVC Ensign, Kan.; KOMC McCook, Neb.; KLOE Goodland and KGLD and KUPK both Garden City, all Kansas).

■ Leoti TV Systems Co., Tribune and Leoti, both Kansas. (KTVC Ensign, KAYS Hays, KLOE Goodland and KGLD and KUPK, both Garden City, all Kansas).

■ Berkshire Telecable, Adams, Mass. (Requests certification of existing system).

■ Clearview Television Inc., Charlotte, Mich. (WKZO-TV Kalamazoo, and WUCM-TV Bay City, both Michigan; CKLW-TV Windsor, Ont.; WJIM-TV Lansing, WKBD-TV Detroit and WOTV Grand Rapids, all Michigan; WGN-TV Chicago; WILX-TV Jackson, WJRT-TV Flint, WUHQ-TV Battle Creek, and WKAR-TV East Lansing, all Michigan).

■ Sleepy Eye CATV Inc., Sanborn, Minn. (KEYC-

TV Mankato, Minn.; WCCO-TV, KMSP-TV and WTCN-TV, all Minneapolis; KSTP-TV and KTCA-TV, both St. Paul; KELO-TV and KSOO-TV, both Sioux Falls, S.D.).

■ LVO Cable of Gallup, Gallup, N.M. (Requests certification of existing system).

■ Gateway Cablevision Corp., Fort Johnson and Hagaman, both New York (WRGB and WMHT, both Schenectady, WTEW and WAST, both Albany and WKTU Utica, all New York; WSBK Boston; WKBG-TV Cambridge, Mass.; WHCT Hartford, Conn.).

■ Hubbard Cable TV Inc., Hubbard, Ohio (WFMJ-TV, WKBN-TV and WYTV, all Youngstown, Ohio; WKYC-TV, WEWS, WJW-TV, WKBF-TV and WVIZ-TV, all Cleveland; WQED Pittsburgh; WUAB Lorain, Ohio).

■ Warner-CCC Inc., Wapakoneta, Saint Marys, Cridersville, Fort Shawnee, Delphos and Kenton, all Ohio (Add WBGU-TV Bowling Green, Ohio).

■ Teleservice Co. of Wyoming Valley, Bear Creek township (unincorporated area) Pa. (WDAU and WVIA, both Scranton and WBRE-TV and WNEP-TV, both Wilkes-Barre, all Pennsylvania; WPIX, WOR-TV, WABC-TV, WNEV-TV, WCBS-TV, all New York; WCAU-TV, WPVI-TV and KYW-TV, all Philadelphia; WBNF-TV Binghamton, N.Y.).

■ Multi-Channel Cablevision Inc., Brooksville, Pa. (Requests certification of existing system).

■ Northeastern Pa. TV Cable Co., Exeter borough, Pa. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton, WBRE-TV Wilkes-Barre and WPHL-TV Philadelphia, all Pennsylvania; WOR-TV and WPIX, both New York).

■ Teleservice Co. of Wyoming Valley, Pringle borough, Pa. (WBRE-TV and WNEP-TV, both Wilkes-Barre and WDAU-TV and WVIA-TV, both Scranton, all Pennsylvania; WOR-TV and WPIX-TV, both New York; WPHL-TV Philadelphia).

■ Tri-Cities Cable TV, Hopewell, Va. (WTVR, WWBT and WCBE-TV, all Richmond, and WXEX Petersburg, both Virginia; WDCA and WTTG, both Washington).

■ C. K. Video Inc., Kenova, Ceredo and Wayne county (unincorporated areas), all West Virginia (WSAZ-TV, WMUL-TV and WHTN-TV, all Huntington, W. Va.; WKAS Ashland, Ky.; WOUB-TV Athens, Ohio; WCHS-TV Charleston and WSWP-TV Grand View, both West Virginia; WXIX-TV Cincinnati; WKMR Morehead, Ky.).

■ Viking Media Corp., Oregon, Wis. (WISC, WMTV, WKOW and WHA, all Madison and WMVS, WMVT and WVTU, all Milwaukee, both Wisconsin; WGN-TV Chicago).

Final actions

■ FCC completed organization of Cable Television Bureau implementing proposals submitted following a study of bureau operations. New organizational plan divides bureau into four basic areas: certificates of compliance division; special relief and microwave division; policy review and development division, and research division. Certificates of compliance and special relief and microwave divisions will be subdivided into specialized branches. New rules are effective June 25. Action June 13.

■ FCC denied applications of Sammons Communications Inc. for certificates of compliance to add distant signals of WOR-TV and WPIX(TV), both New York, to cable TV systems at Harrisburg, Pa., and 21 surrounding communities. Action June 13.

■ Scottsbluff, Gering and Terrytown, all Nebraska—FCC denied applications of Community Tele-Communications Inc. to add signals of KTLA(TV), KHJ-TV, KTTV(TV), and KCOP(TV), all Los Angeles. Action June 13.

■ Albuquerque, N.M.—FCC granted certificate of compliance and authorized General Communications and Entertainment Co. to carry following television signals in Albuquerque: KOB-TV, KOAT-TV, KGGM-TV and KNME-TV, all Albuquerque; KTLA-TV and KTTV(TV), both Los Angeles and XEPM-TV Juarez, Mexico. Action June 13.

■ Minot, N.D.—FCC granted certificate of compliance and authorized Cable TV of Minot to carry following television signals: KMOT and KXMC-TV, both Minot; WTCN-TV Minneapolis and KORN-TV Mitchell, S.D. Action June 6.

■ Port O'Connor, Tex.—FCC authorized Coastal Cable Inc. to add following Texas television signals to new cable system at Port O'Connor: KPRC-TV, *KUHT(TV), KHOU-TV, KTRK-TV and KHTV(TV), all Houston; WOAI-TV, KENS-TV and KSAT-TV, all San Antonio; KIII(TV), KZTV(TV) and KRIS-TV, all Corpus Christi, and KXIX(TV) Victoria. Action June 13.

Cable

The following are activities in community-antenna television reported to BROADCASTING through June 19. Reports include applications for permission to install and operate CATVs, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

■ Beech Grove, Ind.—Metropolitan Cablevision has applied to city council for franchise.

■ Lamesa, Tex.—City council approved request by Lamesa Cable TV Co. to hold election on ordinance granting it franchise.

Classified Advertising

RADIO

Help Wanted Management

Central Kansas 100KW FM needs station manager strong in competitive sales, programming and FCC. Salary commensurate with experience. Resume, references and photo. Box F-117, BROADCASTING.

General Manager for aggressive, growing number one Midwest AM. Thorough management expertise essential. Sales, programming knowledge desirable. \$20,000 salary, profit share, fringe benefits. Write Box F-156, BROADCASTING Magazine, 1735 DeSales St., N.W., Washington, D.C. 20036.

Assistant to the president. Growing communications company with television, radio, newspaper and cable TV interests is seeking candidates for this newly created position. Qualifications include college degree, and media sales experience. Under minimum supervision, must have ability to formulate and execute corporate policy while maintaining good relationships with company executives. \$32,000 salary plus profit sharing and bonus. Mail confidential resume to president, Box F-163, BROADCASTING.

Help Wanted Sales

Christian Commercial AM and FM, well established in Southeast has opening for sales manager whose track record indicates he can plan and execute an aggressive personal sales program. Permanent growth position. Highest character references required. Rush resume to James N. Birkitt, President, or Jack Rabito, Oper. Manager, WIVE, Box 272, Ashland, Va. 23005. 703-798-4711.

Salesmen for broadcast equipment company wanted. Send complete resume and track record. Box F-132, BROADCASTING.

Sales manager—Metro Washington, D.C. Up to \$25,000 base plus attractive percentage. Immediate opening. Send track record and references. EOE. Box F-172, BROADCASTING.

Radio pro or the desire to be one. Must have interest in sales and making money. Solid country 22 years Virginia. Give all details first letter. EOE. Reply Box F-180, BROADCASTING.

Salesman Midwest. Guaranteed \$16,000. Hard worker, dedicated, potential to \$20,000. Resume and sales record to Box F-188, BROADCASTING.

Salesman, on the shores of Lake Michigan where the money flows in. Starting, \$13,000; potential, \$? Sales record, resume to Box F-197, BROADCASTING.

Immediate opening—sales manager for #1 rated FM station in a growing Midwestern county. \$900 plus commission. Prior radio sales experience required. Box F-203, BROADCASTING.

Wanted: Salesman. Start with us and grow fast. We will train you. Good account list. Great opportunity in a growing market. Resume to Box F-211, BROADCASTING.

Want an AM-FM sales dept. ramrod. Salary plus override. Five figure income first year. Position demands solid radio sales experience. Midwest background only. Dale Low, KLSS-KSMN Mason City, Iowa.

Good guarantee plus commission for salesman or program man wanting to learn sales. Continuous professional sales training. Dale Low. KLSS/KSMN, Mason City, Iowa.

KTAC AM/FM calling. Expanding sales crew on AM/FM #1 rated Rock stations. Tacoma 420,000 population. Experienced men with at least 4 years on the street selling Rock format. Aggressive go-getters with record of top achievements. Phone Jim Nelly, 206-473-0085.

DJ/salesman for fast growing station will make \$10,000+ with much greater earnings potential. Sales or on-air experience necessary. Fringe benefits. Contact: Gerry Gallina, WMCL Radio, McLeansboro, Ill. 62859. 618-643-2311.

Spanish-American sales representative to accept unusual responsibility and opportunity in Chicago. Please send all details as to background and requirements in the first letter. It will be answered promptly. Reply to WOJO, 2008 State Bank Plaza, Evanston, Ill. 60204.

To the good life: top rated Contemporary FM on Cape Cod is looking for an experienced salesman. Must have and must want! We've got the good life—we need the right guy! Call the sales manager. 1-617-775-6800.

Help Wanted Announcers

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Send air check and resume to Box C-179, BROADCASTING.

Help Wanted Announcers Continued

Announcer for morning or midday shift, black oriented station, should have one or two year's experience, strong knowledge of soul and hopefully some background in Jazz and Contemporary. Station located in NE market of half million. Rush tape and resume to Box F-190, BROADCASTING.

Shenandoah Valley, Virginia MOR station looking for night man to play "The Album Sound". Good voice, rounded knowledge of music, 3rd endorsed required. Good working conditions, 50-50 hospitalization. Send air check, resume and references to Box F-194, BROADCASTING.

Announcer with 1st phone needed by Adult Contemporary, 5 kw-24 hour station located in beautiful, medium, Mid-Atlantic market. Home of state university. Audience rated No. 1. Send air check, resume, requirements, snapshot to Box F-223, BROADCASTING.

50 KW clear KAAY taking applications for night jock. Must have first class FCC license. Members of minority groups of both sexes are encouraged to apply. Send tape and resume to Wayne Moss, KAAY, Box 1790, Little Rock, Ark. 72203.

Las Vegas Rocker, 10 KW, growing into multi station chain. Need bright personality 2-6 pm with strong production. Looking for someone for possible PD in year or less as current PD advances. Tape and resume to Tom Robertson, PD, KLUC, Box 14805, Las Vegas, Nev. 89114.

The original oldies station needs Up Tempo MOR jock, heavy on production! Give it your best shot now! KWIZ, Santa Ana, Calif. 92703. Attention Earl Trout, III.

Medium market station needs full timer as newsmen and for airshift. Send resume, tape and plx to George Taylor, WALE, 18 N. Main, Fall River, Mass. 02722.

Personality "cooker" for Top 40 format. Contact immediately. Rusty Potz, WCCC AM/FM, Hartford, Conn.

Girl Friday for interviews, commercials, traffic, logs, office, learn operation IGM automation. Glenn Tryon, WKYO, Caro, Mich. 48723.

Spanish-American background for unusual opportunity in Chicago area. Prefer first class, but will consider third class. Immediate opening. Please send all details in first letter. It will be answered promptly. Reply to: WOJO, 2008 State Bank Plaza, Evanston, Ill. 60204.

Wanted: Contemporary jock, creative, tight, strong production, good vibes. Competitive medium market, stable, professional organization. Tapes and resume to WSAR, Box 927, Fall River, Mass. 02722. An Equal Opportunity Employer.

Michigan MOR CBS affiliate has two immediate openings. Drive time announcer and continuity production person. No floaters or beginners. Salary negotiable, many extra benefits. Excellent working conditions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Rush photo, tape and resume to Jerry Schroeder, Program Director, WSGW, 400 Mason Bldg., Seginaw, Mich. 48607 or call 517-753-4456.

A Massachusetts radio station in city of 20,000, primary coverage area of 150,000 people is looking for a staff announcer with a good education, excellent voice, talent and commercial production experience. Money commensurate with ability. Contact GM at 617-874-5610.

Alabama station seeks Top 40 announcer. Equal Opportunity Employer. Box 968, Cullman, Ala. 35055.

A pool of on-the-air talent that helps make finding a job easier. Broadcasters helping broadcaster. 814-734-5418.

Help Wanted Technical

Need engineer with thorough knowledge of micro wave, R.F. and audio for AM, FM Stereo operation. Send resume. Salary open. Box F-55, BROADCASTING.

Assistant Chief—major market group owner. Midwest AM Directional and FM experience required. New facilities and latest equipment. Box F-105, BROADCASTING.

Assistant chief. Suburban East Coast. Strong audio and antenna background desired. Chance for advancement. EOE. Send resume. Box F-115, BROADCASTING.

Chief engineer—AM-FM station located in south Jersey resort area. Knowledgeable on FCC rules and regs.; ability to deal with RF problems and develop good PM program. Send resume with salary requirements and references to Box F-131, BROADCASTING.

Wanted . . . Experienced and energetic engineer for AM-FM operation in a medium sized market in Missouri. Reply to Box F-143, BROADCASTING.

Help Wanted Technical Continued

Chief engineer for four tower DA 5KW/1KW located in rural southern Maryland about 65 miles from D.C. Send resume and salary required to Box F-147, BROADCASTING.

Chief engineer for 1000 KW directional AM station in upstate New York. Must be experienced in operation of directional antenna systems—separate day and night patterns. Must be strong on audio maintenance. An Equal Opportunity Employer. Box F-215, BROADCASTING.

Combo engineer/announcer for upstate New York 1000 KW AM station. Must have 1st license, be capable of handling directional pattern and familiar with Contemp format. An Equal Opportunity Employer. Box F-216, BROADCASTING.

Immediate opening for transmitter engineer. WAMD, Aberdeen, Md. 21001.

Intelligent, first ticket person to train for top-level engineering position with one of the nation's outstanding AM Rock stations. Immediate opening. EOE. Call Mike Michaels, WEAM, Arlington, Va. 703-534-1390.

Engineer with some announcing experience for an AM-FM operation in eastern Virginia. Excellent starting salary and company benefits. Send tape and resume to J. William Poole, Station Manager, WFLS Radio, Box 597, Fredericksburg, Va. 22401.

Engineering head wanted, 3 KW FM, southern Ill., recreational and university community. Full or part time, first phone. WTAO, Route 5, Box 286, Murphysboro. 618-687-2000.

Immediate opportunity: 1st phone technician to assume duties as chief or assistant chief at AM two tower directional FM class A (soon Stereo) stations in central Oklahoma. Finest facilities, soon moving to new building. Two automation systems, best equipment. Call Michael McKee, 405-224-2890 for interview.

Consulting firm has several openings for Sr. & Jr. broadcast engineers and electronic and installation technicians. Experience in FCC AM applications and directional proofs preferred. Excellent benefits, suburban Washington, D.C. location. Salary commensurate with experience. Send resume and salary history to Gaultney & Jones, 2922 Telstar Ct., Falls Church, Va. 22042.

Help Wanted News

Wanted: Aggressive broadcaster who really means it when he says: "I want to get involved" in news gathering, reporting and the community in which he lives and works. An Equal Opportunity Employer. Box F-171, BROADCASTING.

Northeast metro station seeks experienced professional broadcast journalist. Start \$150/wk for top digger. Tape and resume to Box F-184, BROADCASTING.

Newsman who can dig, write and read for aggr news department N.E. news oriented station. Must self starter to keep up with others in the depart. Tape and resume to Box F-212, BROADCASTING.

News Editor with possibility for news director, pending on experience. We need lake charge pers who knows how to run good 2 man news dept. Prefer mature, seasoned pro. Results oriented. Market is Midwest medium. Great MOR. No. 1 operation. Good living in beautiful city. Salary adequate, but not lavish. Great opportunity with high class operation. If you're not certain of your qualifications: to take charge, please don't reply. We need a leader. Box F-213, BROADCASTING.

Creative, intelligent newsmen and jock wanted at Top 40 station 35 minutes from large metro area. Beginners considered. Must have third. Contact L. Steven Davis at WCBQ, Box 336, Oxford, N.C. EOE.

News Director. Number 1 station in Georgia's second largest city offers challenging position for a top man who can smell, dig, research, write and deliver news and direct a three man news operation for a contemporary station. Send tape, photo and resume to WDAK, Box 1640, Columbus, Ga. 31902. An Equal Opportunity Employer.

Help Wanted Programming, Production, Others

Individual for radio traffic, continuity and production in metro Washington area. Prefer experienced person but will train qualified applicant. Immediate opening. EOE. Send background details. Box F-123, BROADCASTING.

Secretary for radio VP office in Metro Washington, D.C. Must be experienced and capable. Immediate opening. Send resume and references. EOE. Box F-173, BROADCASTING.

Program Director for new R&B format. Rush resume to Box F-224, BROADCASTING.

Creative man to take over production department. Short air shift on Contemporary MOR station. Great opportunity for man on the grow. Opportunities for advancement in well respected chain. Tapes, resume to KMNS, Box 177, Sioux City, Iowa. EOE.

Situations Wanted Management

Sales manager full time 5000W AM top 30 markets exploring management and/or ownership opportunities in Western, Midwestern smaller markets. Strong sales background, stable employment history. Now making \$24,000. Engineering and programming experience. First ticket. University degree. 30. Box F-106, BROADCASTING.

General Manager. 18 years experience, 14 in management. Profit oriented. Handle people well. Now managing FM in top 45. Can do the job for you. Box F-140, BROADCASTING.

I know all phases of AM and FM radio, live or automated. First ticket, ten year pro, responsible, capable, married. Will manage your small or medium market station, prefer, Midwest. Box F-177, BROADCASTING.

Top Federal Gov't. exec. ready to move into broadcast managerial position in SE near water. 13 years on and off air. Experience from Locals to net: a perfect track record. Box F-202, BROADCASTING.

Interested in a proven sales conscious GM who has increased sales more than 120% in his current position? I am looking for an AM-FM Stereo combination with good facilities in a city size of 25 to 150 thousand people. Station must be grossing a minimum of 175 thousand with much greater potential. Prefer the Southeast or southern New England. Box F-204, BROADCASTING.

General Manager, experienced, major, large, medium markets. Strong competitor with good record for station development. Excellent credentials sales, programming efficient management. Clean personal reputation. Box F-225, BROADCASTING.

Situations Wanted Sales

Top rated announcer seeks combination sales and sports job. A pro with fifteen years experience. Box F-193, BROADCASTING.

Situations Wanted Announcers

1st ticket Black jock with 1 year experience in everything. Desires small or medium market station that offers a future. Picture, tape and resume. Salary \$155 min. Box F-209, BROADCASTING.

Enthusiastic, creative announcer, first phone, desires permanent, full time position in southern Calif. Light maintenance. Married, 31. Please reply to Box F-214, BROADCASTING.

Experienced announcer, 1st phone, seeks second job. Prefer Minnesota area. All replies considered. Willing to accept challenge. Box F-220, BROADCASTING.

Young, hard working, versatile sportscaster looking for opening in small market. 1st phone, 4 years college station as sports director and dj, 6 months commercial MOR station as dj and newsmen. Available October 1st. Bob Presman, 2920 N. Commonwealth, Chicago, Ill. 60657. 312-327-2264.

Intelligent announcer, 1st, want back in growth car Top 40, Adult MOR. 1 1/2 years experience (music/copy, news, prod.). Absent 1 1/2 completing college. Will travel. Dependable, competent, married. Phone, 212-962-4955.

20 years old. Disc jockey combo man. Have first phone, very tight board, good air voice, concise humor, good production. I am very willing to learn and take direction. Tape and resume upon request. Contact Gregory Berberick at 412-751-9255. 157 Niagara Dr., Irwin, Pa. 15642.

Contemporary Rock jock for medium market operation. Need permanent, stable position, preferably in West. Facts: 7 years experience; BS Degree in Broadcasting; first phone; solid background in news, sports, music, FCC R&R; have managed FM educational station. Write/wire/phone: Fred Leemhuis, 2626 22nd Ave., Monroe, Wisc. 53566. 608-325-2853.

Experienced radio announcer, TV technician with radio-TV background and first class license seeks job anywhere. Call 1-507-282-6853.

Fresh first, music expert, 26, seeking immediate Progressive/Contemporary jock or combo position. Mature, creative, ready for direction. Terry Ley, 412-781-2155.

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

Female dj, experience, versatile, creative, tight board control and third endorsed. Box F-78, BROADCASTING.

Creative, industrious, strong copy write, 3rd phone, excellent prod. Music knowledge, go anywhere. Needs an air gig. Check me out. Box F-189, BROADCASTING.

Top 40 dj, announcer. Production, automation and air experience. 3rd, dependable, single, will relocate, good references. Box F-195, BROADCASTING.

Situations Wanted Announcers Continued

DJ, 12 years, looking for play-by-play opportunity. Very sports minded, need that break. Third endorsed. Family man, Midwest. Box F-196, BROADCASTING.

1 1/2 years experience. 3rd phone. Good voice, personality, production. Tight board. Music. Can follow instructions. Prefer Top 40 or Contemporary. Have references. Currently working at a top Wisconsin station. Box F-198, BROADCASTING.

Black, experienced and versatile, third phone, good on production, ready to move. For tape and resume write Box F-205, BROADCASTING.

Bright, happy sounding dj, 3rd phone, looking for progressive operation, MOR, Top 40. Seven years experience, presently employed station outside NYC. Upbeat style, ability to ad lib. Authoritative news. College graduate. Excellent references, air check available. 201-232-6900. Write Box 273, Fanwood, N.J. 07023.

Specs Howard School graduate really wants start in broadcasting. Limited experience, but have all the skills necessary to be an asset to your station. Hold responsible position in engineering laboratory. 3rd phone. Tape and resume on request. Kevin Shorkey, 6997 Beach Rd., Troy, Mich. 48084. 313-879-9186.

20 years experience in sports reporting, play-by-play, talk show. Double in news. Box F-103, BROADCASTING.

Major market jock with 10 years experience; 3 national chains; currently rocking in top 10. Ready to relocate, great production ability with good credentials. Box F-130, BROADCASTING.

Professional Contemporary morning man plus personality. A real waker-upper, a communicator, gets involved, four years experience, every show pre-prepared. Medium major only. Box F-175, BROADCASTING.

Not a leather lunged screamer. Not a super jock. Not a boss soul sugar daddy. Just a person with an active mind and mouth and ability to use both simultaneously. Two years experience all phases on and off air. Prefer Contemporary. Box F-191, BROADCASTING.

Black, experienced, disc jockey seeking immediate employment. Prefers Top 40 or MOR format. Good voice and appearance. Box F-217, BROADCASTING.

Relatively new to radio—some experience with Top 40 format. Columbia School of Broadcasting graduate. Will consider anything, anywhere but prefer Fla. or Calif. Rock & Roll or Jazz preferred. Randal Curell, 7336 Sanderson Pl., Cincinnati, Ohio 45243. 513-561-6790.

Available now! Have had it. Married, experienced salesman/announcer. Want to settle in small market. Mike Witkowski, 5 Carleton St., Littleton, NH 03561. 603-444-2860.

Professional programmer with 8 years experience, six years at KWIX, Moberly, Mo., is available. Good knowledge of sports, including college play-by-play. Know all types music. Knowledgeable of internal aspects of station operation, including FCC rules and regulations. Married, 26, one child. For recommendation contact Richard Womack, KWIX, Moberly, Mo. David Musgrave, 816-646-0692. Prefer Midwest.

DJ, tight board, good news, commercials, looking for first break, willing to go anywhere. Ready now! Jim Scheren, 10 Cliff St., Haledon, N.J.

DJ, tight board, good news, commercials, can follow directions. Willing to go anywhere, ready now. Knight, 51 McKay Ave., East Orange, N.J. 07018.

Help! I'm exhausted. First phone jock searching everywhere for good Top 40 station in small or medium market. 3 years experience. 23, married. Ready now. Please call Mike West, 317-966-6202.

Situations Wanted Technical

Metro market technical director strong in engineering management wants broader responsibility with progressive group. Proven track record, construction, signal penetration, facility development, 28, married, AS, BS degrees. East Coast. Box F-166, BROADCASTING.

Young, energetic, capable, first class. Nine years experience on most types of Navy communications and radar. Formal voice training. Will combo. Box F-199, BROADCASTING.

Chief engineer looking for position within seventy miles of Philadelphia. 50KW Directional AM experience, FM Stereo, SCA, remote control. Prefer combo chief with short airshift, experienced most formats. Will consider small or medium market. \$150. 609-589-0217.

Chief engineer: 12 years electronics, vocational instructor all phases AM/FM, multi-tower, hi-power. You break it, I'll fix it, or build you one. 1-912-923-6944 after 6 EDT.

Situations Wanted News

Newsman experienced in gathering, writing and reporting local news and rewriting wire copy. Willing to relocate for right opportunity. All markets. Box E-247, BROADCASTING.

Broadcast journalist. Experienced (9 years) professional. Currently free-lancing in NYC. Seeks permanent position with creative news team. Specialty is street and investigative reporting. Box F-145, BROADCASTING.

Recent grad with BA in Broadcast Journalism. Experienced in news, interviews, production and board work. Call 512-672-3140 or 512-672-3061 (messages).

Experienced newswriter-editor with college degree is seeking a job as a reporter or newscaster. Presently working at a 50,000 watt top 25 market station. Will consider any offer. Write to Neil Stempleman, 1047 W. 38th St., Kansas City, Mo. 64111. Call 816-531-8893.

Dedicated and experienced sports director. Strong on pbp. Experienced in most phases of radio. Will consider combination positions. Will relocate for right opportunity. Excellent personal and professional references. Patrick Hollan, 111 N. 34th St., Richmond, Ind. 47374. 317-966-5365.

Seeking position with C&W station in the South or Southwest. 25 years old, strong on news, programming announcing. 8 years experience, available now. Call after 6 PM. 601-332-0358.

News director McLendon trained, 15 year broadcasting professional with proven track record. First phone, will consider talk show. Charles Beach, 7271 Ferguson Rd., Apt. 1086, Dallas, Texas. 1-214-321-0001.

Situations Wanted Programming, Production, Others

Young man seeking employment in communications. College background—Masters in English. Past work experience—newspaper journalism for local DC paper, published booklet on environmental pollution; worked for HEW, Dept. of Environmental Education. Prefer Mid-Atlantic area. Box E-288, BROADCASTING.

Five years of creative production and tight board. First phone seeks combo or production position. Young, college, free to travel. Box F-148, BROADCASTING.

Production manager/music director/announcer. Young, successful, aggressive and first phone with knowledge of all types of music and production from Easy Listening to Progressive. Good air shift. Now employed in medium market—Calif. Box F-170, BROADCASTING.

Experienced Top 40 PD looking for middle market businessman who knows business and needs a creative programmer that understands an audience, a creative staff and a budget. \$15,000. Box F-207, BROADCASTING.

First ticket experienced PD, announcer, newsmen, production. Seeking on-air opportunity as PD or announcer, newsmen, news director. Medium or small market with good future. All locations considered. Relocation no problem. Currently employed, New England AM-FM. Available today! Prefer personal interview first. Let's talk. Box F-208, BROADCASTING.

Need work badly, recent graduate, BS, AS degree color television production. Will relocate anywhere and work camera, audio, anything! Resumes. Tom Ottavi, 5 Merrow Lane, Stoneham, Mass. 02180.

D.M.S. Graduate. First phone, well trained. Working knowledge of commercial writing, advertising, production. 24, reliable. Will relocate. Air check available. Chip Staniswalis, 10720 Firmona, Inglewood, Calif. 90304.

#1 in new ARB and current Pulse in market of 600,000. Operations manager available now. Medium and large markets. Increase ratings, billing and profits. 302-738-6451.

Mr. Programmer! If you need help finding help, let us help. 814-734-5418.

Does your sports department need added vitality? "Shively Enterprises" can highlight each sportscast with exclusive features interviews of nationally known sport figures done by a 15 year veteran (100's to choose from). For details and reasonably priced interview catalogue—send \$1.00 and self addressed stamped envelope to Shively Enterprises, Box 1504, Portsmouth, Ohio 45662. Don't worry, you won't be disappointed! (Final offer for this summer period!)

TELEVISION

Help Wanted Management

PTV manager for university station. Master's degree preferred. require five years broad professional TV experience. Equal opportunity/affirmative action employer. Write by July 10; Gordon Tuell, Radio-TV Services, WSU, Pullman, Wash. 99163.

Help Wanted Sales

TV Salesman: immediate opening for experienced radio or TV salesman in an expanding Michigan market. Send complete resume to Box F-206, BROADCASTING.

Help Wanted Technical

An opening exists for a technical director in the Detroit area with an expanding television production company. The successful applicant should have full electronic and operational knowledge of color cameras, videotape machines and associated equipment. The job will entail overseeing technical quality of all facets of commercial or program production as well as post production. Please submit resume to Editel Production, Inc., 24151 Telegraph Rd., Southfield, Mich. 48075.

Television engineers for new Virginia NBC affiliate transmitter and studio installation and maintenance. First phone required. Call C.E., WHFV-TV. 1-703-371-9660.

Wanted: two highly qualified men for CE positions, also maintenance and transmitter technicians for new VHF stations in Boise and Pocatello, Idaho. Call 208-336-0087.

Video technician. Maintenance of TV production equipment with CATV system in western New York. Call or write TelePrompTer of Jamestown, 316 Washington St., Jamestown, NY 14701. 716-664-7310.

Immediate opening for mobile unit supervisor. Maintenance and operation experience with TK-44, PC-70, PCP-70/90 and BC-230 cameras and VR-3000 required. Knowledge of film production techniques necessary. Send resume and salary requirements to: Wilding Video Center, Division of Bell & Howell, 8820 S. Inkster Rd., Romulus, Mich. 48174.

Immediate opening: Engineer to assume responsibility for instructional media production facility with new color television, audio and AV areas. Planning and design of campus-wide distribution system. Must have experience and desire to help "start-up" facility and work with young dynamic staff. Contact: David Campbell, Media Production Coordinator, Learning Center, Univ. of Wisc.-Parkside, Kenosha, Wisc. 53140. 414-553-2129.

Help Wanted Programing, Production, Others

Major East Coast ABC affiliate seeking experienced building and set designer with strength in camera and floor work. Please send complete resume with salary requirements along with various sketches or slides of your set to Box F-135, BROADCASTING.

Major market Southwest network affiliate seeking experienced promotion-minded director who excels in both videotape and film direction. Send salary requirements, resume and demo reel to Box F-168, BROADCASTING.

Scenic designer for Baltimore area public TV production center. Experienced preferred. Salary: \$11,000. Contact Robert Gibson, Maryland Center for Public Broadcasting, Owings Mills, Maryland. 301-356-5600, Ext. 357.

Graduate assistantship in film, Bachelors degree required. News, film and documentary experienced preferred. Contact Chairman, Radio-TV-Film, Oklahoma St. Univ., Stillwater, Okla. 74074. OSU is an Equal Opportunity Employer.

Situations Wanted Management

Top salesman nationally known. Also sales manager. Must make move June 15th. Did \$248,000 in 1972. Box F-128, BROADCASTING.

Program/Operations Manager seeks position which offers opportunity for advancement. Experience in all areas of station management, operations, promotion and production. Old fashioned dedication to job. Up-to-date knowledge of latest programing trends and FCC regulations. Box F-181, BROADCASTING.

Expert in economically successful specialized programing seeks association with progressive communications company (CATV or broadcast) which is realistically facing the future of communications. 20 years in television (10 as VP/GM). Strong sales and programing (affiliates and independent) in major and minor markets. Box F-182, BROADCASTING.

Situations Wanted Announcers

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box F-26, BROADCASTING.

Situations Wanted Technical

TV studio engineer, first phone, ten years broadcast experience with professional workmanship and know how seeks permanence. Box F-71, BROADCASTING.

First phone, 25 years, all phases, AM-TV. Box F-187, BROADCASTING.

Director of engineering, chief engineer/operations manager 12 years. Professional TV broadcasting, construction, maintenance operation personnel and training. Fully capable to meet any challenge, thorough knowledge of commercial production and techniques. Experienced with all latest equipment AVR-1 time code, editing HS-200 cameras (studios and telecine), etc. Comprehensive VHF and UHF and AM-DA experience. Consider only stable, permanent situation. Will relocate, resume available. Phone collect 312-289-7917, Abram B. Staggs, III, 808 Sunset Circle, Streamwood, Ill. 60103.

Situations Wanted News

Young, industrious black woman seeks position as street reporter. Has two years experience as news producer and assignment editor. Some on air experience. Box F-157, BROADCASTING.

Meteorologist: experienced in weather broadcasting. Professional member of American Meteorological Society. AMS radio Seal of Approval. Box F-161, BROADCASTING.

Unusual qualifications. Thirteen broadcasting years. Employed top 40 television. Professional sports background and solid news foundation combined. Can give you bright, intelligent sports coverage or news. You decide. Try . . . Box F-167, BROADCASTING.

Majors: One of television's best weathermen is also an award-winning writer/producer/photographer. If you need a seasoned, capable pro in any position, we should talk. Midwest or South, especially Gulf Coast preferred. Box F-169, BROADCASTING.

News woman. Bright, attractive, recent MSJ from top school with TV writing and radio experience seeks reporter or writer slot. Box F-183, BROADCASTING.

Experienced, professional broadcaster, 2 years radio, dj, news. 2 years television switcher, director, AA degree, 1st phone, 29 stable. Desires position in television news. Box F-222, BROADCASTING.

Weatherman/Booth. Top 8 market, 18 years experience. Desire change. Finest industry references. Call 301-320-4664 or write Box F-226, BROADCASTING.

Recent but experienced UT, Austin, Journalism grad wants position as cameraman-reporter. Shoot sound-color, standups, write, edit, etc. I'm a worker. 512-672-3140 or 512-672-3061 (Messages).

Sports Director. The best of Howard, Frank and Dandy. Big voice, big personality, 1st class writing ability. Relevant, provocative commentary. Talk to this young giant. Box 149, Wynnewood, Pa. 19096.

Situations Wanted Programing, Production, Others

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South, Box F-26, BROADCASTING.

Program Director. 15 year career includes affiliate, 2 major market indies, net O&O. Currently PD at top 5 market group owned independent. Box F-94, BROADCASTING.

Collage grad with 4 years experience in tech and prod. Seeking any and all positions in production and operations. Any size market considered. Cable system welcome. Box F-141, BROADCASTING.

TV trainee expd film and news production. 1973 college graduate, BA Communications. Age 22. Typing, other knowledge and skills. Ambitious and eager. Consider any opening. Salary open. Will relocate. 201-837-6609. Box F-176, BROADCASTING.

Production/Operations manager. 5 years experience top ten market. Seeks position as production manager or producer-director. Box F-200, BROADCASTING.

Young producer/director with broad production experience is uncomfortable in the specialization of top ten TV. Seeks medium market position with diverse responsibilities. Box F-221, BROADCASTING.

Operations director with strong management background. Young, ambitious. Ready for move after three years in small market. Greg Gentling, 1209 6th St., S.W., Rochester, Minn. 55901. 507-289-7375.

CABLE

Help Wanted Management

Established Illinois cable operation seeks experienced manager to supervise 11,000 subscriber system, fully computerized, doing local origination. Competent technicians for installation, construction, maintenance. Salary open. Many fringe benefits. Stephen B. Small, Kankakee TV Cable Co., Kankakee, Ill. 815-939-3536.

Help Wanted Technical

Chief technician wanted by established 11,000 subscriber Illinois cable system. Maintain local origination equipment. Supervise staff of technicians competent in installation, construction, maintenance of lines. Excellent starting salary, many fringe benefits. Stephen B. Small, Kankakee TV Cable Co., Kankakee, Ill. 815-939-3536.

Situations Wanted Management

Expert in economically successful specialized programing seeks association with progressive communications company (CATV or broadcast) which is realistically facing the future of communications. 20 years in television (10 as VP/GM). Strong sales and programing (affiliate and independent) in major and minor markets. Box F-182, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: two Ampex TA-55B, 55KW UHF-TV klystron amplifiers with tubes, klystron carriages and power supplies. Must be in good condition. Will consider lower power units of similar design. Contact K. Murphy, WNSN-TV, 312-929-1200.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

RCA IT5 high band television transmitter, good operating condition, on loading dock \$1,200. FOB, Washington, D.C. Call 202-686-6052.

Special Sale: Rebuilt cartridge tape playback machines: Tapecaster 600P's & Spotmaster 505's, \$195 ea.; Tapecaster 700P's, \$250 ea.; Tapecaster 700PS's (Stereo), \$350; Sparta 600P (Stereo), \$300; Spotmaster 5-spot's, \$1,175 ea.; Carousels, \$970 ea.; Sparta "4-deck" reconditioned, \$770. Also: Ampex 602 reconditioned, \$495; Gates Level Devil, reconditioned, \$225; Kahn Symmetra-peak, like new, \$225; Tapecaster 700RPS (Stereo), rebuilt, \$595. 90 day warranty. Terms: Check with order, FOB Rockville, Maryland. Sale ends July 15, 1973. Autodyne, Box 1004, Rockville, Md. 20850. 301-762-7626.

Completely operational broadcast mobile unit. 2 TK30 cameras, zoom lens, 2 sync. gen., audio, directors console, etc. Price open. Must sacrifice. 312-738-1022.

Helix-styreflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Tubes wanted—sold. CeCo, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-646-6300.

For sale: 275' four sided self-supporting tower. Contact: Jack Hackman, 715-384-2191.

INSTRUCTION

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

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 June 27, Oct. 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

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

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

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Cheshdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

Instructions Continued

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus— "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC first class radio telephone license. Over 90% of our students pass their exams. Classes begin July 16. 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401, phone 703-373-1441.

New Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371.

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. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, Calif. 91606. 213-980-5212.

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.

Free weekly radio broadcast. 28 minutes. Starlight Chapel, Box 2401, Paterson, N.J. 07509.

RADIO

Help Wanted Management

GENERAL MANAGER CALIFORNIA

Key West Coast station needs outstanding radio executive with proven record of successful station management in major market. \$60,000 plus stock participation. Direct resume to:

Box F-129, BROADCASTING
Confidence assured.

Help Wanted Sales

WOAI Radio, 50,000 watts, San Antonio, has an immediate opening for an aggressive Account Executive to assume an established list. Excellent draw and commission plan, plus many outstanding company benefits. Forward resume and earnings history to:

Don Green
Sales Manager
WOAI Radio
Box 2641
San Antonio, Texas 78209

Help Wanted Sales Continued

SALES ENGINEERS

We are looking for sales engineers to represent a major radio broadcast equipment manufacturer. Desirable background includes: experience as chief engineer and/or manager of radio stations. Salary plus commission, travel expense, fringe benefits and relocation.

Send resume in confidence to:

Box F-210, BROADCASTING

An Equal Opportunity Employer

Help Wanted News

NEWS DIRECTOR

Number one station in Georgia's second largest city offers challenging position for a top man who can smell, dig, research, write and deliver news and direct a three man news operation for a Contemporary station. Send tape, photo and resume to:

WDAK
Box 1840
Columbus, Georgia 31902
An Equal Opportunity Employer

Situations Wanted Management

Twenty years experience. All phases, sales, operations and programing. Seeks management position in top 60 markets. Presently executive in allied field.

Box F-139, BROADCASTING

GENERAL MANAGER STATION OR GROUP EXPERIENCE AS FOLLOWS:

Vice President of group operation: Responsibility—Seven stations—sales, programing, promotion, public relations, union negotiations, budgeting, income projections, personnel—gross billing five million per year.

General Manager—large market: Station increased in rating from number four to number one; gross doubled; profit increased from zero to \$220,000.00.

General Manager—small market: Small operation—seven people, sold, collections, wrote, announced and managed—station operated at 30% profit.

Box F-186, BROADCASTING

Situation Wanted News

O & O ANCHORMAN

Writer/Reporter in 5th market wants to step up.

Box F-178, BROADCASTING

NEED A SPORTS PRO?

Now working in the top rated radio station in a market of 400,000, I'm looking for larger market radio, TV or both. 7 years experience, including play-by-play of over 40 major college basketball games a season for the past 3 years, major college football over the same period, coverage of major golf tournaments and coverage of major league baseball. A trend setter, I've built a tremendous following. Why not let me turn your sports fans on? Immediately available to relocate anywhere.

Box F-185, BROADCASTING

TELEVISION

Help Wanted News

WANTED EXECUTIVE NEWS PRODUCER

To produce a vibrant new look at the news at a network affiliate within the top 15 markets.

Box F-218, BROADCASTING

Equal Opportunity Employer

NEWS DIRECTOR

Avco Broadcasting Corporation, WLWT/WLW, Cincinnati, is looking for a News Director. Applicants must be able to present evidence of a definite success pattern in their professional careers. Company offers excellent starting salary and fringe benefit package. Please send complete resume including earnings history and requirements to:

Richard Reed
Vice President - General Manager
Avco Broadcasting Corporation, WLWT
140 W. 9th Street
Cincinnati, Ohio 45202
An Equal Opportunity Employer M/F

TELEVISION
Help Wanted Management

DIRECTOR, COMMUNICATIONS MEDIA PROGRAM

The State University of New York, College at Buffalo, announces a vacancy in the position of Director, Communications Media Program. This Program is a new undergraduate curriculum in which students will specialize in a variety of communications subjects, including print-journalism, broadcasting, journalism, graphics, public relations, advertising, and many other fields. The Director must be an experienced teacher and scholar in a communications field, with experience as an academic administrator and experience in a communications industry. The position requires curricular management, student advisement, faculty recruitment, internship supervision, and relations with an advisory committee of Buffalo media executives, as well as a faculty advisory committee.

Salary: \$18,500 - \$19,500, plus benefits.

Send resume to: Dr. Charles S. Olton
Associate Vice President for Academic Affairs
State University College at Buffalo
1300 Elwood Avenue
Buffalo, New York 14222

Help Wanted Sales

GROWTH OPPORTUNITIES IN TV & RADIO BROADCAST EQUIPMENT!
We are a leading producer of TV and Radio broadcast equipment with the following openings:

TV BROADCAST SALES ENGINEERS/QUINCY

Our TV Sales Department is seeking well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning, is essential.

TV & RADIO BROADCAST FIELD ENGINEERS/QUINCY

Our Service Department is seeking well trained and experienced TV and Radio Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

**ASSISTANT MANAGER (Broadcast Engineering Exp'd)
FOR OUR NYC MERCHANDISING CENTER**

Your responsibilities will include broadcast equipment sales and retail operations. Formal technical training is desired. Experience in station operations and engineering required. Sales experience helpful.

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor.

GATES DIVISION

An Equal Opportunity Employer M/F

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Help Wanted Technical

**ONE SENIOR VIDEOTAPE ENGINEER
AND
THREE JUNIOR VIDEOTAPE ENGINEERS**

Northeast videotape facility has four new openings for experienced engineers who have either Network and/or station background, of at least three years.

Ampex Quad experience is essential; work on either AVR-1's and an ADR-150 is fantastic. Maintenance background and ability to learn are other requisites for these demanding positions.

RBC, Inc. is seeking applicants nationwide for relocation to the area in which our VTR facility is located. Our staff is fully aware of this advertisement.

Profit-Sharing, stock options, and many other extras will be made available to the persons chosen. All written inquiries will be answered. Interviews will be held during July, with anticipated employment beginning in September.

If you are the person to fill one of these once-in-a-lifetime positions, then write (please do not call):



Mr. Peter Feldman
Director of Engineering
RBC, Inc.
26 Ladder Hill Road, South
Weston, Connecticut 06880

Technical Continued

**FIELD
SERVICE
ENGINEERS**

Tape Recorders

Ampex has an immediate opening for a qualified field service engineer to work in the Southeastern region of the United States.

Experience in servicing broadcast or closed circuit and television cameras is required. Ampex equipment knowledge is desirable—will provide training. Excellent fringe benefits and company car included.

Please send your resume or call Paul Hansil, 1680 Tully Circle, Suite 134, Atlanta, Ga. 30329, (404) 633-4131. An Equal Opportunity Employer M/F.

AMPEX

Help Wanted News Continued

**WANTED
CO-ANCHORMAN**

An attractive experienced newscaster willing to be part of a dynamic team.

Major Market

Box F-219, BROADCASTING

Situations Wanted, Announcers

**WHAT MAKES
Box F-192 RUN?**

Talk-variety television does. No Sammy Glick here, but a literate, natural, versatile entertainer and modest.

Ready for a new assignment in a major market. Send for videotape highlights of the hour daily show I'm doing now.

Box F-192, BROADCASTING

Situations Wanted News

O & O Newsmen

in 5th market wants secondary anchor and reporting in equal or larger market.

Box F-179, BROADCASTING

CABLE

TV SLIDES: \$6
 •PROGRAM TOPICS
 •NEWS & WEATHER
 •SPECIALTIES
 SEND FOR COMPLETE LIST
BOB LEBAR FILMS 240 E. 55 ST. NYC 10022



COMEDY

"REMINISCING IN OLD-TIME RADIO"
 (5-HOUR COMEDY SPECTACULAR)
 Featuring over 50 famous comedians of radio's GOLDEN AGE—1920's, 30's, 40's. IT'S FANTASTIC. Can also be aired as five separate 1-hour special programs. Low rates. For full information and audition tape, dial (703) 342-2170 or write Hayden Huddleston Productions, Inc., Shenandoah Bldg., Roanoke, Va. 24011.

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
 Sherlee Barish, Director

Miscellaneous

National Radio Research

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Corporation wants medium market FM. Illinois or surrounding states preferred, but all offers considered. Replies confidential.

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 Class IV Top 50 Market
 Terms to qualified buyers
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NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Indicate desired category: Radio Television Cable

HELP WANTED	SITUATIONS WANTED	WANTED TO BUY	FOR SALE
<input type="checkbox"/> Management	<input type="checkbox"/> Management	<input type="checkbox"/> Equipment	<input type="checkbox"/> Equipment
<input type="checkbox"/> Sales	<input type="checkbox"/> Sales	<input type="checkbox"/> Stations	<input type="checkbox"/> Stations
<input type="checkbox"/> Announcers	<input type="checkbox"/> Announcers	ADDITIONAL CATEGORIES	
<input type="checkbox"/> Technical	<input type="checkbox"/> Technical	<input type="checkbox"/> Instruction	
<input type="checkbox"/> News	<input type="checkbox"/> News	<input type="checkbox"/> Comedy Material	
<input type="checkbox"/> Programing	<input type="checkbox"/> Programing	<input type="checkbox"/> Miscellaneous	
<input type="checkbox"/> Production, Others	<input type="checkbox"/> Production, Others		

Insert _____ time(s). Starting date _____ . Box No. Yes No (\$1 Additional)

Display Inches _____ Non-Display

COPY: _____

Profile

Speaking technically: AFCCE's Elizabeth Dahlberg

To oversimplify it: There are broadcasters, there is an FCC and there are rules, dictated by the latter and complied with by the former. Out of those rules sometimes comes ambiguity. In such cases, a middleman is called for, one who can step in and put all the pieces together. It is for such purposes that communications attorneys exist. It is also the role of the communications consulting engineer.

Elizabeth Dahlberg is a consulting engineer. She is also a woman. The last time anybody checked, there were only two practicing female consulting broadcast engineers in the country. Elizabeth Dahlberg, then, is 50% of that profession's total female work force. And out of the 125 professionals belonging to the Association of Federal Communications Consulting Engineers, hers is the only nonmale voice. Which is *not* why the association last April chose Mrs. Dahlberg as its president.

Mrs. Dahlberg believes that the reason is uncomplicated. "Every [elected] position is for one year and you can't be re-elected," she notes. "They run out of people to take the job." According to Mrs. Dahlberg, it was simply her turn.

A concurring note from one of her associates in AFCCE: "The election was a matter of choosing one of the respected members of the group. Her turn came up like one of the boys."

Mrs. Dahlberg, nevertheless, is not one of the boys. She is a quiet, sensitive woman, friendly without being markedly extroverted and competent beyond reproach. If she is troubled by the fact that her profession in general and AFCCE in particular have yet to become institutions upon which the feminist movement has had a tangible impact, she does not express the feeling publicly. For Mrs. Dahlberg, it's more a matter of getting on with the job, preferring to remain aloof to politics as it affects her engineer's profession.

Getting on with the job, for Mrs. Dahlberg, means being a partner in the Washington engineering firm of Lohnes & Culver, where she has worked for the past 17 years. With AFCCE's lack of a central headquarters, a good portion of the association's business—that which is necessary beyond the group's monthly luncheon meetings—is conducted in her office.

It is a quiet place, as noise is not a part of her profession. Beyond the clacking of a typewriter and the quiet strains of occasional conversation, her office is peaceful, offering welcome sanctuary for one so engrossed in technicalities and mathematical computations.

Controversies do not readily originate,



Elizabeth Lundquist Dahlberg—partner and engineer, Washington consulting engineering firm of Lohnes and Culver, and president, Association of Federal Communications Consulting Engineers; b. Brooklyn, N.Y., 1918; B.A., Hunter College, New York, 1940; statistician and radio engineer, radio division of National Bureau of Standards, 1941-1945; radio engineer, Raymond M. Wilmotte Inc., 1945-1946; same capacity, Frank H. McIntosh & Associates, 1946-1956; joined Lohnes & Culver, 1956; AFCCE president, 1973; m. Gustav L. Dahlberg, 1946; children—Marianne Diaz, 25, William 21.

nor are they pursued, at the AFCCE. The organization serves as a unifying vehicle for some 55 professional consulting engineers and an additional 70 persons who, through their status as representatives of a broadcast-allied equipment manufacturer or as a technical official with a multiple-station owner, are included as associate members—although they may neither vote nor hold office. The group's main efforts, aside from the internal exchange of ideas, are the filing of comments with the FCC on technical regulatory matters.

Accordingly, a primary concern of the association is the commission's current radio re-regulation inquiry. AFCCE's rules and standards committee maintains a close liaison with the agency's re-regulation task force, which is headed by Commissioner Richard Wiley. It has been an influential input in the establishment of several new technical rules promulgated by the commission during the past year. And AFCCE takes credit, among other

accomplishments, for the development of a standardized concept that will eventually enable all directional AM patterns to be determined by computer.

Mrs. Dahlberg is optimistic that re-regulation will eventually prove beneficial both to consulting engineers and their clients in terms of time and effort saved. That optimism is tainted somewhat, however, by a recollection of what many engineers consider to be less-than-admirable technical policies to have come out of that agency. The commission's handling of television and FM allocations in the 1950's would be included; so would the AM freeze, which was lifted by the commission several months ago. "They've now made the rules so tight that there aren't going to be as many [allocations] as we certainly would like," she notes. This is particularly true, she feels, with respect to existing stations that under the new rules are barred generally from improving their facilities unless they do not place an adequate signal over their city of license.

Most engineers place the blame for presumed shortcomings at the FCC on the absence of a commissioner versed in the intricacies of technical problems—specifically, an engineer—on the seven-member agency. With estimates from the engineering community as to the proportion of antiquated FCC technical rules running as high as 50%, there exists in that quarter a universal belief that an engineer-commissioner would go a long way toward bringing reason to regulation from a technical standpoint. The fulfillment of that objective is AFCCE's "big push," if such a term is applicable to an organization whose credo is to be thorough rather than swift. Toward that end, the introduction by Congressman Harley O. Staggers (D.-W. Va.) of legislation that would require the appointment of an engineer to the FCC (BROADCASTING, May 28) was heartening news to AFCCE.

But controversies, again, are not well received at AFCCE, as Mrs. Dahlberg is well aware. She has had 28 years—three more than the age of AFCCE itself—in her profession to ponder that fact, having started as a radio engineer with the now defunct Washington firm of Raymond M. Wilmotte Inc. in 1945.

Before that, her interest, for as long as she can recall, was in the area of mathematics. And loathing the prospect of becoming an educator in that field, she turned to statistics and landed a job, appropriately, as a statistician at the National Bureau of Standards. She was assigned to the radio division there, and, as Mrs. Dahlberg recalls, "it was decided that I would do engineering work. So I thought I was an engineer."

Nearly three decades later, Mrs. Dahlberg, and those with whom she has contact, take that fact for granted.

Editorials

Well, Mr. Engman?

If it didn't waste so many people's time, cost so much money that could be put to more productive use and violate first principles of law, the Federal Trade Commission's continuing campaign to require substantiation of advertising claims would be laughable. The latest exercise, directed at 11 manufacturers of shampoos, carries things beyond the point of absurdity.

Take, as an example, these excerpts from the FTC's instructions to Procter & Gamble, which is to supply information related to Head & Shoulders: "(A) (i) a definition of the term 'dandruff'; (ii) a complete explanation of all the causes of dandruff; (iii) a complete explanation of the process by which the product operates to remove and prevent the return of dandruff for a period of time following use of the product; (iv) a definition of the term 'regularly' as used in the context of the ad; (B) an indication of the name and percentage of the share of the market of the best-selling five (5) shampoos in each of the following categories: (i) dandruff shampoos, (ii) all shampoos; (C) (i) indicate what, if any, uniform tests have been devised either by professional or industry or related parties for the measurement of the effectiveness of the product in removing dandruff. . . . (D) if determination of the effectiveness of the product in removing dandruff involved any tests, surveys or experimental methodology, submit all pertinent details of the test or survey procedure, including but not limited to: (1) the number of sample subjects, (2) the sex, age, type of hair and length of hair of each sample subject. . . ." But why go on? The point is that P&G and 10 other companies must now submit another mountain of paper to the government's obscenely overstuffed files so that civil servants may paw through it in pursuit of incrimination.

There is an inherent injustice in this procedure, unless the country has elected to abandon its historic principle of innocence presumed until guilt is proved. If the FTC thinks shampoo advertising is misleading or defrauding the public, it should exercise its authority to instigate prosecution and assume the burden of proof. A return to that fundamental would be a welcome sign that the agency's new chairman, Lewis Engman, is as much devoted to the law as his predecessor was to regulatory fads that generated publicity.

Acceptable compromise

As reported here a week ago, Representative Robert W. Kastenmeier (D-Wis.) and his Subcommittee No. 3 of the House Judiciary Committee have reported out a newsmen's-privilege bill that would restore a good many rights that recent court decisions have abrogated or put into question. The bill would confer absolute immunity from enforced disclosure of sources or confidential information before all government bodies except state and federal courts, where the immunity would be qualified.

Last week the board of the National Association of Broadcasters endorsed the Kastenmeier bill, thus retreating from its previous support of legislation providing complete protection. The board took the action with some reluctance, it is said, but on representations by respected Washington authorities that the Kastenmeier shield is as thick as the Congress may realistically be expected to forge.

The Washington authorities consulted by the NAB board are probably right, much as this publication regrets accepting their

evaluation. Before his Watergate investigation began to monopolize his time, Senator Sam Ervin (D-N.C.) was at work on shield legislation that was also less than absolute. He and his subcommittee just might accept the provisions of the Kastenmeier bill. With the subcommittees in agreement, the bill would have a chance of passage in both Senate and House.

Assuming that potential, broadcasters ought to unite behind the decision of the NAB board and work for adoption of the Kastenmeier legislation. There must, however, be no indication of further retreat. Kastenmeier may be as much as can be had. It must also be the least to settle for.

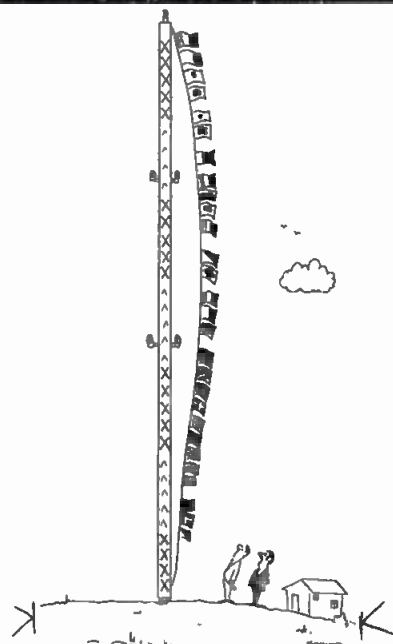
Young blood

For the first time in recent years a contest had developed for the joint-board chairmanship of the National Association of Broadcasters. The younger (44), aggressive, good-looking Andy Ockershausen, fresh from a two-year chairmanship of the radio board, was victor last week over Hamilton Shea (58), a 25-year veteran who had been importuned by television directors to bid for the NAB's top elective post.

The NAB board would have been in good hands under either man. Chairman Ockershausen is familiar with NAB problems and pressure points by virtue of four years as a board member and two on the executive committee. As vice president of the Evening Star station group, he headquarters in Washington, where the action is.

Both the television and radio boards are also in good hands: Bob Wright and Wilson Wearn, of TV, and Clint Formby and Harold Krelstein, of radio.

But the best slate of chairmen and vice chairmen wouldn't be worth beans without an industrious and intelligent headquarters staff. Under Vince Wasilewski, president, and Grover Cobb, senior vice president now convalescing after a heart attack, the material seems to be there, it challenged to perform.



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To sell it in North Carolina you have to sell it on Winston-Salem's No. 1 station* where Bill is the Sales Manager.

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*Source: 1972 ARB Coverage Study E/L Fringe Average

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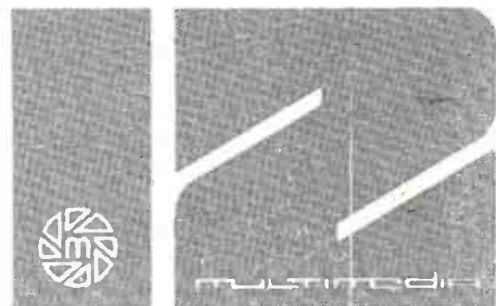
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