Networks duel for dominance and dollars in the daytime
Changing of the guard among citizen-group advocates

Broadcasting Jul2

The newsweekly of broadcasting and allied arts

Our 42d Year 1973


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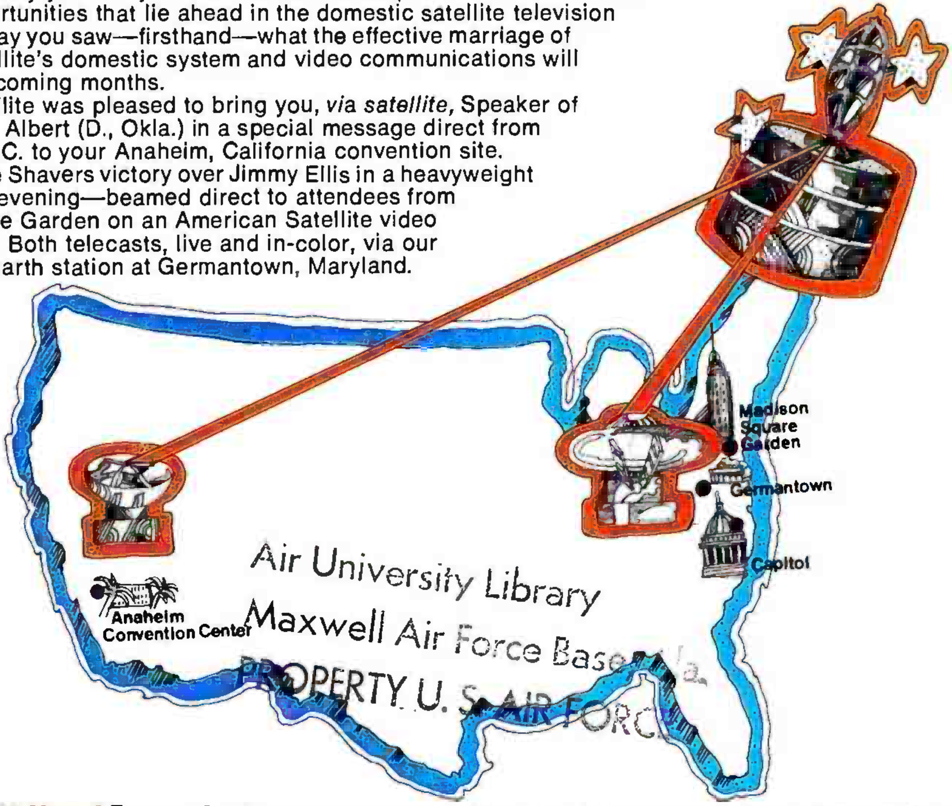
Economical Domestic Video Transmission --Via American Satellite

Thank You, NCTA —Thanks a lot, NCTA, for June 18. It was truly a memorable occasion! The day you and your conventioneers helped us demonstrate the unlimited opportunities that lie ahead in the domestic satellite television industry. The day you saw—firsthand—what the effective marriage of American Satellite's domestic system and video communications will provide in the coming months.

American Satellite was pleased to bring you, *via satellite*, Speaker of the House Carl Albert (D., Okla.) in a special message direct from Washington, D.C. to your Anaheim, California convention site.

And, the Earnie Shavers victory over Jimmy Ellis in a heavyweight bout later that evening—beamed direct to attendees from Madison Square Garden on an American Satellite video space channel. Both telecasts, live and in-color, via our transportable earth station at Germantown, Maryland.



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*Subject to FCC approval.

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american satellite corporation

Broadcasting Jul2
Vol. 85 No. 1

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

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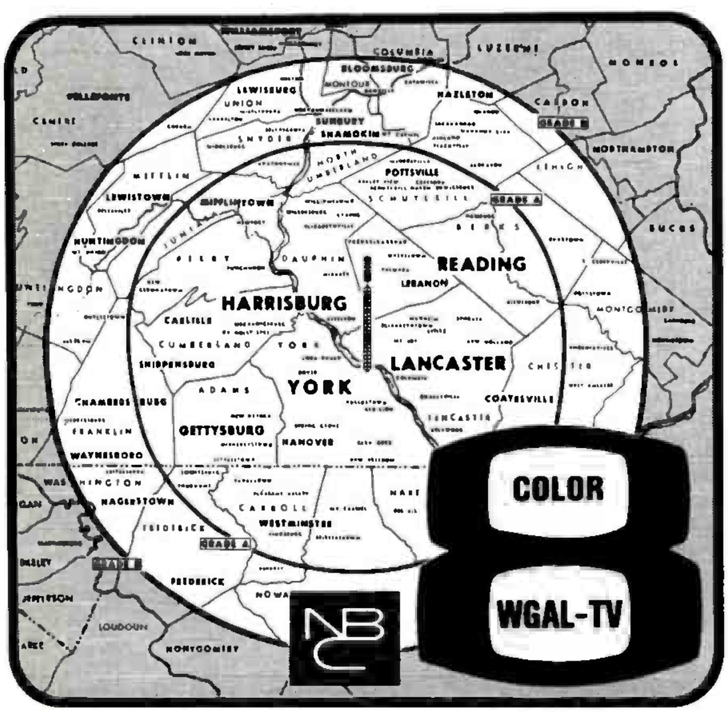
No other quite like it - WGAL-TV



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Closed Circuit®

End in sight?

Intense competition for Democratic vacancy on FCC brought one tangible result last week: deferment of selection until this week. Some strategists were talking of promotion from within of engineer—perhaps of caliber of Broadcast Bureau chief, Wally Johnson, 30-year veteran at age 54. Though pending names haven't been eliminated, among new ones heard are those of Earl J. Glade Jr., now at Brigham Young University (Mormon), formerly with KSL(AM) Salt Lake City, where his late father, also broadcaster, was long-time mayor, and Harvey Jacobs, 57, director of center for broadcasting and international communications, New Mexico State University, who was in Washington last week for interviews.

Three holdovers still believed in running for Nick Johnson's commissionership are said to be: Luther Holcomb of Dallas, Baptist clergyman now vice chairman of U.S. Equal Employment Opportunity Commission; James H. Quello, retired head of WJR-AM-FM Detroit, and Herbert B. Cahan, Group W area vice president, Baltimore.

Messrs. and Mrs. Clean

Recent U.S. Supreme Court decision on obscenity is seen by FCC lawyers as strengthening agency's power to clean up broadcasting. And references to that decision are expected to find way into new position paper, detailing and clarifying commission's view on obscenity and indecency. Paper will come in response to petition by Illinois Citizens Committee for Broadcasting asking FCC to reverse itself on $2,000 Sonderling fine, to end inquiry into transmissions of allegedly offensive programing on air and cable and to disavow Chairman Dean Burch's speech on topless radio before convention of National Association of Broadcasters. FCC will reject all those demands. Committee has already filed court appeal against FCC "inaction" on its petition.

Second thought?

It may be long shot, but there are some who are not ready to write off possibility CBS may ease up on new policy against instant analyses of presidential broadcasts, though they are not making book either way. Affiliates as whole are believed to like plan (BROADCASTING, June 11), but apparently relatively few have let CBS know what they do think. Public response, however, such as there has been, tends against it. Best information that could be put together last week indicated that of about 80 public letters at that point, three out of four were critical.

Affiliates who have gone on record, though relatively few, are divided. WDAU-TV Scranton/Wilkes-Barre, Pa., carried highly favorable editorial; WCAX-TV Burlington, Vt., was pleased, and Southern stations sampled by *Charlotte* (N.C.) *Observer* were also favorable, among them WBTV(TV) Charlotte. But critics include *Louisville* (Ky.) *Courier-Journal*'s WHAS-TV and McGraw-Hill's KMGH-TV Denver. WBAY-TV Green Bay also sent objections, and Larry Maisel, news director of WDBJ-TV Roanoke, Va., wrote highly critical letter to CBS Chairman William S. Paley saying policy represented abdication of journalistic responsibility. WDBJ-TV also carried editorial that ended with this line: "Won't you come home, Bill Paley?"

Rash of lawyers

Interest manifest these days in communications law is attested by FCC's own experiences. With 40 new jobs for lawyers available in next fiscal year's budget (which begins July 1) FCC has received some 3,500 applications.

End of era

RKO Radio Division president, Bruce Johnson, and programing vice president, Bill Drake, agreed in Los Angeles last Thursday night (June 28) to end relationship of nine years between Mr. Drake and RKO contemporary stations (BROADCASTING, June 25). Mr. Drake reportedly will return to his partnership with Gene Chenault in American Independent Radio, radio syndication and programing consultancy firm, on Aug. 1. Until last year, he was consultant to RKO, then was made programing vice president, but "things weren't the way any of us wanted them to be," Mr. Johnson said.

FCC North?

Communications attorneys who visited FCC public-reference room last week to check 1973 equal-employment reports stations were to file by June 1 could find none submitted by television outlets. Turned out whole batch had been shipped to New York for copying by Office of Communication of United Church of Christ, compiling data for another report on TV employment. Church's first report was scathingly critical (BROADCASTING, Nov. 27, 1972). FCC officials last Friday said reports had been returned.

Tape matches film

ABC-TV is understood to be so pleased with audience acceptance of thriller-type taped features produced by ITC of London and carried in 11:30 p.m.-1 a.m. time period once a month that it has ordered nine movies in addition to eight in original contract. Features, keyed to witchcraft, horror and supernatural, are slotted against Johnny Carson and CBS movies, and are said to have performed competitively against films carried on CBS.

Sales point

Program distributors in Hollywood report heightened interest among broadcasters in syndicated children's television shows. New turn of mind is attributed to statement by Elizabeth Roberts of FCC at conference on children's programing last month in Cincinnati (BROADCASTING, June 11; see also page 20, this issue) that FCC isn't wedded to requirement that shows for young be local and live. Syndicators, arguing their product is better than stations can produce for themselves, cued Mrs. Roberts's references to local shows at conference.

One more time

Annual FCC newsmaker luncheon of International Radio and Television Society, traditionally one of biggest bashes of IRTS year, has been set for Friday, Sept. 14, in New York. Reigning FCC chairman is always invited as chief speaker (and usually makes it). This time Chairman Dean Burch accepted in January, although firm date had not been set. He has given no indication he'll rescind acceptance, lending support to belief he isn't as near departure from FCC as he once seemed to be ("Closed Circuit," June 25).

Opening

Soon to be announced is $1.5-million Department of Health, Education and Welfare grant to New York State Educational Department for new ETV series, hopefully to achieve *Sesame Street* caliber, for pre-school and up-to-second-grade appeal, seeking elimination of negative effects of racial isolation. Project envisages 78 15-minute segments. Dr. Benarr Cooper, chief of Bureau of Mass Communications in Albany, is looking for executive producer for 18-month project. Pay: $52,000, of which $41,000 would be take home, $11,000 for retirement, health and other fringes.

Stepping out

Alexander W. (Bink) Dannenbaum Jr., Westinghouse Broadcasting Co.'s senior vice president for marketing, planning and development, is retiring after 38 years in business, 20 of them with Westinghouse (he was sales manager of WPTZ-[TV] Philadephia when Westinghouse bought it from Philco in 1953, subsequently changed call to KYW-TV). He's moving from suburban New York to suburban Philadelphia (Huntingdon Valley, Pa.), also has bought house in Deerfield Beach, Fla.

At Deadline

Chairman Burch says he's having second thoughts about fairness

Last word about doctrine hasn't yet been written, FCC chief notes, indicating he could be on side of the opponents when it is

FCC Chairman Dean Burch says that in wake of U.S. Supreme Court decision in BEM case (BROADCASTING, June 4), he is not sure whether commission's fairness doctrine "is in full bloom of glowing good health or on its last feeble legs."

Chairman, who discussed decision in luncheon speech at annual meeting of Federal Communications Bar Association Friday (June 29), also suggested he was not as sure today as when he joined commission four years ago of wisdom of retaining fairness doctrine. He said last word about fairness, about frequency-scarcity argument which traditionally provides constitutional basis for fairness doctrine, and about First Amendment has not yet been written.

Chairman noted that BEM decision, which held that broadcasters could impose ban on sale of time for editorial ads, has "least worst" quality about it. Chief Justice Warren E. Burger, who wrote court's opinion, Chairman Burch noted, concedes that broadcasters "can and do abuse" their powers of editorial discretion.

Chairman held that BEM decision, although regarded as "victory" by broadcasters and commission was worth "no more than two and one-half cheers" because:

- Fairness doctrine was held to be "delicate balancing act" between public interest and free broadcast journalism. And although commission's track record of restraint with regard to broadcast journalism is good, "temptation to intrude is great."
- Decision means broadcast journalism is not on same footing as print journalist. Athough, practically speaking, both may be equal, broadcast journalist "has to prove" his fairness, print journalist does not—and chairman said he is not sure he can define reason for distinction.
- "And 'scarcity' rationale," he said, makes him "nervous." (He noted that argument appears to make Chief Justice Burger nervous too, since he talks about wisdom of avoiding freezing "necessarily dynamic process into a constitutional holding.")

Distinctions to be made between electronic and print journalism in terms of impact and immediacy have nothing to do with "scarcity," Chairman Burch said. "Neither do the numbers involved—daily newspapers vs. broadcast outlets.

"I am not quite prepared to rewrite the book, and I have no power to rewrite the Communications Act—but I confess to a growing perplexity about the foundations of the fairness doctrine and its role in the regulatory scheme."

Chairman noted that others who have served on commission have changed their views after returning to private life, and indicated his may have changed while serving on agency. He joined commission as "card-carrying conservative," feeling about networks "the way lots of people feel about networks," unimpressed with objectivity of newsmen. His views on those matters have not changed, but his evaluation of alternatives has.

Johnson reviews 7 years: Some beneficial changes, but much more are needed

FCC Commissioner Nicholas Johnson said Friday (June 29), next to last day of his term, that he thought there had been "very healthy" modification of broadcasting industry's attitude during his seven years on commission, but that "we have a long, long way to go."

In interview on *CBS Morning News with John Hart* he said broadcasters were interested only in money involved when cigarette advertising was at stake but "took a different stance" when drug advertising was under attack: "They came up with an industry self-regulation package. I think it was largely superficial, public relations, but it was a distinct change in industry's stance, and I think one very much for the better. And their voluntary removing of vitamin advertising from children's television, the voluntary cutback on the quantity of commercialism in children's television—I think the industry is responding to groups like Action for Children's Television and the National Citizen's Committee for Broadcasting and the public-interest law firms in Washington that are trying to make the FCC honest, as difficult as that is to do."

He cited emergence of public broadcasting and cable TV and squelching of merger of ABC and International Telephone & Telegraph among major changes and accomplishments he had seen during his FCC term.

Law in Washington. Marcus Cohn (Cohn & Marks) elected president, Federal Communications Bar Association, at annual meeting Friday (June 29). Jack P. Blume (Fly, Shuebruk, Blume & Gaguine) elected first VP; Reed Miller (Arnold & Porter), second VP, and Ben C. Fisher (Fisher, Wayland, Duvall, Southmayd & Cooper), delegate to American Bar Association. At same meeting FCBA members voted 131 to 125 against admitting government-employed lawyers to association. Argument of opponents, who prevailed, was that those in private practice and in government are inherently adversaries whose interests would conflict in same professional society. Earlier in week FCBA's ethics committee advised all members to keep names and pictures out of press.

FCC asked to change timing and content of prime-time argument

Proponents of prime-time access rule were active last week in efforts to influence both context and dates of oral argument FCC has scheduled on rule for this summer.

ABC late last week asked commission to postpone proceeding until Sept. 17 (it is presently scheduled for July 30-Aug. 1). And National Association of Independent Television Producers at same time asked agency to clarify issues to be explored in testimony, claiming that they presently do not include pertinent issues that have to date been crux of FCC inquiry on rule's effectiveness. Earlier, Westinghouse Broadcasting Co. asked commission to add questions concerning ramifications of rule's possible repeal and network dominance of programing (see page 41).

Among reasons ABC cited in requesting delay was uncertainty as to whether Commissioner Nicholas Johnson or his successor will be serving on agency on proceeding's scheduled date.

NAITP pleading asserted that it would be "contrary to basic fairness" for commission to hold oral argument without exploring basic issues of prime-time proceeding, especially with respect to retention or deletion of rule itself.

Appeals court backs FCC in turndown of Democrats

U.S. Court of Appeals in Washington has rejected claim of Democratic National Committee that it was entitled under fairness to free time on ABC, CBS and NBC to respond to four broadcast addresses by President Nixon in August-October 1971 on administration's economic policy.

Court, in unanimous opinion issued Friday, affirmed FCC decision that networks had met their fairness obligations in connection with discussion of economic issues, and were not obliged to make free time available to DNC.

Court said that in "light of established principles"—enunciated in previous commission decisions affirmed by court—"it is clear that DNC was not entitled automatically to any right of reply."

Court said that fairness doctrine does

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not contain equal-opportunities rule. It also said that commission was justified in concluding that, in view of coverage they had given economic-policy issue, networks had not acted unreasonably in denying free time to DNC.

Court also expressed agreement with commission's holding that even if decision had gone against networks, fairness doctrine would not necessarily mandate DNC as spokesman for opposing view. Networks would have discretion in selecting spokesman, court said.

Klein sees some benefits from exchanges between media and White House

Outgoing White House Communications Director Herbert G. Klein told National Broadcast Editorial Association on Friday (June 29) that increasing complexity of foreign and domestic issues necessitates more informed broadcast editorials and commentary (also see page 34).

Despite past conflicts between broadcasters and administration, he said, media and executive branch have benefited from "mutual criticism." He termed "misplaced" allegations of trend toward administration intimidation of media.

There has been "overreaction" on part of Federal Trade Commission on advertising issues, and on part of courts with respect to decisions relating to protection of sources and information and to license-renewal cases, he said.

He came out in favor of radio deregulation and renewal legislation to add stability to broadcast industry, but was less certain about federal shield law proposals. He said state laws should be strengthened, but federal statute may prove more injurious than helpful to media.

Lionel Van Deerlin (D-Calif.), in remarks on House floor early last week, paid tribute to Mr. Klein who left his White House post yesterday (July 1). Mr. Klein "has been a true 'good guy' in a White House which . . . does not boast an overabundance of his kind," said Mr. Van Deerlin, and he has worked hard to keep open lines of communication between media and President.

In speech prepared for NBEA luncheon Friday (although not delivered due to press of House business), Representative Barbara Jordan (D-Tex.) charged that television "seems to add to the general numbness that afflicts this nation" and editorialists have responsibility to counteract that effect by creating public understanding and interest in matters pertaining to human rights and liberties.

Muzak group charges inequity in FM rules

FCC has been requested to explore possibility of changing rules to restrict FM broadcasters to transmissions with only 90% modulation capability, based on charges that syndicated-music services are refusing to do business with stations that utilize signal-degenerating subsidiary communications authorizations.

Request came in comments filed last week by International Planned Music Association, group of 130 Muzak franchisees, in connection with commission inquiry on whether music syndicators exert improper influence over licensee discretion (BROADCASTING, May 21).

IPMA charged that its industry is suffering because some FM licensees are refusing to offer SCA spectrum space to them (SCA is primary vehicle through which Muzak is delivered to clients) out of fear that music services will refuse them their programing. It claimed that it is practice of some syndicators to demand that station clients refrain from use of SCA's, because sideband operation is generally considered to cause about 10% degeneration of primary broadcast signal.

If all FM's were compelled to operate with this 10% degeneration—whether they employ SCA or not—by modulating only 90%, IMPA contended, "any possible advantage" licensees may acquire over competitors by "arbitrary refusal" to utilize SCA would be eliminated.

There were even more hellos, goodbyes at FCC

Turnover of key FCC personnel (see page 33) continued late last week, with commission disclosure of four additional significant changes. FCC Secretary Ben Waple, one of most familiar names at agency to broadcasters (his name appears on most official FCC correspondence), retired last Friday (June 29). Commission announced on same day appointments of William Jensen and Reuben Lozner as administrative law judges to fill vacancies created by death of Judge Millard F. French and retirement of Judge Isadore A. Honig.

Mr. Waple, 61, has been with FCC since 1936. He was appointed permanent secretary in 1963.

Commission also announced Friday retirement of Kenneth W. Miller, chief of emergency communications division, who has been with agency 33 years.

Mr. Jensen has been administrative law judge with Federal Power Commission. He is no stranger to FCC, having served as hearing examiner there from May 1952 to May 1971.

Mr. Lozner has served as administrative law judge with Department of Health, Education and Welfare since 1962.

John Dean 3d brings back the one-man show for TV

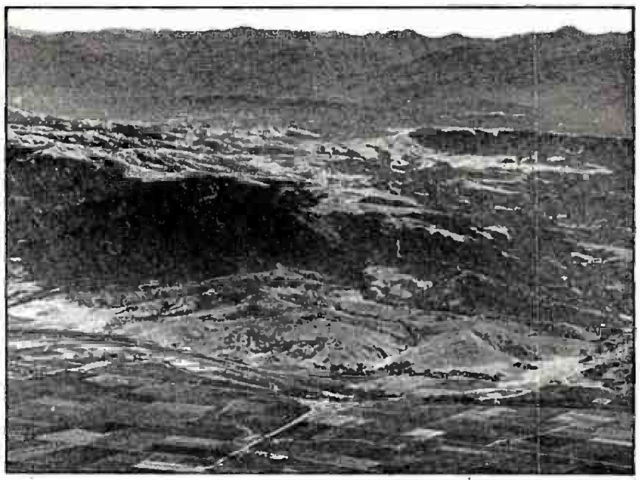
All three commercial TV networks kept cameras trained on John W. Dean 3d Friday (June 29) throughout his fifth day of Senate Watergate testimony, bringing their Dean coverage for week to more than 30 hours each (early story page 32).

Hearings are due to resume July 10 with former Attorney General John Mitchell as witness, in which case it's expected all three networks will again cover live.

For first four days of Dean hearings, three-network TV coverage had average 14.8 rating and 60% share in Nielsen ratings in Los Angeles, 12.6 and 46% in New York. In Los Angeles average, NBC led with 31.9 share to CBS's 15% and ABC's 14%. In New York it was NBC 18%, CBS 17%, ABC 11%.

In Brief

No shield. Because "all doors are closed to me," Stewart Dan, reporter for WGR-TV Buffalo, N.Y., will testify before grand jury on what he saw at 1971 Attica prison riot. Supreme Court Justice Thurgood Marshall refused to stay contempt order that said Dan must testify or go to jail today (July 2). ▪ **Second thoughts.** Proposed merger of Downe Communications Inc. (*Ladies Home Journal, American Home, Family Weekly*) and Bartell Media Corp. (broadcasting, magazines) has been called off—at least for present. Downe already holds 40% of Bartell common. ▪ **Rozelle relinquishes.** National Football League Commissioner Pete Rozelle said last week he has asked networks to remove contract clause that gives him right to reject game announcers. Clause, long standard in TV game contracts, is to be part of public inquiry by FCC. Mr. Rozelle said he will advise club of removal of clause which he claimed he had not used in his 13 years as commissioner. ▪ **Keeps flying with Falcons.** WQXI-TV Atlanta has signed new three-year contract through 1976 with Atlanta Falcons for exclusive TV rights to pro football team's preseason games. Arrangement augments current preseason contract between ch. 11 station and Falcons and provides for at least five games per year with Bob Neal doing play-by-play. ▪ **Recuperating.** FCC Broadcast Bureau Chief Wallace E. Johnson is in Northern Virginia Doctors hospital recovering from corrective surgery required in connection with old appendectomy. Mr. Johnson will be out several weeks. ▪ **Another term.** Donald H. McGannon, president of Westinghouse Broadcasting Co. and of parent Westinghouse Electric Co. Broadcasting, Learning and Leisure Time, re-elected chairman of Advertising Council. ▪ **Feniger picked.** Jerome Feniger, president of Horizons Communications Corp., New York-based group-station owner and program syndicator, elected president of International Radio and Television Foundation, fund-raising and educational arm of International Radio and Television Society. He succeeds Maurie Webster, vice president of CBS Radio, New York, recently named president of IRTS. ▪ **Pigskin partners.** WNEW(AM) New York will broadcast New York Giants football games through 1976, rounding out 15 years of on-air association, under a contract announced last week.

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EDITOR: The letter from Mick Schafbuch of KOA-AM-FM Denver in your June 18 issue questioned my claim that WCAU(AM) has the heaviest play-by-play sports schedule in broadcasting. Mr. Schafbuch said he would withdraw his protest if we could beat his schedule. The WCAU lineup includes:

Phillies baseball, 178 games; Flyers hockey and Stanley Cup play-off, 91 games; 76'ers basketball, 75 games; NFL football, 39 games; college football, 20 games; college basketball, 38 games; NCAA soccer, 2 games.

In addition to the 441 games listed above, we also carry the Cotton Bowl, Sun Bowl, Super Bowl (when on CBS), AFC/NFC championship (when on CBS), NFC championship, racing's Triple Crown, U.S. Open tennis, Masters' golf and this year we carried five American League pennant play-off games and nine NBA play-off games. We also originate local high-school basketball and football games.—*John Downey, vice president and general manager,* WCAU *Philadelphia.*

EDITOR: Perhaps we can put an early end to the "can you top this" game in live play-by-play sports coverage. WBIZ-AM-FM broadcast the following games during the past year:

High school football, 33; high school basketball, 57; high school basketball tournaments, 28; University of Eau Claire football, 12; University of Eau Claire basketball, 28; University of Eau Claire basketball tournaments, 2; Minnesota Vikings football, 13; NFL Monday night football, 12; Minnesota Twins baseball, 162; Milwaukee Brewers baseball, 162; All Star baseball game, 1; National League play-offs, 4; World Series, 7; Eau Claire Little League and Babe Ruth baseball, 13; high school swim meet, 1; Eau Claire Cavaliers baseball, 6; Milwaukee Bucks basketball, 50; NBA play-offs, 8; NBA All Star game, 1; major college football and bowl games, 6; A.S.A. soft ball tournament championship, 1; international ski jumping regional meet, 1. Total: 608.

Needless to say, we are known as "Radio Sports" in west-central Wisconsin. —*Lou Kassera, station manager and sports director,* WBIZ-AM-FM *Eau Claire, Wis.*

Roots

EDITOR: It being 1973, we are celebrating our 20th anniversary, along with other stations that went on the air in 1953 because of the lifting of the freeze. I have been wondering how many stations still have the same manager. I think these figures would be interesting. During the past 20 years I have been executive vice president and general manager, then president and general manager, then back to executive vice president and general manager at the same station—*Robert W. Ferguson, executive vice president and general manager,* WTRF-TV *Wheeling, W. Va.*

Writer writes again

EDITOR: BROADCASTING is an excellent trade magazine, and I say this as a former trade magazine publisher.—*Albert M. Rung, vice president, public relations and advertising, Burlington Northern railroad* [and BROADCASTING "Monday Memo" author, June 18], *St. Paul.*

Finder's plea

EDITOR: We sold our radio station three years ago. At that time I had become very much aware of an expression that I now believe is the most used of any on the air or TV. The expression is, "you'll find." To me this is negative. I don't want to find anything, I want to know that so and so has the item and I won't have to "find" it. Listen and see if this is not a universal copy crutch.—*C. M. Edmonds, Research Associates, Manitou Springs, Colo.*

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

Datebook®

■ Indicates new or revised listing.

This week

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 speaker: FCC Commissioner Richard E. Wiley. Shoreham hotel, Washington.

Also in July

July 10—Annual meeting, *Taft 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 Talisman 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.

■ **July 24**—Oral argument on FCC jurisdiction over pole attachment arrangements for cable television companies. 9:30 a.m., FCC, 1919 M Street, N.W., Washington.

August

Aug. 1—Extended date for filing 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).

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

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

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.

Monday Memo

A broadcast advertising commentary from Charles J. Hawkins, vice president, Cunningham & Walsh, New York

AMC goes its own way to drive up new sales

Perhaps you've seen this commercial on television: A large, long truck rumbles across a barren landscape, its cargo covered with a huge sheet of canvas. Emblazoned on the canvas is "American Motors Buyer Protection Plan," and the 101 words of an incredibly brief guarantee. Beneath the canvas is the full line of cars—Gremlin, Hornet, Matador, Javelin, Ambassador—which roll off the truck and line up side by side.

Besides the drama of the photography and the accompanying music, the image is on target: handsome cars protected by a simple, direct commitment from a consumer-concerned manufacturer.

And that message is at thc heart of a rather dramatic turnabout at American Motors Corp. Three years ago, many knowledgeable people in the automobile industry and on Wall Street were forecasting doom; a sad end to the gallant "little" automobile company that just couldn't compete with the big three auto makers and the aggressive auto importers. Sales for the 1972 model year, however, broke a five-year record. And this year the first six months' sales were 33% above 1972. In May, sales were at the highest level for the period in 10 years, marking the 22d consecutive month of increased sales over the year-earlier period. And June sales are at an all-time high.

American Motors madc this turnabout possible by facing its two most persistent problems head on: how to stay in business and how to cope in a positive way with the surging consumer movement. After nine months of in-depth market research, AMC answered both problems with a single solution—the buyer protection plan—and set a new course for itself.

Why a buyer protection plan and not just a guarantee? Most companies feel that a guarantee is backing enough for a new car. But American Motors wanted to do more:

"When you buy a new 1973 car from an American Motors dealer, American Motors Corp. guarantees to you that, except for tires, it will pay for the repair or replacement of any part it supplies that is defective in material or workmanship. This guarantee is good for 12 months from the date the car is first used or 12,000 miles, whichever comes first. All we require is that the car be properly maintained and cared for under normal use and service in the 50 United States or Canada, and that guaranteed repairs or replacement be made by an American Motors dealer.

"American Motors is the only manufacturer that has a plan to provide a *free loaner car* if guaranteed repairs take overnight.

Charles Hawkins's 25 years in the advertising business have included stints at Jack Tinker & Partners on the Carling Brewing and Toni accounts and at BBDO on food, transportation, aviation and business-machinery accounts. He joined Cunningham & Walsh in 1966 and subsequently served on the Old Milwaukee beer and Sunshine Foods accounts. He presently is a C&W vice president and management supervisor on the American Motors account, which C&W acquired in March 1972. He is also director of new business for the agency.

"Special trip-interruption protection—If your car needs guaranteed repairs more than 100 miles from home, American Motors will pay all reasonable expenses for food and lodging—up to $150.

"A free hot line to Detroit—If you want to get mad at us, we'll listen."

This was AMC's commitment to consumers, a solemn promise to eliminate concerns and annoyances whenever possible, and to see that dealers would back their commitment to the consumer. Moreover, it was a new kind of guarantee and a new kind of corporate commitment on the part of the client that required a fresh approach to broadcast advertising and a new outlook on use of media by the agency.

Previous ad campaigns for American Motors had laid stress to the buyer protection plan without identifying the cars the guarantee covered. For the 1973 models, however, Cunningham & Walsh set out to develop favorable consumer attitudes about the quality and value of AMC's car lines — without losing awareness of the buyer protection plan and within the guidelines of a budget that would necessitate careful, efficient spending to reach target consumers.

What emerged from these objectives was an ad campaign that made some significant departures from the traditional pattern of auto advertising.

The automobile industry has traditionally directed most of its advertising to drivers in two age groups: 35- to 40-year-olds and 50-year-olds and over. Each of these groups represents a small segment of the total population of licensed drivers (and are therefore more concentrated and easier to reach) while including a large portion (about 72%) of new-car buyers. In contrast, licensed drivers between the ages of 18 and 34, a larger segment of the population, represent only 28% of the new-car buyers. But corporate loyalty grows stronger as a driver gets older. Thus, those 35-to-49-year-olds and 50-year-olds and over were very likely to continue buying the same brand of car they currently owned.

AMC advertising, then, was aimed at reaching the youngest age group and persuading them to consider an AMC car. Drivers between the ages of 18 and 34 were easier to switch—and if they liked AMC, odds were they would stay with thc firm, trading up from a Gremlin to a Hornet to a Matador and on up the model lines.

Now the industry traditionally spends the largest portion of its advertising money on television during the first quarter of the new model year, from September to December when the new cars are introduced. But industry statistics reveal that most new cars actually are bought during the second (January through March) and third (April through June) quarters of the model year.

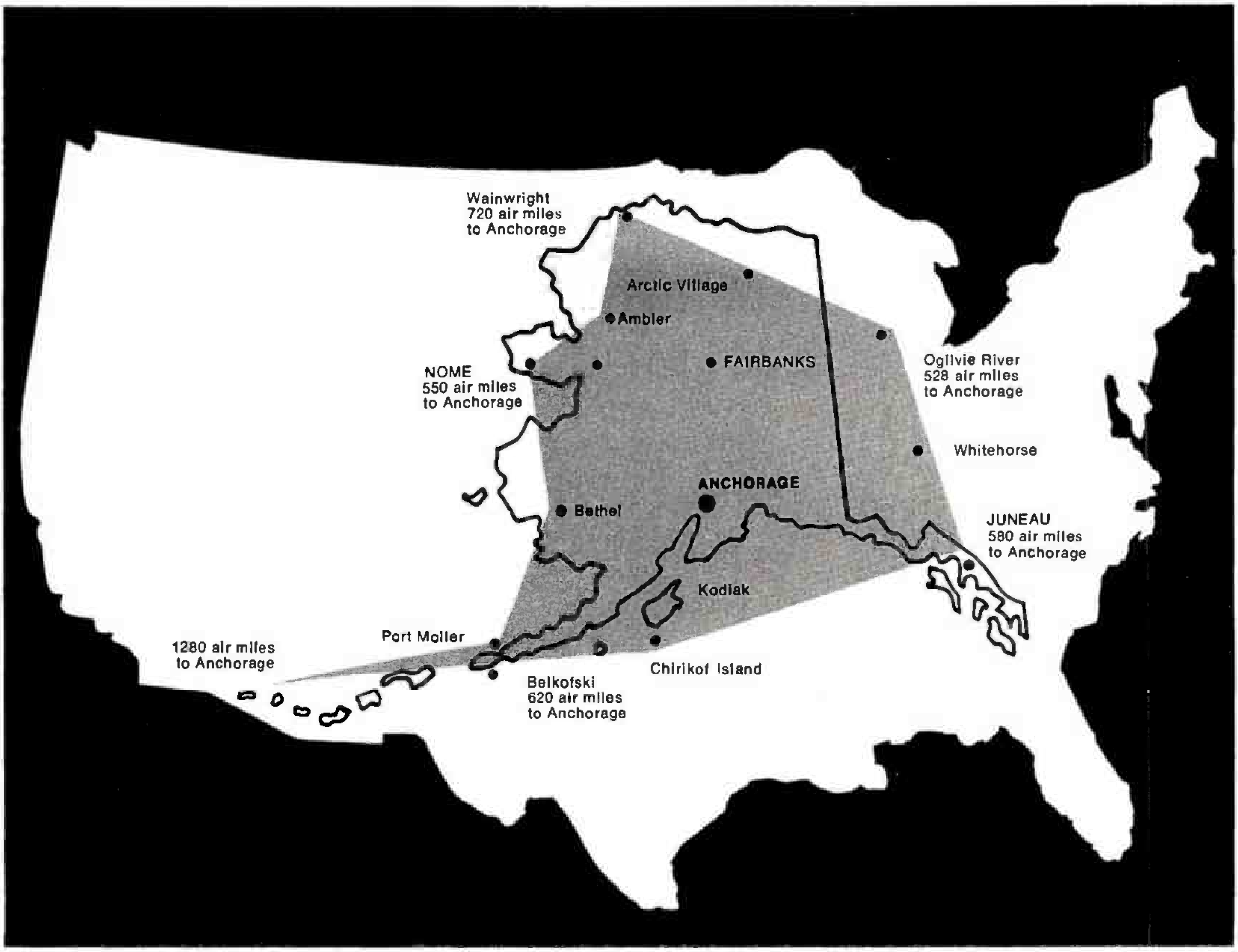
Client and agency decided to spend less of American Motors' advertising money in the first quarter when AMC was particularly outspent by the big three and shift the emphasis to the second and third quarters when the firm had a chance to make its message heard.

Also, AMC previously had spent virtually all its budget for network television; C&W shifted half of the ad dollars to spot television markets in which AMC was already strong, places where the firm could more readily build a bigger share of new car sales and compete with big-budget competitors.

The advertising campaign that emerged from this strategy was equally bold and direct. As in the commercial described earlier, the accent was on the car as well as the buyer protection plan behind it. Consumers who once might have asked, "What's a Matador?" increasingly could identify the automobile and its manufacturer. The entire American Motors line, in fact, was put front and center on the TV screen and backed up by print and radio campaigns laying particular stress to the buyer protection plan.

The outcome of this new course? Just take another look at these sales figures. And next time you see that truck rumbling across the television screen, take a good look. Along with a great line of cars, it's carrying one of the most dramatic turnabout stories in the recent history of broadcast advertising.

KFQD, Anchorage Blankets Alaska with 50,000 Watts of Hi-Fi Sound



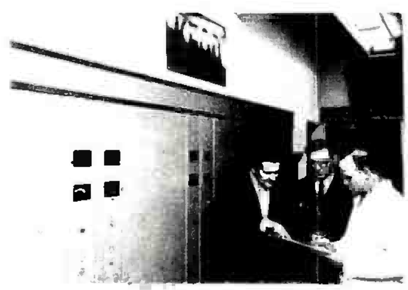
Covering a state that's one-fifth the size of the continental United States with AM radio is a powerful big job.

But KFQD does it, beaming 50,000 non-directional watts on 750 Khz to reach 89% of the state's population—"Reaching *more Alaskans* than any other advertising medium."

KFQD's transmitter—a new 50 kW RCA Ampliphase radiates high quality sound to the vast reaches of Alaska. Letters from daytime listeners range from Wainwright (720 miles north) to Nome (550 miles Northwest) to the Ogilvie River (528 miles Northeast) to Juneau (580 miles Southeast) and Belkofski (620 miles Southwest). That's *coverage* with a capital "C"!

Coverage isn't the whole KFQD story by a long shot. Quality programming has a lot to do with our growing popularity. And the quality sound from our new RCA Ampliphase transmitter enhances the programming in building listener preference.

We may be Alaska's oldest radio station, but we've got a lot of new ideas to help you sell our burgeoning, high income market. Ask us for all the facts: KFQD, P. O. Box 1040, Anchorage. Or talk to our National Representatives, Alan Torbet Associates, Inc.—or our Seattle and Portland Representatives, Art Moore & Associates.



Gale Allred, Chief Engineer, with KFQD's powerful 50 kW AM transmitter notes: "It has by far the best overall frequency response I have ever seen, including distortion." Translated, this means better quality sound that encourages listeners to keep their radio dials set at 750.

KFQD 750 RADIO ANCHORAGE

"Reaching More Alaskans Than Any Other Advertising Medium"

Broadcasting Jul 2

Vol. 85 No. 1

Real drama in daytime: the networks' battle for dominance

ABC and NBC have pried loose CBS's long-time grip on the valuable 18-49 women, and now the scramble is on

Three years ago, CBS's two-decades hold on daytime-TV ratings was an accepted fact of life at the network. A typical Nielsen book of the period (the second two weeks in September 1970) certified that the six top-rated daytime programs—*As the World Turns, Edge of Night, The Guiding Light, Love Is a Many-Splendored Thing, Gomer Pyle* and *Search for Tomorrow*—all belonged to CBS. And in the same year CBS racked up $162-million in daytime sales compared to NBC's $100 million and ABC's $85 million.

But, as B. Donald (Bud) Grant, CBS's vice president for daytime programs, puts it, "When you're at the top, there's only one way you can go."

CBS's fortunes in daytime began to fall as a trio of NBC daytime dramas—*The Doctors, Another World* and *Days of Our Lives*—that NBC had been nurturing carefully since the mid-sixties began to overtake the soap operas CBS had been running since the fifties. And ABC's *General Hospital, Dating Game* and *Let's Make a Deal* (the last show lured away from NBC late in 1968) pushed that network from a dismal third-place finisher to a neck-and-neck competitor.

This turnaround has opened the gates on a three-network horse race for daytime dominance, a contest that is reflected in the most recent revenue figures: From January to May 1973, CBS has chalked up $68 million in daytime sales, NBC $61 million and ABC $47 million. (One of the reasons for ABC's relatively poor showing is that it only sends out five hours of daytime programing, whereas NBC and CBS each sends six hours down the line.

Conventional wisdom among programing and sales analysts holds that the biggest network profits are reaped in the daytime. The reason for this widely held view is suggested by Mr. Grant: "We keep production costs on our programs very low and we have a full six minutes of commercial time every half hour, with 12 half-hours a day, five days a week."

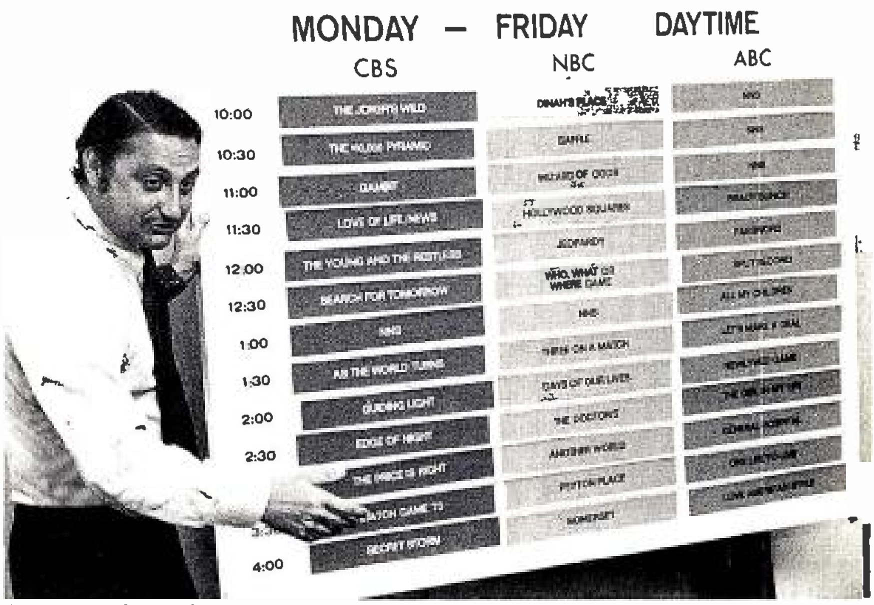
To put some figures to Mr. Grant's formulation, *One Life to Live*, a moderately successful daytime drama on ABC, costs about $60,000 a week to produce (compared with an average $100,000 for a single half-hour in prime time) and, according to a reliable network source, is sold out through the fourth quarter at a price of $10,800 a minute. (The average prime-time minute brings in $55,000 or so, but, as stipulated in the NAB rules, the networks can sell only three of those per half-hour.) Which means that *One Life to Live* is bringing in a gross income of $324,000 a week. Even when all the various subtractions are made—the $60,000 weekly production cost, the 15% agency commission, compensation to the affiliates who carry the show, line charges and some additional overhead charges—"the profit margin is substantial," as one network source puts it.

The average weekly production cost for all three networks' daytime serials is about $60,000 (an elaborate Hollywood-produced drama such as CBS's *The Young and the Restless* can go as high as $70,000), but the cost-per-minute figures these shows can fetch depend on the ratings and on the demographic breakdown of those ratings.

The most lucrative serial currently on the air, according to various network sources, is CBS's high-rated *As the World Turns*, now in its 18th year, which is priced at $19,600 a minute for the quarter beginning Oct. 1. NBC's trio of dramas that consistently show up in Nielsen's top 10 are priced as follows: *Another World*, $13,600 a minute; *The Doctors*, $12,400; and *Days of Our Lives*, $12,200. NBC's marginal serials are also priced accordingly, with *Return to Peyton Place* at $8,000 and *Somerset* at $7,600. A similar dollar pattern prevails at ABC, where a fairly consistent top-10 show such as *General Hospital* fetches $12,400, compared to *All My Children*, $11,200, and *One Life to Live*, $10,800.

Advertisers have to pay more to get their messages on soap operas than on game shows because the serials attract a higher percentage of women between the ages of 18 and 49—the most desirable demographic target for daytime sponsors—and because they demand a more attentive viewer than the game shows do. So that even a top-rated show such as *Hollywood Squares* (NBC, 11:30 a.m.-noon, with a season-to-date 40-share) is priced at only $7,200 a minute. But game shows also cost less to produce, averaging out to about $45,000 a week. (A game show that requires elaborate staging, like CBS's *The Price Is Right*, can go as high as $58,000 a week.)

The daytime schedules traditionally kick off at 10 a.m., although ABC opts not to do programing in the first three half-hours. Brandon Stoddard, ABC's daytime vice president, is convinced that the network's shorter schedule allows it to focus more time and energy on its high-rated shows. "Don't forget, we were a fairly weak third for many, many years," he says. "We started way behind CBS and NBC. And the over-all sets-in-use



Battleground. CBS-TV's head of daytime programing, Bud Grant, shows what his network has and is up against in those valuable hours between 10 a.m. and 4:30 p.m.

NBC-TV's daytime chief Lin Bolen

ABC-TV's Brandon Stoddard

figure is quite low between 10 and 11:30." So in the two-network contest for those first three daytime half-hours, CBS is the clear leader. In season-to-date national Nielsens through the week ended May 13 after this date the networks began televising the Senate Watergate hearings; for that reason, the first report for May will be the source of all subsequent ratings figures unless otherwise noted, CBS's 10 a.m. game show, *The Joker Is Wild*, has a 5.6 rating and 29 share compared to NBC's *Dinah's Place* (Dinah Shore and name guests offering advice and information on topics of interest to women), with its 4.9 and 25. At 10:30, another CBS game show, *The $10,000 Pyramid*, is beating out the NBC *Baffle* game, 6.6 and 35 to 4.8 and 25. And at 11, CBS's *Gambit* game (7.5 and 34) knocked NBC's *Sale of the Century* (6.9 and 31) off the air.

For CBS's Bud Grant, this success is a vindication of the "big gamble" he took last year in taking three off-network comedy reruns off the schedule for three new game shows. "The basic appeal of comedy reruns like *The Lucille Ball Show*, *My Three Sons* and *Family Affair* is to kids," he says. "With those bad demographics to begin with, we were hurt even more when ABC affiliates and independent stations began programing kid-appeal shows in that period. So we decided to bite the bullet and go head-to-head with NBC by putting on game shows."

But NBC's director of daytime programs, Lin Bolen, says she's not giving up on either *Dinah's Place* or *Baffle*. "We're working on a whole new format for Dinah next fall," she says, going on to enumerate planned features on topics as varied as female sexuality, organic foods and what to give the kids for breakfast. "And *Baffle* is building its audience at 10:30," she continues, "while *$10,000 Pyramid* is not holding on to the 36 share it inherited from *The Price Is Right*." (CBS moved *The Price Is Right* game from 10:30 a.m. to 3 p.m. last March as counterprograming strategy against the serials on ABC and NBC.)

Miss Bolen also has high hopes for *The Wizard of Odds*, the audience-participation show that replaces *Sale of the Century* at 11, beginning July 16. "We're gearing this program for better demographics than game shows usually get," she says.

At 11:30, NBC has the numbers (*Hollywood Squares*, with a 10.0 rating and 40 share) but CBS has the demographics (the serial *Love of Life* with a 6.9 and 31; but, more important, it's beating *Hollywood Squares* among women 18-49, with a 5.7 rating to the latter's 4.6). ABC offers only token competition in this time period—the faltering reruns of *Bewitched* will be replaced July 9 by reruns of *The Brady Bunch*. As Mr. Stoddard puts it, "going against *Hollywood Squares* at 11:30 with a new game show would be like putting a new situation comedy in prime time opposite *All in the Family*."

NBC has the strong lead at noon with its long-running game show, *Jeopardy* (9.0 rating and 33 share). ABC's *Password* has a 7.2 and 26 and CBS's *The Young and the Restless* serial, which is only three months old, has a 5.2 and 21. *Restless* is losing 10 share points from the *Love of Life* lead-in and is cleared by fewer affiliates than any other show on the CBS daytime schedule (only 178 stations, which factors out to 87% of U.S. TV households). "The half-hour at noon is when a lot of our eastern stations take the option to put on their own local news shows," explains Mr. Grant.

CBS's *Search for Tomorrow* serial, which has been on the air continuously since Sept. 3, 1951, is the winner at 12:30, with an 8.5 rating and 30 share, compared to ABC's *Split Second* game (8.4 and 29) and NBC's *Who, What or Where Game* (7.3 and 26).

At 1 o'clock, ABC goes it alone with drama, *All My Children* (8.1 and 28), because CBS and NBC give this half hour to the affiliates, many of which, particularly in the Midwest, use it for news, according to Mr. Grant. Although ABC is having trouble clearing this time period for *All My Children* (166 stations, 89% coverage), the show has a 7.3 rating among women 18-49, which puts it near the top in that category.

As the World Turns chalks up its remarkable 10.6 rating and 35 share at 1:30 on CBS, with ABC's strongest game show, *Let's Make a Deal*, pulling a 9.2 and 30 and leaving NBC to pick up the crumbs with its *Three on a Match* game (6.5 and 21, with only 172 affiliates willing to carry it for an 89% coverage, NBC's poorest record of daytime clearance by far).

"Our acquisition of *Let's Make a Deal* from NBC was probably the key to ABC's growth in daytime TV," says Mr. Stoddard, although he points out that ABC had to pay through the nose to get it. As part of the original deal, according to one source, ABC agreed to put *Let's Make a Deal* on its prime-time schedule (where it ran from Feb. 7, 1969, through Aug. 30, 1971), and gave Monte Hall, the host, a chance to test his popularity late night against Johnny Carson. The new agreement on renewal of *Let's Make a Deal*, the source said, commits ABC to back nine pilots produced by Hatos-Hall productions (Stafan Hatos is *Deal's* producer) and to put on at least three specials with Mr. Hall as host—a fair indication of the lengths to which ABC is willing to go to keep its daytime line-up intact.

NBC does a turnabout at 2 o'clock, and the three soap operas it puts on between 2 and 3:30 have the edge on the opposition both in ratings and demographics. *Days of Our Lives* has a 9.9 rating and 32 share at 2, compared with ABC's *Newlywed Game* (9.2 and 31, although it has shown a lot of slippage in recent pocketpieces) and CBS's *Guiding Light* serial (8.3 and 28). At 2:30, *The Doctors* serial racks up a 9.2 and 32 for NBC, with CBS's *Edge of Night* trailing at 8.0 and 28. ABC's *Dating Game* (7.3 and 26) has finally run out of gas and expires as of July 9, to be replaced by an audience-participation weeper called *The Girl in My Life*, a sort of soft version of the old *Queen for a Day*.

A woman who thinks her serviceman husband is in Taiwan will suddenly see him right there before her on stage; a mother of 17 adopted children will be surprised with the gift of a camper bus. *Girl in My Life* will relate five or six stories with this sort of human-interest appeal each day. "But you won't see a parade of cripples on the show," Mr. Stoddard promises. "Harsh, brutal reality is not our bag—we've gotten beyond the sickie, ugly stuff. My own taste would prevent me from putting that kind of crap on the air." At CBS, Mr. Grant thinks *Girl in My Life* will fail. "That kind of show is just too difficult to sustain," he says. "And my own subjective feeling is that the mood of the country isn't right for it."

NBC's third successful soap opera is *Another World* (9.8 and 33) at 3 o'clock, which just edges out ABC's strongest serial, *General Hospital* (9.6 and 31). In a counterprograming move, CBS last March uprooted its high-rated 10:30 game show, *The Price Is Right*, and so far it has been getting clobbered (7.2 and 26).

At 3:30, when the children are beginning to straggle home from school, the over-all daytime-TV audiênce drops off markedly. In a close race, ABC's *One Life to Live* serial (8.1 and 26) has the lead over NBC's *Return to Peyton Place* (7.2 and 24). Just last week, CBS premiered the new *Match Game '73* at 3:30, again counterprograming against two competing soap operas. At 4, NBC's *Somerset* drama (6.8 and 21) and CBS's *Secret Storm* (6.5 and 21) are in a virtual tie, with ABC's off-network comedy rerun, *Love, American Style* (6.3 and 19), bringing up the rear.

If one thing emerges clearly from this half-hour-by-half-hour breakdown of where the ratings are on daytime TV, it's that no one network is in the driver's seat any more. "CBS's mistake was that it failed to rejuvenate its soap operas when they were hits," says Mr. Stoddard, explaining why he thinks CBS surrendered the king-of-the-hill position it had held for so many years. "Their serials became old and stagnant, and they began falling into a predictable mold. It was a case of too many in-house shows, and too much dictatorship out of Black Rock."

NBC's Lin Bolen says that CBS's serials "are still back somewhere in 1958," whereas those on NBC-TV "are dealing with present-day life styles, conflicts, drama. On *Return to Peyton Place*, when Connie and Elliott feel the need to talk about their sex life we put the scene in the bedroom—it just seems false to have a man and woman discussing intimate matters like this while they're pushing cups around a kitchen table." She adds (after much prodding, because she says she doesn't like to throw bricks at the opposition) that the CBS dramas are still using old-fashioned controversies "like rape and incest" to get a rise out of the daytime audience, while NBC's serials are into natural childbirth, abortion, ecology, women who are achievement-oriented—"things that are of concern to people in the year 1973."

"Our serials are contemporary enough," says CBS's Bud Grant, "It's the word 'relevant' that I don't like. Relevancy suggests crusadism, and we're not interested in being crusaders."

In the immediate future, ABC and CBS have embarked on the production of a batch of 90-minute daytime specials. "It's so hard to get good writers, good directors, good actors to do daytime TV," says Mr. Stoddard. "Most of them tend to look down on it."

In the last year, ABC has done three of these specials—a comedy-drama, an occult suspense story and a courtroom drama revolving around an adoption struggle. Next season, ABC expects to do at least one a month beginning in October and, in addition, will pre-empt its 1:30-3 p.m. block of game shows for five straight days of specials (dates to be announced). If the audience response to this specials' week lives up to expectations, Mr. Stoddard says that ABC will begin thinking seriously of turning out a daily 90-minute series of originals or adaptations aimed particularly at women 18 to 49.

CBS hasn't aired any 90-minute specials yet but has two of them on tape and ready for scheduling in the fall: a sentimental love story entitled *Summer Nocturne* and a romantic melodrama called *Tiger on a Chain*. Like Mr. Stoddard, CBS's Bud Grant has the concept of a daily 90-minute taped drama on the back burner and is convinced that the expense could be held down. "We'd use our existing facilities, produce them in multiples, and amortize costs over the haul," he says. "As the saying goes, they'd be cheaper by the dozen."

Staples. The forms of daytime television vary little from network to network. The shows basically are of three types: the off-network reruns such as ABC's *Love, American Style* (which is still running in prime time) (picture at right), the ever popular game-prize shows, this one NBC's *Baffle* (lower right) and the soap operas, the last of the serial genre still on TV. Pictured below is a scene from CBS's long running—the longest running on TV, in fact—daytime soaper, *The Guiding Light*.

Broadcast Advertising

The campaign to unsell gasoline

Mobil joins growing ranks of oil firms that are turning their advertising about and urging conservation of fuel

The last drop of TV advertising for Mobil "detergent" gasoline dried up June 22. Following the example of several oil firms (BROADCASTING, May 14, 28) Mobil will replace its Mr. Dirt commercials with ones now in production at Doyle Dane Bernbach, New York, on gasoline conservation.

Meanwhile, Shell Oil Co., which had withdrawn all gasoline spots from TV beginning May 3, went on the air in 30 markets last Monday (June 25) with six new TV commercials dealing with saving gas. Richard Basehart is the spokesman. Four of the spots were shot on location and discuss slowing down to save gas (shot in Los Angeles), avoiding jackrabbit starts (Chicago), getting a tune-up (New York) and proper tire inflation (Houston). Two other spots were shot in studio and summarize the above pointers with additional suggestions on creating car pools and avoiding short trips. A spokesman for Shell said broadcast advertising levels for this summer are "slightly lower" due to the fuel shortage. Ogilvy & Mather, Houston, is Shell's agency.

Exxon has also cut back its radio and TV advertising this summer, though a spokesman for the company declined to say to what degree. Exxon has replaced its gas commercials with those about dealer services, other products and value centers. These 10 corporate spots (prepared by McCann-Erickson, Houston) run on the weekends on the networks. Exxon did not renew its buy of *The CBS Evening News* when the contract expired in April. However, it continues to advertise on NBC-TV's weekend news programs and on that network's Sunday-afternoon *Meet the Press*.

Union Oil Co. of California has cut back TV advertising of its Union 76 gasoline by about 25%. The six commercials in its current rotations run in 30 markets. Prepared by Leo Burnett U.S.A., Chicago, they deal with the services provided by dealers who have "the spirit of 76" and the various cultural programs, scholarships and charities the corporation is involved with. A spokesman for the company said simply, "since we have no gasoline to sell, we're not selling gas."

The Sun Oil Co. is in the process of preparing a new campaign for Sunoco gasoline that will be on TV in September. No one at the company would comment on the campaign, however. Wells, Rich, Greene is the agency.

Other gasoline advertisers whose advertising now talks about saving gas include: Atlantic Richfield and Phillips Petroleum, Amoco Oil, BP Oil and Texaco. Gulf Oil has already announced it is cutting back the amount of broadcast advertising.

Bandwagon. Archa Knowlton (r), General Foods director of media services, announced last week that GF has developed new guidelines for placing time in local children's programs. This policy, he says, is a result of his participation in the June 4-6 children's television workshop in Cincinnati (*Broadcasting*, June 11). Making the announcement with Mr. Knowlton were Bob Gillespie (l), associate media coordinator for GF, and Robert D. Gordon, vice president and general manager of WCPO-TV Cincinnati and chairman of the workshop. The policy provides for formation of a group from among GF's four agencies to screen and evaluate quality local programing. Recommendations will be communicated to agency buying supervisors responsible for the markets in which the shows will appear in order to provide advertising support for the programs.

Business Briefs

Rep appointment. WWWW(FM) Detroit, Avery-Knodel, New York.

Running for Ford. Franco Harris, star back of professional Pittsburgh Steelers, signed as spokesman for Pittsburgh District Advertising Fund on radio-television and in personal appearances. J. Walter Thompson Co. and Total Communications System, Pittsburgh programer, are handling arrangements.

Schick's picks. Schick Inc., Los Angeles, announces five sports stars will participate in its $6-million fall TV and print campaign that begins in September for electric Flexamatic shaver. Stars are Mark Spitz, Olympic swimming champion, Dick Butkus, O. J. Simpson and Johnny Unitas, professional football; and Johnny Bench, baseball. Shaver commercials will be used in 49 network sports shows (World Series, National and American Football Conferences, National Collegiate Athletic Association college weekend football), as well as in network movies, and other selected network programs. Also, 1,650 spot-TV announcements will be placed in top-28 markets. Agency is Dancer - Fitzgerald - Sample. Also announced last week: Naming of Arthur Godfrey as on-air Flexamatic salesman.

New at FTC. Mayo J. Thompson, Houston lawyer, will be sworn in this week as Federal Trade Commissioner, following unanimous confirmation June 21 by Senate. Mr. Thompson replaces A. Everette MacIntyre, who announced his resignation May 8, of a term expiring Sept. 26, 1975 (BROADCASTING, May 14). Mr. Thompson comes from Royston, Rayzor, Cook & Vickery, firm specializing in admiralty and maritime law.

Hope yet. Bob Hope will star in six NBC-TV specials in 1973-74, with three to be sponsored by Ford Motor Co. (through J. Walter Thompson Co., Detroit), two by Timex Corp. (Warwick, Welsh & Miller, New York) and one by Gillette Co. (BBDO, New York).

Doolittle Thanksgiving. Eastern Air Lines and J. C. Penney, through Young & Rubicam and McCaffrey & McCall, respectively, have purchased half-sponsorships of NBC telecast of "My Fair Lady" to air Thanksgiving Nov. 22 (8-11:15 p.m. NYT).

In new quarters. Media Payment Corp., New York, began operations June 18 in new and larger space at 380 Madison Avenue, New York 10017. Telephone: (212) 953-1500.

FTC spy plan shot down

Commissioners refuse approval of guidelines for undercover surveillance of retailers

A set of guidelines detailing how and to what extent the Federal Trade Commission could use certain retail surveillance techniques has been rejected unanimously by the commissioners.

The guidelines were contained in a memo prepared by the office of the general counsel and distributed to commissioners prior to their June 19 meeting. Reportedly, the memo explored the legal ramifications of the FTC staff posing as consumers or industry representatives, or using concealed tape recordings in its investigative process. The FTC refused to release the memo, saying that it dealt with an "internal matter."

An FTC statement says that guidelines concerning retail surveillance by the commission staff were established by the general counsel's office "in response to requests from staff attorneys both at headquarters and in the FTC's regional offices. The guidelines were set down to assure that no laws would be violated in conducting retail surveillances."

Commissioner Mary Gardiner Jones called the guidelines "lazy law enforcement" and said she thought they had their beginnings in the investigative zeal of younger staff members. She said that the commission had begun to get inquiries as to what were allowable investigative techniques, and that the memo represented an attempt to deal with the question at the commission level. On an ad hoc basis, certain surveillance activi-

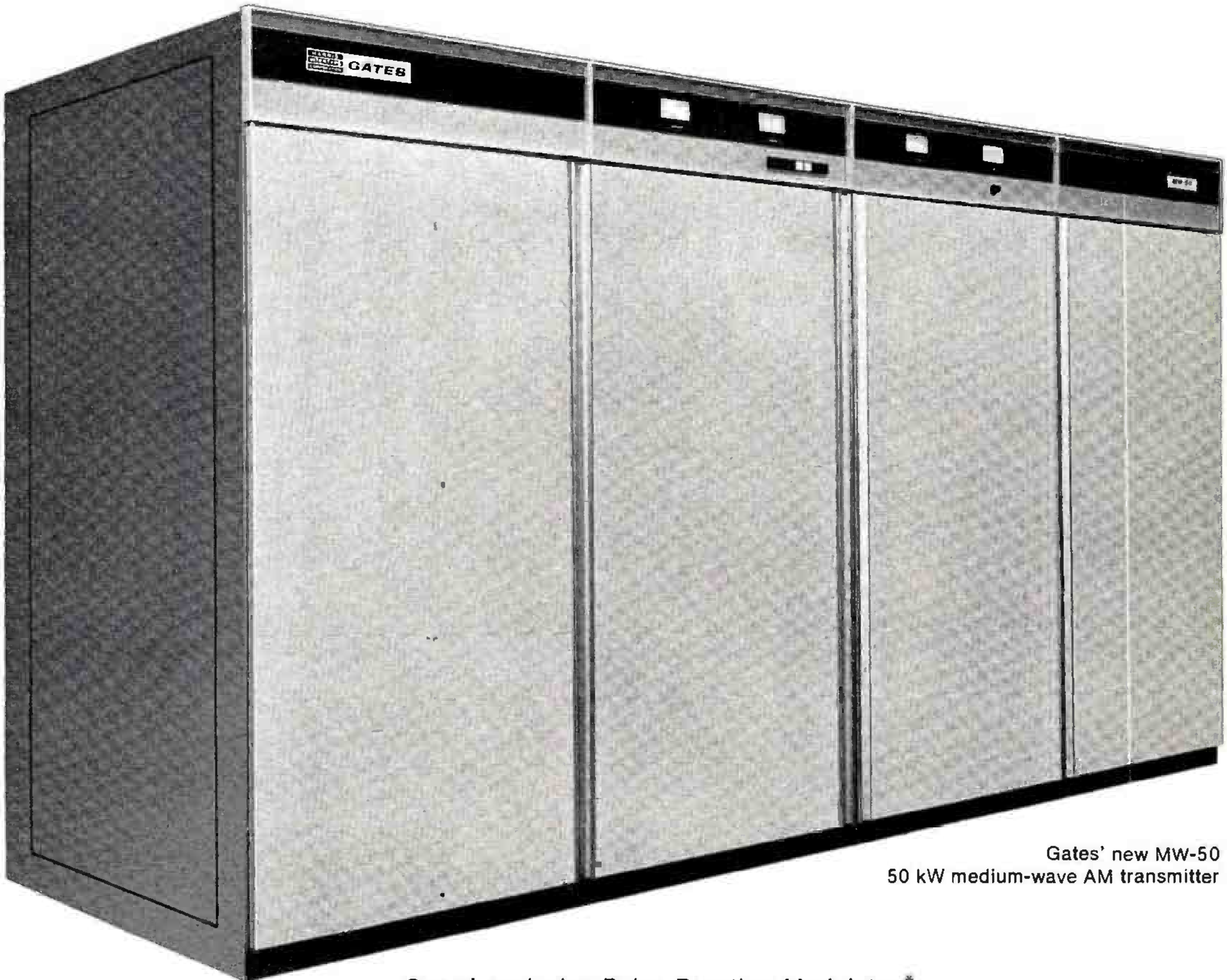
BAR reports television-network sales as of June 10

CBS $311,143,700 (35.0%), NBC $304,954,100 (34.3%), ABC $272,518,900 (30.7%)

Day parts	Total minutes week ended June 10	Total dollars week ended June 10	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	64	$ 421,100	1,690	$ 10,910,400	$ 10,304,400
Monday-Friday 10 a.m.-6 p.m.	905	6,989,900	21,970	183,814,100	157,091,100
Saturday-Sunday Sign-on-6 p.m.	246	2,544,700	6,634	90,511,700	90,070,500
Monday-Saturday 6 p.m.-7:30 p.m.	97	1,692,200	2,177	45,424,500	40,148,700
Sunday 6 p.m.-7:30 p.m.	12	196,000	346	8,453,400	7,141,900
Monday-Sunday 7:30 p.m.-11 p.m.	396	18,443,200	9,032	495,166,600	430,141,500
Monday-Sunday 11 p.m.-Sign-off	168	2,429,400	3,618	54,336,000	42,495,600
Total	**1,888**	**$32,716,500**	**45,467**	**$888,616,700**	**$777,393,700**

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

We threw away the 50 kW modulation transformer and reactor... With PDM,* who needs them!



Gates' new MW-50
50 kW medium-wave AM transmitter

Gates' exclusive Pulse Duration Modulator* System is 90% efficient. That's why Gates' new MW-50, 50 kW medium-wave transmitter operates at greater than 60% overall efficiency. With greater reliability, greater frequency response, and lower power consumption than any other AM broadcast transmitter in the same power range.

There are other reasons why the MW-50 is superior. Like the use of only 5 tubes (in just 3 tube types) in the entire transmitter. And 130% positive modulation capability.

If you'd like to hear the whole story of the MW-50, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.

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

ties had "probably been allowed" prior to the full commission's examination of the matter, she said.

Commissioner Paul Rand Dixon said "nothing like that has been approved or is being used," referring to the memo.

Big spenders: local television advertisers

Local TV advertising in 20 advertiser categories increased 28% to $141.4 million during the first quarter of 1973 (over a 1972 first quarter of $110.2 million) according to Broadcast Advertising Reports figures released by the Television Bureau of Advertising.

The largest single increase in expenditure (54%) was made by auto repair and service stations—$1,618,600 in 1973 over $1,053,500 for the first quarter of 1972. That increase might seem unusual in view of the gas shortage (see story page 19).

The top-spending categories were banks, savings and loan associations, $19,-242,600 (up 72%); auto and truck dealers, $18,094,800 (34%); restaurants and drive-ins, $16,725,200 (32%); food stores and supermarkets, $15,680,000 (50%) and department and discount stores, $14,526,500 (33%).

Three of the 20 categories showed declines in first-quarter spending: movies, $8,943,600 (13%); loan and mortgage companies, $3,128,300 (2%); and clothing stores, $2,750,500 (10%).

Ford is leading national radio buyer

The biggest category of national advertising on radio is travel and shipping, according to tabulations by BROADCASTING based on Radio Expenditure Reports (RER) figures for network and spot in the first quarter of 1973.

The top-10 categories were (in order): travel and shipping—$30,540,700, automotive — $12,911,400, foods — $9,286,-800, beer, ale and wine—$5,041,900, gas and oil—$4,806,800, consumer services — $4,481,800, drugs and proprietaries—$4,267,600, cosmetics and toiletries—$3,762,900, soft drinks—$3,025,-900 and agricultural—$2,203,200.

The top-10 spot-radio advertisers (by company, in order) were: Ford Motor Co.—$3,590,000, Chrysler Corp.—$3,-140,000, General Motors Corp.—$2,-978,000, American Home Products—$1,-982,000, Humble Oil — $1,354,000, Coca-Cola — $1,249,000, AT&T — $1,-200,000, Sterling Drug — $1,159,000, Trans World Airlines — $1,073,000 and William Wrigley Co.—$1,003,000.

The top-10 network-radio advertisers for the first quarter of 1973 were (by company, in order): Sterling Drug—$1,-428,000, Campbell Soup — $1,027,000, Ford Motor Co.—$729,000, Plough Inc. — $623,000, Miles Labs — $585,000, Colgate-Palmolive — $477,000, Smith, Klein & French — $464,000, American Home Products — $444,000, Universal C.I.T. — $387,000 and Bristol-Myers — $337,000.

Media

Revolving doors on public-interest advocates' arena

Lloyd to replace Kramer at Citizens; Wright may withdraw from BEST; Stern Community Law Firm may switch headquarters to West

The citizen movement in broadcasting is undergoing changes in its intellectual and ideological headquarters, in Washington, that can signal either a renewal of its spirit or a waning of its influence.

Albert H. Kramer, who as founder, in 1969, and executive director of the Citizens Communications Center has managed to have a substantial impact on the practice and regulation of broadcasting, is giving up his job at Citizens this week and, in the next several months, will move out of the public-interest law firm. He is being replaced by Frank Lloyd, who resigned last week as general counsel of the National Public Affairs Center for Television.

William H. Wright, who as spokesman for Black Efforts for Soul in Television has been that organization's driving force for four years, is considering moving out of the advocacy business himself, and settling down in the San Francisco area to write and engage in research ("Closed Circuit," June 25). However, he denied reports indicating that he had already committed himself to that course.

Meanwhile, Tracy Westen, director of the Stern Community Law Firm, said that organization is thinking of moving its base of operations to the West Coast, either to Los Angeles or San Francisco. The reasons, however, are as much personal as professional and, if anything, the firm would expand its area of interest to include practicing before the Federal Trade Commission as well as the FCC.

In the cases of Messrs. Kramer and Wright, their actual and possible moves out of the movement they have done much to shape appear to be the result of a kind of exhaustion. Mr. Kramer last week said that, after four years of representing citizen groups around the country, he is "tired" and, more than that, feels the time has come for an infusion of "new blood" into the center.

As for his future, Mr. Kramer said he has no plans beyond remaining with Citizens for several months to complete work on a number of cases and to aid in the transition to the new administration.

Mr. Wright has long indicated a desire to give up his responsibilities at BEST. Reached last week in Berkeley, Calif., where he is vacationing from his job as a member of the staff of the Cable Communications Resource Center, Mr. Wright said he was considering settling in that part of the country as a means of avoiding the requests for assistance from citizen groups that he could not avoid in Washington. "It's draining." he said of the requests "to the degree that it doesn't afford me time and opportunity to sit down and reflect."

His desire to "reflect" is connected to an ambition to write a book—an insider's account of the citizen movement in broadcasting: "an explanation of things that went on; why certain things happened." He also said he is considering other possible courses—one involves "a few offers" of membership on boards of directors of corporations he declines to identify, another, one or two research projects in communications that would be funded by the National Science Foundation. He said he has not yet made a formal submission for a grant to NSF.

Mr. Westen said a decision would probably be reached in three or four weeks as to whether the Stern firm would move to California. One reason for the contemplated move, simply, is that, as a native of Santa Barbara, Mr. Westen would like to return to California.

But there are other reasons. Mr. Westen noted that "most public-interest law firms are in the East" and said he felt there should be some on the West Coast to give citizen groups there an opportunity for more direct involvement. He added that since the Stern firm engages in the production of countercommercials and public-service spots, it would be convenient having talent, research and legal resources within easy proximity, which would be the case, particularly in Los Angeles.

Mr. Kramer, last week, in looking back on his experience as a public-interest lawyer in communications, said it taught him that citizen groups have a "fragile tool—the law—to work with" in dealing with broadcasters. The broadcasters, he said, "have overwhelming resources in terms of legal assistance and money." They also have the advantage that goes with the close relationship he said some broadcasters and their attorneys have with FCC staffers and commissioners.

Perhaps. But Mr. Kramer has accomplished what observers generally regard as a substantial record with the fragile tool. The petitions to deny license renewals that Citizens has filed against scores of stations over the years have helped sensitize broadcasters to the needs and demands of groups in their communities, even if few stations have actually lost licenses. Furthermore, Citizens has helped negotiate agreements under which stations, in return for the withdrawal of a petition to deny, have promised to pursue the kind of employment and programing practices local citizens regard as being in the public interest.

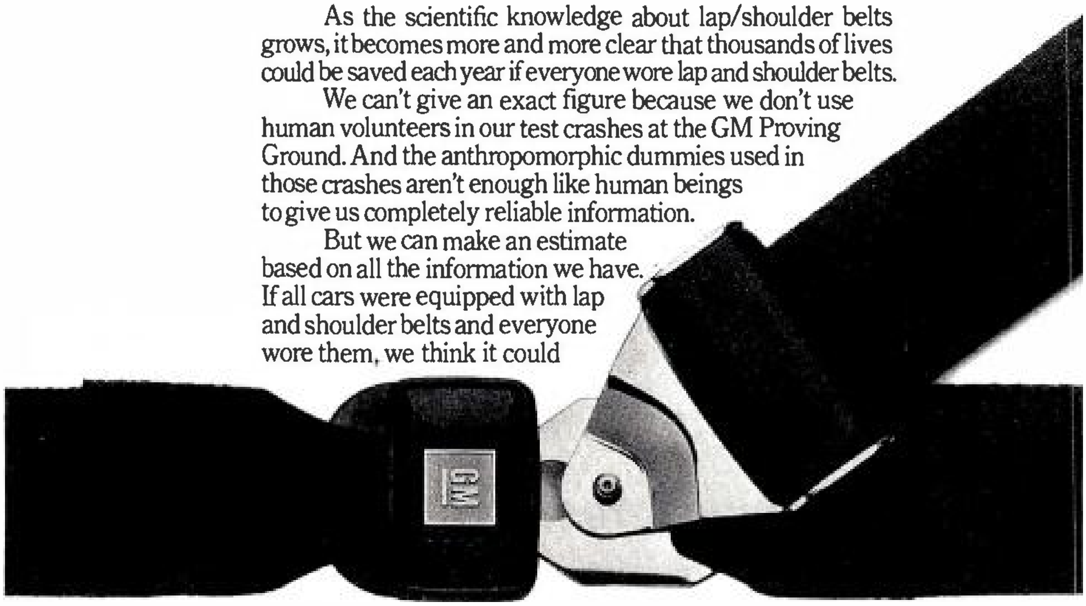
And twice Mr. Kramer's clients used petitions to deny to force large companies engaged in major station purchases to meet their demands. In one case, Capital Cities Broadcasting committed $1 million to local programing over a three-year period in return for the withdrawal of a petition to deny its purchase of three Triangle Publications Inc. television stations (BROADCASTING, Jan. 11, 1971). In the other, McGraw Hill not only made concessions on programing and employment practices; it agreed to drop, from the intended to purchase, one station in the top-50 markets (WOOD-TV [then WOTV]

We ought to have a law about seat belts.

As the scientific knowledge about lap/shoulder belts grows, it becomes more and more clear that thousands of lives could be saved each year if everyone wore lap and shoulder belts.

We can't give an exact figure because we don't use human volunteers in our test crashes at the GM Proving Ground. And the anthropomorphic dummies used in those crashes aren't enough like human beings to give us completely reliable information.

But we can make an estimate based on all the information we have. If all cars were equipped with lap and shoulder belts and everyone wore them, we think it could



save about 10,000 lives each year. Astonishing, isn't it?

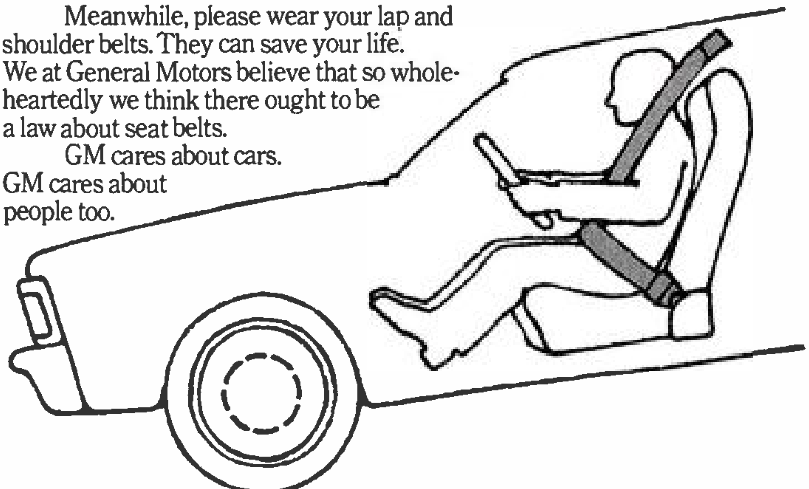
Lap/shoulder belts work like this: the front end of a GM car crushes on impact. If you're belted into the passenger compartment, the crushing of the front end has the effect of allowing you (the driver or passenger) to stop less abruptly and therefore less dangerously.

Unfortunately, most people don't wear either their lap or lap/shoulder belts. That led all of the states in Australia to make it illegal to drive or ride without wearing them. The result: about a 20 per cent reduction in traffic fatalities from the level projected before the law went into effect.

Our policy at General Motors has been to oppose laws that limit people's freedom. We particularly oppose laws that limit people's freedom to enjoy their automobiles. But the evidence in the case of lap/shoulder belts is overwhelming. The right thing to do is to make it mandatory to use them in America too.

Meanwhile, please wear your lap and shoulder belts. They can save your life. We at General Motors believe that so wholeheartedly we think there ought to be a law about seat belts.

GM cares about cars. GM cares about people too.



General Motors

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

Grand Rapids, Mich.); the petitioners, several Mexican-American groups, felt that the commission was not enforcing its multiple-ownership policies correctly in approving the sale.

Mr. Wright, too, has been a factor in broadcasting. He has aided a number of groups around the country in dealing with their local stations. He also helped apply the pressure that led to the demise four years ago of Senator John O. Pastore's (D-R.I.) bill to afford broadcasters protection against challengers at renewal time; minority groups called the bill "racist." And, along with other blacks, Mr. Wright helped maintain the pressure on Mr. Pastore, chairman of the Senate Communications Subcommittee, that led him to demand that the White House name a black to the FCC—which it did last year in the person of Benjamin L. Hooks.

And together, Citizens and BEST brought one of the two cases that led to the decision of the U.S. Court of Appeals in Washington that overturned the commission's Jan. 15, 1970, policy statement that was designed to afford broadcasters protection against challengers at renewal time; it was drafted when Senator Pastore realized his bill was doomed.

Citizens and BEST, of course, are not the only resources available to community groups interested in confronting their local broadcast station. The Office of Communication of the United Church of Christ, perhaps the original in the field, remains active. The Media Access Project, headed by Thomas Asher, is increasingly so. The Stern Firm, whether it remains in Washington or moves West, has plans only for expanding its operations to represent groups before other regulatory agencies and, perhaps, to take more cases like those now handled by Citizens; the firm had been interested in breaking new ground in terms of access to the media, but that effort seems largely futile now in view of the Supreme Court decision last month holding that broadcasters may impose a flat ban on the sale of time for editorial advertising. And a new organization, the Southern Media Coalition, was extremely active last month in filing petitions to deny renewals, in behalf of groups in Mississippi and Louisiana. But what of the future of BEST and Citizens?

Mr. Wright, who has been with BEST for the past four years, rejects the notion that he is the indispensable man, should he leave. "There are strong people" in the several BEST chapters around the country who could emerge into a position of leadership, he said. One possibility, he added, is that Absalom Jordan, of Washington, who is chairman, would play a larger role.

And, as for Citizens, it has already received some infusion of the new blood Mr. Kramer feels is essential. Charles Firestone, a former FCC attorney, has replaced Robert Stein, who had been Mr. Kramer's top assistant. And it will probably receive more soon; Lewis Paper, who has been with the center for two years, is leaving in August to become legislative assistant to Senator Gaylord Nelson (D-Wis.).

The new executive director, Mr. Lloyd, will be 32 next month; Mr. Kramer is 33. And like Mr. Kramer, he has put in his time with a prestigious Washington law firm—Wilmer, Cutler & Pickering, for two years, before helping to establish NPACT, two years ago. (Mr. Kramer's commercial law practice had been with Covington and Burling).

Mr. Lloyd, who had also served a year in government—in the general counsel office at the Office of Economic Opportunity—is looking forward to his new assignment. "This is really the side I wanted to be on in many of the cases I was on" in the law firm, he said.

And while he indicated he had the case of nerves that usually goes with a new job, he ticked off a number of factors he regarded as reassuring. First, Mr. Kramer would be around to ease the transition. He regarded Mr. Firestone as a strong addition to the center. And, he noted, the Citizens board of directors, at the same time it approved his appointment, elected a new member to the board —Henry Geller, former FCC general counsel, who retired recently as assistant to Chairman Dean Burch. At the commission he had a reputation as an activist and innovator—qualities that would be expected to help Citizens keep up its momentum.

Today and tomorrow are still on Johnson calendar, but that's as far as it's sure

Then again, he could be there in September, commissioner says of his uncertain plans in absence of successor; that search starts all over as FCC's lean-staffed liberal starts answering own phone

FCC Commissioner Nicholas Johnson, whose term expired on Saturday (June 30), was planning to be at work at the commission today (Monday) and tomorrow, too. It is "conceivable," he said last week, that he will be a member of the commission in September.

In part, that depends on when President Nixon appoints a replacement. And although the liberal Democrat, by his free-wheeling comments and criticisms, has managed over the years to irritate the White House, FCC Chairman Dean Burch, and most of the members of the industries the commission regulates, as well as some members of Congress, there was no sign last week that an FCC nomination would be sent to the Senate in the immediate future.

But the number of the commissioner's remaining days at the commission also depends—apparently literally—on how the spirit moves the commissioner. He feels the commission should be operated by seven commissioners, but he is not committed to remaining on the job until his successor is confirmed. He is packed up and ready to move out on 48 hours notice (hence only the assurance that he will be on the job today and tomorrow). He has no time schedule to keep. "I have no vacation plans, or job I have to go to," he said. "It's usually pretty slow here in summer anyway". He was continuing to indicate that his plans for the future—such as they are—provide for a lifestyle that does not involve customary 9-to-5 constraints. He talks generally of writing, of picking up a foundation grant to do research, or of putting together various offers that have been made to him. Thus, he can pick his own time to leave—assuming the President does not pick it for him.

But his comments also indicate he will remain on the job indefinitely—if for no other reason than to force the White House to act. He feels that his presence as a voting, writing member of the FCC would do much to instill a sense of urgency in White House talent scouts looking for replacement. "If I'm gone, they'll just put this on the back burner." And, he said, the commission should be operated with seven members.

That is not the only reason for assuming he has no plans for an immediate departure. He has indicated he would like to comment publicly on his successor—on his qualifications. And he feels he would command a better forum as a member of the FCC than as an ex-commissioner.

But, again, his desire to be free of the commission could drive him out of the government before an appointment is made, if the President takes weeks to find a replacement. And last week, administration officials indicated the hunt for a replacement was back to square one. They said the various names that had been mentioned as being in the running are fading from consideration—including those who had been labeled "front runners."

The White House is being very cautious about its nominees, in the face of the rebuff it suffered last month when the Senate refused to confirm a nominee for the Federal Power Commission. "There is not one [among the mentioned FCC candidates] who does not present some problem" in terms of winning confirmation, said one official.

Broadcasters are excluded as a group, he said. "We feel it's not wise to have a broadcaster." (The rejected FPC nominee had close ties to the oil industry.) Generally, he indicated the search is on for a registered Democrat who has had some experience in communications.

"But we are actively looking," he said.

As the hunt goes on, Commissioner Johnson is operating in a suite of offices emptied of many of his papers and speeches (shipped off to the library of the University of Iowa) and much of his staff. Robert Thorpe, for example, an aide since the days the commissioner was maritime administrator, before he joined the FCC in 1966, has begun a new career as a lawyer with Arnold & Porter.

Commissioner Johnson will be down to a legal assistant Larry Gage, and two all-purpose assistants, Chuck Shepard and Elaine Weiss. This poses something of a problem on manning the front desk in the office. But the commissioner has a plan for that. "We'll all rotate at the front desk

—take calls, type. . . . It's a good democratic way to run it." That suggested another thought to the commissioner. "It would be good for the other commissioners to work in the mailroom for a while, or take some other job like that. You learn things about your organization that way."

So, if you call Commissioner Johnson's office and a man answers, don't hang up. It may be Commissioner Johnson.

Both sides argue AT&T rates before the FCC

Networks dispute occasional users and vice-versa on whether noncontract charges can be raised

How does one distinguish between AT&T program transmission facilities used for monthly contract users and those used for occasional users? Can one make that distinction? FCC commissioners kept putting those questions to the lawyers appearing before them last week in an all-day oral argument that dealt, at bottom, with whether the commission should permit AT&T to file proposed new tariffs for occasional users.

AT&T last month filed new tariffs for the contract users—which means the networks—which reduce costs for users by some $18 million annually. The rates became effective Sunday (July 1). But the commission deferred ruling on AT&T's request for permission to file occasional-user tariffs until it has resolved the knotty question of whether and to what extent AT&T's program-transmission facilities are and should be dedicated to the two kinds of customers. For the proposed rates would boost by $10 million the occasional users' costs.

AT&T and network lawyers argued that the two services are distinguishable and that if they arc treated as one, the networks would be subsidizing the occasional users. For their part, the occasional users' representatives insisted that the facilities are indistinguishable; as Jay Ricks, counsel for Hughes Sports Network, said, no microwave tower has CBS's names on it.

But the commission is being pressed with more than arguments based on rate-making principles. Mr. Ricks said many occasional users would be unable to meet the new costs and, as a result, would leave the airwaves to the networks.

Bowie Kuhn, commissioner of baseball, and representatives of other sports interests, made a similar point regarding telecasts of sports events: they would be curtailed. Mr. Kuhn said that the charge of transmitting a Boston Red Sox game from the West Coast would increase from $7,000 to between $10,000 and $12,000 a game, an increase Mr. Kahn described as "prohibitive."

One of the occasional users claiming to be threatened with a death sentence if the proposed rates become effective is UPITN, a new competitor of the networks in the production and electronic distribution of news programs to television stations.

Former FCC Chairman E. William Henry, appearing as counsel for UPITN, noted that it is the only party in the proceeding seeking to use AT&T's contract rates for less than full-time service —it could buy one hour monthly service under the old tariffs but not under those that went into effect yesterday.

Under the monthly contract rates, costs will drop from $82.50 per mile per month for an average of 17 hours of use to $55 per mile for a 24-hour period. The costs for occasional users under the proposed tariff would be $1 for an interchange mile for each hour of use, compared with 55 cents at present.

AT&T designed the new rates in response to competition from miscellaneous common carriers that have been winning away network business. J. Hugh Roff Jr., vice president and general attorney for AT&T's long lines division, said as much in his presentation: "We perceive and we feel the effects of competition." He also said the higher occasional user rates were needed to reflect more accurately the costs for providing the service, but that they were not expected to impose an undue hardship on the customers.

The commission said it intends to decide by mid-September whether to permit AT&T to file the occasional user tariffs. If the commission misses that deadline, it will permit the company to file them on 60-days notice.

NAB's antipay people

Robert F. Wright (WTOK-TV Meridian, Miss.), new chairman of the TV board of the National Association of Broadcasters, last week named a 10-member committee to explore ways in which to inform the public about what NAB feels are dangers to free television—pay TV and pay cable (BROADCASTING, June 25).

Chairman of the ad hoc committee is Willard Walbridge, Capital Cities Communications, Houston (and past chairman of the NAB joint board). Other members, also members of the TV board, are Dale G. Moore, KGVO-TV Missoula, Mont.; Fred Weber, Rust Craft Broadcasting Co., New York; Peter B. Kenney, NBC, Richard W. Jencks, CBS, and Eugene S. Cowan, ABC, all Washington. Also appointed to the committee were George J. Gray, Avco Broadcasting Corp., Washington; Richard Stakes, Evening Star stations, Washington; Robert Ferguson, WTRF-TV Wheeling, W. Va., and Edwin Pfeiffer, WPRI-TV Providence, R.I. The committee will be assisted by James Hulbert, NAB executive vice president for public relations, and Roy Danish, director of the Television Information Office.

Mr. Wright also appointed a committee to study revisions of TV-code fees. The members are: Peter Storer, Storer Broadcasting Co., Miami Beach, chairman; Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Walter E. Bartlett, Avco Broadcasting Corp., Cincinnati; George R. Comte, WTMJ-TV Milwaukee; Mr. Jencks, and Ray Johnson, KMED-TV Medford, Ore.

House to FCC: clear up backlog, clean up programs

And to help commission do that, appropriations subcommittee sweetens pot by $3 million more than agency had requested for fiscal 1974; $40-million budget now up to Senate

The House has approved and sent to the Senate a bill containing the FCC's budget request for fiscal 1974 and tacked on an extra $3 million for good measure. But the Appropriations Committee responsible for the bonus has made clear its desire for more and more stringent FCC action in the area of sex and violence on TV and radio.

By a vote of 316-to-21 the House on June 22 approved H.R. 8825 containing, among other appropriations, $39,860,000 for the commission in 1974.

The Appropriations Committee report accompanying the bill noted that the $3-million increase would provide an additional 155 positions which "should be allocated on a priority basis to reduce substantial backlogs where they occur, and to manage increasing workloads in nearly every activity the commission oversees." The report noted that a hearing on the commission's budget (conducted by Edward P. Boland's [D-Mass.] Subcommittee on HUD, Space, Science and Veterans) indicated "that the budget request would allow the commission only to break even—to stand still—and would not allow any inroads into existing backlogs." During that hearing FCC Chairman Dean Burch had asserted that the budget was "a bedrock, austere one" (BROADCASTING, March 5).

Said Appropriations Committee member Robert O. Tiernan (D-R.I.) on the House floor prior to the vote on the bill: "It became clear to our committee, particularly in the case of the FCC, that neither the interests of consumers nor those of the regulated industries were being served by underfunded and understaffed regulatory agencies."

Another committee member, George E. Shipley (D-Ill.), noted in his floor statement on the bill that the commission needs to exert a "concentrated effort relating to the so-called vulgar talk shows. This is an area in which all of us, as parents, are quite concerned and I, for one, certainly want to be able to make available the added personnel the FCC needs in order to correct this very sad sickness among some broadcasters."

The report on the bill noted the committee's concern over the effects of "violence and questionable programing" on the young. "Of particular concern," it said, "is the current wave of 'talk shows' that pander to sensationalism through the use of vile, abusive, or obscene language."

The report went on to say that it recognized the "sensitive constitutional questions involved" but that broadcasting unlike other media, "comes into the home or car with little or no warning of its content." And, unless guidelines of decency are established, it said, children may be "exposed to obscenity unnecessarily."

The report said the commission "has not fully used the sanctions it has available, or proceeded as vigorously as it should in the courts to determine exactly what its powers are in this area." It urged the FCC to "proceed with all powers available, and within the constitutional boundaries established by the courts, to curb promptly these abuses that violate rights of innocent people."

Selma AM bargains with blacks

Agreement gives concessions over programing, employment and ascertainment in exchange for dropping of denial petition

A Dallas county, Ala., citizen group has asked the FCC to dismiss the challenge it filed three months ago against the renewal of WTQX(AM) Selma. The action came after the group entered into an extensive settlement agreement with WTQX licensee Kathleen E. Stutts, calling for far-reaching revisions in the station's programing, ascertainment and hiring practices with respect to minority groups.

A petition to deny WTQX's renewal application, filed with the FCC March 1, accused the station of substantially failing to meet the needs of Selma's predominantly black community (BROADCASTING, March 5).

Chief among the station's new commitments is the establishment of a community liaison committee of seven to 11 citizens, of whom no fewer than five members will be black. The group will meet with station officials at least four times a year and will make recommendations regarding specific programs, talent, employment policies and community-needs ascertainment procedures.

Regarding the last function, the agreement states that WTQX will appoint and finance, as necessary, a team of "surveyors" who will conduct public surveys of community needs—particularly those of blacks—prior to the expiration of each license period. Station employes may serve this function if they reside in the community to be surveyed.

At least 35% of WTQX's nonmusical programing will be locally produced and will feature black input on a continuing basis. According to the agreement, at least one hour per month will be devoted to the "educational needs and problems" of Dallas county; the same amount of time will be devoted to problems of black youths, and another monthly hour will deal with "the full range of black life and values" and will be produced in conjunction with the liaison council.

WTQX also agreed to devote at least one third of its news stories to local issues, including those pertinent to the black community; to hire black stringers when possible and to employ at least one full-time black newsman and to produce at least 15 mini-documentaries per year on specific black needs and problems; to broadcast at least three "community access editorials," featuring presentations by local citizenry, per week.

The agreement also states that blacks will participate in "all levels" of WTQX's administration; that the station will carry out recruitment and on-the-job training programs for minority personnel and will advise the liaison panel of all forthcoming job openings. It also states that WTQX will refrain from doing business with any firm that has "practiced discrimination in employment or services to blacks or women" and will purchase equipment and services and accept advertising from black enterprises on a nondiscriminatory basis.

SIT stands up. The House Appropriations Committee is not the only group concerned about televised sex and violence (see page 25). One called Stop Immorality on TV said last week it plans to petition the FCC to institute a rule requiring station managers to determine community standards on sex and violence as part of their ascertainment surveys at renewal time. The group's recently completed "national morality poll" (*Broadcasting*, Dec. 18, 1972) shows that, of 150,000 persons responding to mailed questionnaire, 92% feel local TV programs and commercials are "more immoral" than 10 years ago; 91% feel sex on TV weakens the moral strength of the country, and 88% would favor a national boycott of advertisers who use sex to sell their products. Stop Immorality on TV is a project of the Society for the Christian Commonwealth Inc., a religious group headquartered in Warrenton, Va.

WXLW in $2,000 jam

The "XL-95 Golf Classic," a summer promotion contest that WXLW(AM) Indianapolis ran last year, may cost the station $2,000 in an FCC forfeiture. The commission last week notified the Greater Indianapolis Broadcasting Co., the licensee, it was apparently liable for that amount because it had violated the law banning lottery promotion in conducting the contest.

Those participating in the contest played 18 holes of golf at a course—any course—and mailed their scorecards to the station. Winners were those whose scorecards were drawn at random by the station. The commission said the contest apparently combined the elements that make up a lottery—prize, chance and consideration (in greens fee or country club membership fee to play golf).

The commission also asked Greater Indianapolis to comment on evidence it had misrepresented the amount of prize money available. The commission said the station announced that participants could win over $25,000, while the actual total of prize money was closer to $6,000.

Greater Indianapolis is owned by Grewe Radio Inc., which, besides the Indianapolis station, owns WEIF(AM) Moundsville and WPAR(AM) Parkersburg, both West Virginia; WQTW(AM) Latrobe, Pa.; WSTL(AM) Eminence, Ky., and WGOE(AM) Richmond, Va.

Capcities, LIN defend Fort Worth purchases

They say challenge was filed two weeks late for private gain

The three principals involved in the $110.8-million-sales of Carter Publications' Fort Worth print and broadcast facilities last week opposed as completely without standing a petition to deny the broadcast portions of the deal.

The challenge, which was filed at the FCC May 10 by Civic Telecasting Corp., alleged that the Carter firm is unqualified to sell WBAP-AM-TV and KSCS(FM) (formerly WBAP-FM) because it has no licenses for those stations. The licenses, Civic said, expired in 1971, and renewal applications are still pending at the commission. That situation resulted from a petition to deny the WBAP-KSCS renewals filed by Civic in June 1971, charging that Carter had engaged in a conspiracy with the two other licensees of network-affiliated VHF's in the Dallas-Fort Worth market to eliminate competition from UHF and cable interests. Civic had at the same time challenged the applications for the license renewals of WFAA-AM-FM-TV Dallas and of KDFW-TV Dallas (formerly KRLD-TV) (BROADCASTING, July 5, 1971).

Civic also raised questions of qualification of the two buying principals, Capital Cities Communications Inc., which proposes to buy WBAP(AM)-KSCS(FM) and Carter's *Fort Worth Star Telegram* for $75,775,000, and North Texas Broadcasting Corp. (a wholly owned subsidiary of group broadcaster LIN Broadcasting), which would acquire WBAP-TV for $35 million (BROADCASTING, Jan. 8). It charged Capcities with attempting to assume an unjustified concentration of media control on both a local and national level through its common acquisition of the radio and print facilities, and claimed that North Texas had failed to show that it was financially qualified to operate WBAP-TV.

Civic is owned by two brothers, James T. Maxwell and Carroll Maxwell Jr., who, through another corporation, owned KMEC-TV (ch. 33) Dallas (now KXTX) in 1967-68. The UHF went dark after a year of operation and the Maxwell firm filed for bankruptcy. It has been revived under other ownership. In its 1971 challenge of the three VHF renewals, Civic had charged that the alleged conspiracy among the three licensees (all of which have daily newspaper interests in Dallas-Fort Worth) had the effect of forcing KMEC-TV off the air as well as thwarting future CATV entry into the market by jointly applying for cable franchises in surrounding communities. Civic has also filed a $3-million suit against the *Dallas Times Herald*, jointly owned with KDFW-TV, and A. H. Belo Corp., owner of WFAA-AM-FM-TV and the *Dallas Morning News*, charging violations of the Sherman Antitrust Act. Carter Publications is not a defendant.

In their opposition pleadings filed with the commission last week, Carter, North Texas and Capcities separately charged that the Civic challenge to the pending

transfers should be summarily dismissed because that firm has failed to establish that it has standing to oppose the FCC applications. They also noted that the Civic petition was filed two weeks past the commission's deadline and, on that basis alone, should be discarded.

All three contended that Civic's interests in opposing the transfers is self-serving. Carter contended that the Maxwells had in prior instances attempted to use legal clout to achieve restitution for the failure of KMEC-TV. It also contended that the Maxwells formed Civic for the purpose of challenging the WFAA and KDFW renewals at the FCC, the motivation being vindication, and that the WBAP stations were included in that challenge despite the fact that Carter was not a party to the antitrust suit.

Capcities, in its pleading, said that its acquisition of WBAP(AM)-KSCS(FM) and the *Star Telegram*, rather than fostering an inequitable media ownership situation, would result in a "significant deconcentration" of control. The transaction, it said, would break up the existing Carter interests in Fort Worth, which include a crossownership of major-market VHF and newspaper facilities of the type the commission has proposed to outlaw. Further, Capcities contended, its proposed crossownership of the radio and print outlets would not represent a media combination condemned, or even questioned, by the commission. And the impact of the Fort Worth deal upon its other national media properties, Capcities continued, would be "utterly insignificant."

The North Texas pleading asserted that, contrary to Civic's allegations, "there is no question that LIN is now— and will be after the acquisition—a solvent company fully able to meet its current obligations and satisfy the loan obligation it will incur."

Nonprofit group is given Doubleday's UHF

Recipient Christian Broadcasting will have to relinquish TV outlet it already owns in Dallas

The Christian Broadcasting Network, Portsmouth, Va., disclosed last week that it has been chosen by Doubleday Broadcasting Co. as the beneficiary of the latter firm's offer to donate KDTV(TV) (ch. 39) Dallas to a nonprofit organization (BROADCASTING, June 25).

CBN President M. G. (Pat) Robertson announced at a Dallas news conference Wednesday (June 27) that arrangements had been completed for the KDTV takeover, subject to FCC approval. Although technically CBN will be given the station without charge, Mr. Robertson said, it will in effect be paying some $2.9 million for the UHF facility in the long run. That figure, he said, includes CBN's assumption of $1.2 million worth of outstanding KDTV film and program contracts over a period of 10 years, and the payment to Doubleday of $1.4 million for a 20-year lease on KDTV's studios and $240,000 for a 20-year rental of the station's transmitter site (CBN has the option of buying both of those properties after expiration of the lease). In addition, Doubleday's donation to CBN of equipment, the KDTV license and "operating good will" has an estimated value of $2.5 million, giving the entire transaction a net worth of $5.4 million.

CBN, which is presently the licensee of KXTX(TV) (ch. 33) Dallas (which it acquired only last April), said that following FCC approval of the KDTV acquisition, channel 33 would be "transferred" to another nonprofit institution. A CBN spokesman last week said his organization had not yet decided whether KXTX would be offered for sale or for donation.

CBN, a nonprofit, religious oriented institution, operates its stations on a commercial basis. CBN is also the licensee of KXRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia; WHAE-TV Atlanta and WEIV(FM) Ithaca, WBIV(FM) Wethersfield, WMIV(FM) South Bristol, WOIV-(FM) DeRuyter township and WJIV(FM) Cherry Valley township, all New York. It also holds a construction permit for WXNE(TV) (ch. 25) Boston, which is not yet on the air.

CBN said last week that, following FCC approval of the KDTV transfer, KXTX's staff and a good portion of its programing would be transferred to KDTV. The latter station would commence religious-oriented programing in prime time with general-appeal entertainment—the bulk of which would come from the existing KDTV program contracts — being programed in fringe-time periods.

KDTV operates with 3,100 kw maximum visual, 310 kw aural and an antenna 1,681 feet above average terrain.

Changing Hands

Announced

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

- KDTV(TV) Dallas: To be transferred from Doubleday Broadcasting Co. to Christian Broadcasting Network for assumption of contractual obligations and lease arrangements totaling $2.9 million (see story this page).
- KFSD-FM San Diego: Sold by Time Inc. to Lotus Communications Corp. for $275,000 (see page 33).
- KROS-AM-FM Clinton, Iowa: Sold by Clinton Broadcasting Corp. to Public Service Broadcasters Inc. for $480,000. Bernard Jacobsen heads selling firm. Donald Jones is president of Public Service, based in Fond du Lac, Wis. Company also owns KFIZ(AM) Fond du Lac, and WTIM-AM-FM Taylorsville, WVLN(AM)-WSEI(FM) Olney and WZOE(AM) Princeton (see below), all Illinois. KROS is full time on 1340 khz with 1 kw day and 250 w night. KROS-FM operates on 96.1 mhz with 100 kw and antenna 360 feet above average terrain. Broker: Hamilton-Landis

& Associates.

▪ WZOE(AM) Princeton, Ill.: Sold by Public Service Broadcasters Inc. to Ray Smith, George Allen and Harry Snyder for $234,000. Station is being sold "to avoid any possible overlap" of signals between WZOE and KROS(AM) Clinton, Iowa, which Public Service is acquiring (see above). Mr. Smith, president of buying firm, WZOE Inc., is Ord, Neb., businessman. Mr. Allen owns KLGA-AM-FM Algona, Iowa. Mr. Snyder has majority interest in KHUB-AM-FM Fremont, Neb. WZOE operates full time on 1490 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Approved

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

▪ WSUN(AM) St. Petersburg, Fla.: Sold by H. Y. Levinson to Plough Broadcasting Co. for $2,303,125. Plough is wholly owned subsidiary of Schering-Plough Corp., publicly owned pharmaceutical and communications firm. Its other broadcast interests include WMPS-AM-FM Memphis; WJJD-AM-FM Chicago; WCAO-AM-FM Baltimore; WCOP-AM-FM Boston, and WPLO-AM-FM Atlanta. WSUN operates full time on 620 khz with 5 kw.

McIntire seeks stay of execution

But he says off-shore station will go on air if FCC stands pat

The FCC will decide this week, probably tomorrow (Tuesday), whether to issue a reprieve to WXUR-AM-FM Media, Pa., which are scheduled to suffer the death penalty at midnight Thursday.

Counsel for the stations last week filed petitions aimed not only at keeping the stations on the air temporarily but also at persuading the commission to reconsider its decision denying the stations' license-renewal applications.

Officials indicated the chances of the commission reversing itself on the case were virtually zero. However, the odds were said to be somewhat better that a delay in the execution of the final order might be granted.

If the commission should refuse to be budged, its East Coast field monitors might be picking up signals from a pirate radio ship off the coast of Cape May, N.J., in two weeks. Dr. Carl McIntire, the fundamentalist preacher who heads the Faith Theological Seminary, licensee of the Media stations, last week said he was moving ahead on plans, which he first disclosed last month (BROADCASTING, June 4), to establish a broadcasting station on a ship—"Radio Free America"—beyond the three-mile territorial limit of the U.S. The ship would be within sight of a hotel the seminary owns in Cape May, and would go on the air July 19.

Dr. McIntire refused to give any details, but he said a ship large enough to accommodate a helicopter had been made available, along with the necessary broadcasting equipment. He said the station would operate "with more than 1,000 w" (but would not say on what frequency) 24 hours a day.

The station, he added, would campaign for revocation of the fairness doctrine. The commission denied the WXUR license renewals on grounds of fairness-doctrine and personal-attack violations, and misrepresentations as to program proposals.

Although Dr. McIntire said the legal aspects of the proposed venture had been researched and posed no problem, commission officials were not so sure. They cited international agreements that would effectively prohibit such an operation by enjoining signatory nations from providing the pirate radio ship with supplies or equipment.

In any event, the seminary's attorney, Benedict Cottone, was insisting last week that renewal of the stations' licenses was the principal goal. He was going back to the commission despite a decision of U.S. Court of Appeals in Washington affirming the commission and a refusal by the U.S. Supreme Court to review the case.

CPB cites six PTV's for solicitations

The Corporation for Public Broadcasting has honored six PTV stations for efforts in securing operating revenues through fund-raising activities.

The CPB presentations were made

last week at the eighth annual Public Television Development Conference at Williamsburg, Va., a four-day meeting sponsored by CPB to examine means of raising funds for PTV stations on a local level.

Three of the six stations received two awards each. WTTW-TV Chicago was cited for an auction last year from which it raised $702,000—the largest total ever raised by a single PTV facility utilizing the auction concept, which has been in existence for 18 years. WTTW-TV was honored also for a year-long subscription-membership drive, which raised $1 million in pledges and added 23,000 new subscribers. Two awards were given WGBY-TV Springfield, Mass., in recognition of two direct-mail campaigns which brought in $10,000 to replace an antenna and $4,200 for operating expenses. WJCT-TV Jacksonville, Fla., was cited for two separate campaigns aimed at financing special projects—one which secured $325,000 for facilities to augment the station's coverage of the Florida legislature and one which obtained underwriting for a 12-week series of high school basketball games.

The other three stations honored by CPB were: KCTS-TV Seattle, in commemoration of a fund-raising dinner which grossed $168,000 and brought that station 10,000 new subscribers; WNET(TV) New York for a year-long campaign which raised $800,000 and brought in more than 100,000 new subscribers; and KLVX-TV Las Vegas, which raised $60,000 in only four hours during a program entitled *The Auctioneer*.

Senate unit moves out bill that would repeal 315 for all candidates and set spending limits

The Senate Rules Committee last week agreed to report out campaign-reform legislation that would, among other things, repeal Section 315 of the Communications Act for all federal-office candidates.

In a mark-up session last Wednesday (June 27), the committee approved a modified version of S. 372, introduced by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and reported out in expanded form by the parent Commerce Committee on May 16 (BROADCASTING, May 21).

The Commerce - Committee - approved bill would have repealed the equal-time provision only for presidential and vice-presidential candidates and established a 25-cents-per-eligible-voter limit on all campaign spending by federal-office candidates.

The Rules Committee bill, in addition to extending Section 315 repeal to all federal-office candidates, would do the following:

- Limit spending by presidential, Senate and House candidates to 15 cents per voter in primaries and runoffs; 20 cents per voter in special and general elections. Under the 15-cents ceiling the minimum for Senate and at-large House candidates would be $125,000; it would be $90,000 for other House candidates. Under the 20-cents limit the floor would be $175,000 for Senate and at-large House candidates; $90,000 for other House candidates.
- Create an independent Federal Elections Commission to enforce the campaign-spending laws.
- Establish limits on individual contributions to federal-office campaigns.

A Rules Committee spokesman said the committee expects to formally report the bill out on July 12, adding that the measure should come up on the Senate floor the week of July 23.

Some familiar notes sung by John Dean

Under questioning, Watergate witness touches on his dismissal from Welch & Morgan over application for St. Louis UHF and on role of ex-broadcaster Richard Moore; he also publicly expresses what everyone suspected about the FBI investigation of CBS's Daniel Schorr

Scattered through the lengthy tale of conspiracy and cover-up in high places that former White House Counsel John W. Dean III related to the Senate Watergate Committee last week were nuggets of particular interest to the workaday broadcaster.

Mr. Dean expanded on previously published reports of his closed-door testimony regarding the role ex-broadcaster and current White House aide Richard A. Moore played as the Watergate episode unfolded (BROADCASTING, June 25).

He also provided a glimpse—the first given by anyone who had been associated with the White House inner circle—of the Federal Bureau of Investigation check on CBS News correspondent Daniel Schorr two years ago. And he took advantage of an opportunity to deny for the record allegations he had been fired from a Washington communications law firm, Welch & Morgan, for unethical conduct (BROADCASTING, April 9).

Mr. Dean, in his prepared, 245-page statement, flushed out somewhat the previously published report that Mr. Moore, the one-time president of KTTV(TV) Los Angeles, had made a vain effort in February to persuade former Attorney General John N. Mitchell to raise money demanded by the seven original Watergate defendants in return for their silence.

As in the original account, Mr. Dean last week said that effort was a result of a meeting in La Costa, Calif., at which Messrs. Dean and Moore had met with the then top White House assistants, H. R. Haldeman and John Ehrlichman, to discuss tactics for dealing with the forthcoming Senate Watergate hearings.

At other points in his testimony, Mr. Dean seemed to suggest that, for him, Mr. Moore was a sympathetic character in the unfolding drama. He said that before the La Costa meeting, Mr. Moore "did not know all the facts" but that "he knew a great deal and was becoming increasingly aware of the dimensions of the problems," and added: "I told him the cover-up was bigger than the Watergate incident per se. The more we talked about it, the less we could find a solution."

At another point, Mr. Dean said that, last March, he and Mr. Moore talked about various methods by which the full facts could be aired. "But we both realized that nothing less than the truth would sell."

(Mr. Moore's role as seen from the perspective of the White House was revealed in a memorandum the White House submitted to the committee, in response to Mr. Dean's testimony. It said that, in March, Mr. Dean had begun to express to Mr. Moore "concern about Dean's own involvement" in the cover-up. Then, after the two men conferred with the President on March 20, the memo added, "Moore told Dean: 'I don't think the President has any idea of the kinds of things you've told me about.'" And when Mr. Dean agreed, Mr. Moore said it was Mr. Dean's "obligation to advise the President and lectured Dean on this subject.")

The FBI-Schorr episode came up on Tuesday, when Senator Lowell P. Weicker Jr. (R-Conn.) asked Mr. Dean about any use the White House had made of the FBI. Mr. Dean said that an aide to Mr. Haldeman had received a request from Mr. Haldeman "when he was traveling with the President, to direct the FBI to do an investigation of Mr. Schorr."

FBI Director J. Edgar Hoover complied with the request, but, Mr. Dean recounted, with more vigor than expected. He did a sort of "full-field, wide-open investigation, and this became very apparent." As a result, Mr. Dean said, the White House began "scrambling" for an explanation. "The long and short of the explanation," he noted, was that the investigation was a preliminary to Mr. Schorr's being considered for an administration post in the environmental field.

Mr. Dean was not asked whether he knew the reason Mr. Haldeman had requested the investigation of Mr. Schorr, but the White House has regarded Mr. Schorr as unfair in his coverage of the administration, and his name turned up on a White House "enemy list" which Mr. Dean turned over to the committee (see page 32). The list, which was continually updated, was used by government investigators as a source for targets for harassment, according to Mr. Dean.

Thus it appeared that Mr. Dean had participated in something of a cover-up concerning the FBI check. Senator Sam J. Ervin (D-N.C.), who is chairman of the special Watergate committee, conducted a hearing of his Constitutional Rights Subcommittee in February 1972 on the Schorr incident. Several White House aides turned down Senator Ervin's request that they testify, and the only administration response came from Mr. Dean, in his role as counsel to the President. He wrote a letter that bypassed

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specific questions raised by Senator Ervin, and concluded, "There are no indications of any intent on the part of anyone on the White House staff to harass or intimidate Mr. Schorr by initiating an investigation into his background" [BROADCASTING, Feb. 7, 1972].

The episode regarding Mr. Dean's dismissal from Welch & Morgan in 1966 had been reported in the press in April. At that time it was disclosed that the rupture occurred because Mr. Dean, along with several others, was preparing to apply to the FCC for channel 30 in St. Louis—after the Welch & Morgan partners had received permission from the commission to build a station on channel 24 there. Columnist Jack Anderson reported that the Civil Service Commission had in its files a letter from a Welch & Morgan partner, Vincent Welch, accusing Mr. Dean of "unethical" conduct. However, in a subsequent letter Mr. Welch softened that characterization, calling it an "overstatement."

When asked about the incident by Senator Herman Talmadge (D-Ga.), Mr. Dean said he was "operating on the advice of counsel" when involved in the investment and that a "question of personalities" rather than of ethics was involved. Mr. Dean also read a letter from the counsel whose advice he said he had taken—Earle Stanley.

Broadcast and print journalists found intriguing, also, Mr. Dean's references to White House News Secretary Ronald L. Ziegler, who has never been a favorite of the press corps and whose credibility has been questioned increasingly as the Watergate drama unwinds.

Mr. Ziegler's reputation was clouded at best. Mr. Dean said Mr. Ziegler did not know "the truth" about Watergate. He said that when Mr. Ziegler asked him to fill him in on the facts, he said he could not because of instructions from Mr. Ehrlichman.

But he also said he and Messrs. Haldeman and Ehrlichman told Mr. Ziegler "how to take the offensive" and to "hedge and bob and weave" but without "actually lying on a given matter."

Face of the week. John Dean was covered live last week by all three networks. Details on page 35.

Slender pickings for radio-TV on 'Dean's lists'

According to its "enemies" lists that surfaced last week in the Senate Watergate hearing, the Nixon administration appears to consider itself surrounded on all sides by hundreds of ill-wishers. But for an administration that has a reputation for hating the networks because of their alleged anti-Nixon bias in news, the lists are remarkably short on network names.

The name of Arthur Taylor, CBS's new president, is on what appears to be a master list that was prepared by Charles Colson when he was a White House counselor. But Mr. Taylor is identified as vice president of the International Paper Co., a job he held before moving to CBS. He said he does not know how he got on the list, which was prepared in 1971.

The name of NBC's president, Julian Goodman, is on the same list. He had no comment, unlike some who appeared to take particular pride in the recognition the White House accorded them.

CBS News correspondents Daniel Schorr and Marvin Kalb, along with Lem Tucker of ABC (he was with NBC when the list was compiled) and Sander Vanocur, identified as being with NBC (he is now with the Center for Democratic Institutions after a tour with the National Public Affairs Center for Television) are also on the master list—the only network newsmen who were.

And of these only Mr. Schorr was mentioned in a separate list of 20 names of individuals who had apparently been considered for special attention. (That list, too, was compiled by Mr. Colson.) After Mr. Schorr's name was the notation, "A real media enemy."

Mr. Schorr, who had been the object of a Federal Bureau of Investigation investigation in 1971, said he would have been surprised if he were not on the list. He called the exercise of compiling such lists "a sick manifestation." But the publication of the lists, he said, produced a number of wires and telephone calls—"all of them favorable."

Also on the list of 20 was Maxwell Dane, retired chairman of Doyle, Dane, Bernbach. "The top Democratic advertising firm," the notation said—"they destroyed Goldwater in '64. They should be hit hard, starting with Dane."

Mr. Dane, who is still a director of DDB, said he was "honored" to be on the list. "But it's rather horrifying that anyone in a position of power would compile such a list for special investigation. This is how to undermine a democracy."

The list of 20 also included the name of Arnold M. Picker, of United Artists Corp., of New York, described as a "top Muskie fund raiser." He was number one on the list.

Number five was Charles Dyson, of Dyson-Kissner Corp., New York, described as "deeply involved in the Businessmen's Educational Fund which bankrolls a national radio network of five-minute programs—anti-Nixon in character." Mr. Dyson, however, says the information is inaccurate—he was a trustee of the fund, but it never bankrolled an anti-Nixon national radio network.

A number of other personalities who operate in and around the edges of broadcasting were on the longer, master list—among them, columnist and television personality Jack Anderson; Carl Rowan, the columnist who appears frequently on WTOP-TV Washington as a commentator and panelist; Warren Unna, then in public broadcasting; Lloyd Cutler, of the Washington firm of Wilmer, Cutler & Pickering, which is active in representing broadcasting clients; John Macy Jr., then president of the Corporation for Public Broadcasting, and Lloyd N. Morrisett, president of the John and Mary R. Markle Foundation and chairman of the board of trustees of the Children's Television Workshop. (Mr. Morrisett said of his presence on the list: "Some are born to greatness; others have to wait—and I waited a long time.")

Mr. Cutler's name was on a third list, which had been prepared by John W. Dean III, former White House counsel, in response to a request from an assistant to H. R. Haldeman, former White House chief of staff. Mr. Dean, in a preceding memo, said the list is "suggestive," based on conversations with others "regarding persons who have both the desire and capability of harming us." Besides Mr. Cutler, the list names Messrs. Picker, Dane, Dyson and Schorr.

In yet another memo turned over to the Watergate committee, former NBC News anchorman Chet Huntley was said to have agreed to work for whatever Republican candidate might run against Senator Lee Metcalf (D-Mont.) in 1972. The memo, which originated in the Republican National Committee, was sent to Mr. Haldeman in October 1971.

It said a White House aide had directed the Agriculture Department to "quit dragging its heels" on the Big Sky resort project in Montana, in which Mr. Huntley is deeply involved. But it also said that, in view of the "intemperate" remarks about President Nixon that were attributed to Mr. Huntley in a national magazine, a close watch should be kept on how he "performs."

FCC's minority breakdown

Commission puts out report detailing hiring of women, blacks, Indians, orientals and chicanos

The FCC's computer has completed churning out a 466-page report that will be of value to the commission in developing policies aimed at implementing rules barring discrimination in employment—and to community groups wondering about the relative records of stations in hiring minority-group members. Over-all the study shows that in 1972 about one in 10 broadcast employes was a member of one of four principal minority groups—black, Oriental, American Indian and Spanish-surnamed American. The report is the commission's first on employment practices in the broadcast industry. It is divided into reports on states, and then communities showing the records of individual stations in 1972. Where available, 1971 figures are included with each station's data to provide a basis for comparison.

The study provides a further refinement. Minority and female employment in terms of higher- and lower-paying jobs is shown. The higher-pay segment includes managerial, professional, technical, sales and craft positions; the lower segment, clerical, office, laborer and service jobs.

Out of a total of 130,656 employes in commercial and noncommercial radio and television who are covered by the survey 23%, or 30,064, were women. Blacks, who made up the largest minority group in the study, were in 8,724 of the broadcasting jobs (6.6% of the total); Spanish-surnamed Americans, 4,028 (3%); Orientals, 689 (.5%); and American Indians, 532 (.4%).

The study was compiled from reports filed by broadcast licensees with five or more full-time employes. The reports are filed annually in accord with rules, adopted by the commission in 1969, which also bar discrimination in employment.

Some of the material published by the commission last week was made public in a report issued by the Office of Communication of the United Church of Christ in November. But that study, based on licensee reports filed in 1971 and 1972, included only commercial television stations, and not all of them; reports of 76 were unavailable or incomplete.

The UCC report, which included an analysis of the data, concluded that television broadcasters had a "dismal" record of employment of minorities and women (BROADCASTING, Nov. 27).

Friends in need

How a modest drive for flood relief ballooned into $50,000 in donations

Outside the studio of WKOK(AM) Sunbury, it was one of those warm dry days heralding the arrival of spring in central Pennsylvania. But News Director Rick Todd, listening to CBS report in awesome detail the ravages of the flood-swollen Mississippi, had a disturbing flashback. It was less than one year since Hurricane Agnes had turned the serene Susquehanna into a rampaging despoiler of Sunbury. Enough local residents would remember, newsman Todd reasoned, and would respond to an appeal for just $300 and perhaps a truckload of food and clothing for the St. Louis victims. With the blessing of the local Red Cross, a few on-air promos told where and how contributions would be accepted. But before WKOK General Manager Jim Strock could count to 300, there was $1,200 in the fund. It marked the beginning of a "We Keep on Karing" campaign with its success best described statistically and by the innovative fund-raising capers. WKOK staffers stood out in front of the station with special buckets to take donations from passing motorists and in the first day collected $7,000. Bearded Than Mitchell, host of a two-way talk show, offered to shave his 10-year-old beard for a $1,000 donation. He got $2,300. Groups from outlying communities, fraternal organizations, business firms and students got into the act before $50,000 in donations and four trailer trucks of food and clothing were sped westward to St. Louis.

Time Inc. tries again to sell San Diego FM

Group owner Lotus Communications is third prospective purchaser

Time Inc. moved to complete the disposition of its radio stations last week with the sale of KFSD-FM San Diego to Lotus Communications Corp., Los Angeles, for $275,000 cash, subject to FCC approval.

Time sold four of its five TV stations to McGraw-Hill last year for $57,180,000, retaining WOTV(TV) Grand Rapids, Mich., after citizen-group pressures opposed McGraw-Hill's acquisition of all five. KFSD-FM is the eighth Time radio station to be sold. It was sold earlier—for $250,000—to Kelly Broadcasting Co., a group station owner, but that sale foundered when the FCC, responding to local protests against a format change proposed by Kelly, indicated it would hold a hearing. Kelly let the sales contract lapse (BROADCASTING, Aug. 21, 1972).

Following the termination of the Time-Kelly sale agreement, the former firm contracted to sell KFSD-FM to Number One Radio Inc., a Tucson, Ariz., firm headed by Ed Richter, vice president of the R. C. Crisler & Co., media broker. That transaction, however, was also terminated. Time has been looking for a third buyer for the station for several months.

KFSD-FM would be Lotus Communications' seventh radio station, its first FM. The company, headed by President Howard A. Kalmenson and Executive Vice President Larry Mazursky, owns six AM's: KWKW Pasadena and KOXR Oxnard, both California: KENO Las Vegas and KONE Reno, both Nevada, and KRUX Glendale-Phoenix and KTKT Tucson, Ariz.

Children's Workshop to solicit donations

The Children's Television Workshop is going to make its first try at public fund-raising in a test to be conducted this month. Lloyd N. Morrisett, chairman of the workshop's board of trustees, revealed the test plan in a speech Wednesday night (June 27) at the outset of a four-day conference on public-broadcasting development at Williamsburg, Va.

Mr. Morrisett's news created concern among public-station representatives at the conference, who feared public fund-raising activities by CTW—whose *Sesame Street* and *The Electric Company* are among public TV's best known features—would diminish the public contributions stations receive.

In a telephone interview afterward, however, Mr. Morrisett said no decision on future public fund-raising by CTW would be made until after this month's test has been completed and evaluated, and that in any event the workshop would not go to the public unless it could do so in a way that would enhance rather than hurt the stations' own solicitations.

Mr. Morrisett said CTW was thinking of this approach because foundations—which along with government agencies and the Corporation for Public Broadcasting are the workshop's major benefactors—cannot be expected to continue making major grants indefinitely.

If CTW does go into public fund-raising, Mr. Morrisett said he would not expect to raise more than about one-third of the workshop's budget in that way. Its production budget currently is about $13 million.

Access group keeps KRON-TV under fire

A San Francisco-area citizen group says that KRON-TV San Francisco, which last month survived a hearing on its license-renewal application (BROADCASTING, May 28), is operating illegally and that the FCC should either take the station off the air or impound its profits and distribute them to the benefit of the viewing public.

The Committee for Open Media based its argument on the ground that the KRON-TV license renewal that was granted was for the 1968-71 license period and that the Chronicle Publishing Co., the licensee, has not filed an application for renewal for the 1971-74 period.

COM noted that the Communications Act provides for the issuance of three-year licenses for which applications have been filed. The effect of the commission's ruling in the KRON-TV case, COM contends, is either a grant of license beyond three years or a grant of renewal with no written application having been filed.

Furthermore, COM notes, the former Chronicle employes whose petition to deny had led to the renewal hearing are appealing the commission's decision to grant the renewal to the U.S. Court of Appeals in Washington. "With judicial review and potential reversal in the courts," COM added, "there is really no foreseeable date when KRON-TV would have to submit an application."

COM's principal aim is to obtain public-access time on broadcast stations. Its arguments last week were in a petition for reconsideration of the commission's action dismissing COM's own petition to deny KRON-TV's renewal.

The FCC exodus

Early-retirement incentive prompts almost 60 employes to leave since end of April

A provision in the federal retirement plan designed to induce early retirements has been having that effect at the FCC. Since April, close to 60 employes re-

FM on their minds. A delegation of the National Association of FM Broadcasters was in Washington last week, knocking at the door of FCC Commissioner Robert E. Lee and discussing with him a pending plan to conduct tests of FM-receiver standards. Pictured with Mr. Lee (seated) at the meeting (l to r): Harold Kassens, assistant chief of the FCC Broadcast Bureau; Ralph Green, director of engineering services for the CBS Radio Division; Robert Cole, vice president, CBS-owned FM stations; James Gabbert, president of KIOI(FM) San Francisco and NAFMB director at large; Abe Voron, NAFMB executive director; John Richer, president of WIOQ-FM Philadelphia and NAFMB, and Robert Weston, Mr. Lee's engineering assistant.

tired from the agency to take advantage of the provision, which fattened their pensions by 6.1%.

The provision ties retirement compensation to the cost of living for those who retired before June 30. And the cost-of-living increase used is that for the period ending April 30—which turned out to be 5.1%—to which government adds 1%.

Anyone who is eligible for retirement and leaves the government before June 30 gets that bonus. Those waiting until after that deadline get only a 2% addition.

For the most part, those who have left the commission before the June 30 deadline have been middle-level or lower employes. However, two bureau chiefs have been among them—Curtis Plummer, of the Field Engineering Bureau (BROADCASTING, June 18) and James Barr, of the Safety and Special Services Bureau here (see page 52).

H-L revamps at top

Hamilton-Landis & Associates, Washington based national media broker, announced last week a realignment of its corporate structure which elevates Dan Hayslett, now Southwest regional representative of the firm, to the company's presidency. Ray V. Hamilton, H-L's former president, has been advanced to chairman of the board.

Mr. Hayslett, who joined H-L just last month as Southwest representative, will continue to be based in the company's Dallas office. Prior to joining H-L, Mr. Hayslett owned and operated Dan Hayslett & Associates, a Dallas broadcast consultancy. He was also formerly president of Strauss Broadcasting Co., a Dallas-based group station owner.

FCC is requested to stick by its rules

Screen Gems Stations has told the FCC that a petition to deny renewal of its WVUE(TV) New Orleans filed last month by the Southern Media Coalition is so procedurally defective it must be summarily discarded. The coalition, which also challenged WWL-TV and WDSU-TV New Orleans a month past the filing deadline, is alleging these three stations discriminated against blacks, particularly in hiring (BROADCASTING, June 11).

Screen Gems told the commission that the petition, at best, could be construed as an informal objection due to its untimeliness. And since WVUE's renewal application was granted May 31—nearly two weeks before the challenge was filed—FCC rules dictate that the petition would not on its face be adequate to justify reversal of that grant. Nor could the pleading be treated as a petition for reconsideration, Screen Gems contended, because SMC has failed to show that it could not have submitted opposition prior to the filing deadline.

Media Briefs

Came calling. CBS President Arthur Taylor completed his first round of courtesy calls in Washington last Monday and Wednesday, stopping in key congressional offices and visiting all FCC commissioners with exception of Benjamin Hooks, who was out of town. Mr. Taylor considers capital both his bag and part of his beat, is expected to be seen soon in appearances alongside ABC, NBC brass when Washington asks questions.

More from Aspen. Aspen Program on Communications and Society has published "Aspen Notebook on Government and The Media" and "Aspen Handbook on The Media: Research, Publications, Organizations." Former, edited by William L. Rivers and Michael J. Nyhan, is 192 pp and $3.95 for paperbound book. Latter is 128 pp, $1.95 paperbound and $5.95 clothbound. Publications are part of ongoing series devoted to major policy issues affecting communications media. Douglass Cater is director. *Suite 232, 770 Welch Road, Palo Alto, Calif. 94304.*

Broadcast Journalism

Wiley asserts bold journalism is worth the risk of FCC trouble

But he says record shows troubles aren't as profuse as some think

FCC Commissioner Richard E. Wiley said last week that in broadcast journalism there is no clear-cut division of rights between the public and the broadcaster. It is, he said, quoting Chief Justice Warren E. Burger in the BEM decision last month (BROADCASTING, June 4), a matter of "delicate balances" and "calculated risks."

The commissioner, who addressed a luncheon session of the National Broadcast Editorial Association convention in Washington, also called on broadcast journalists to screw up their courage and engage in bold enterprises, even if it means taking complaints, receiving letters from the FCC and paying attorney's fees.

After all, he said, during the question-and-answer session that followed his remarks, "that is the price you pay for being in the business. If you don't like it, you can always go out and sell shoes."

But, in his prepared remarks, the commissioner sought to assure his audience that bold journalism does not cause broadcasters as much trouble with the commission as they might imagine. He said that in fiscal 1971 (the last year for which he had official figures) the commission received more than 2,000 fairness complaints, which generated 168 commission inquiries—an inquiries-to-complaints ratio of about 8%. And of the inquiries, he said, 69 resulted in staff or commission rulings, with no more than five adverse to the licensee.

Those statistics, he said, "reflect the continuing exercise of sound public policy." For in his view, the fairness doctrine—which he supports as long as the "spectrum remains a scarce natural resource" and the broadcaster "a public trustee"—contributes to an informed electorate if it is enforced in a manner that permits "reasonable editorial freedom" to grow and prosper.

Commissioner Wiley, who discussed the issues of public access and the fairness doctrine, said the concepts are related and not necessarily mutually exclusive. A responsible broadcaster is fulfilling his fairness-doctrine obligation in exercising his choice of appropriate spokesmen on various sides of public issues, he said.

However, he also said a system in which citizens could demand and receive time to discuss whatever they wish would be "fundamentally antithetical to the whole concept of the Communications Act as it has developed and been interpreted over the years."

And he said the Supreme Court's decision in the BEM case that citizens do not have a First Amendment right to purlitorial advertising time on radio vision stations "was a clarion re- on of the basic public-trustee sys- broadcasting." He also said the ı pointed up the trade-off that ex- ı continuation of the fairness doc- in place of a direct-access system ı trade-off that is in the interest of the ɔadcast journalist."

Pastore calls for more 'moxie,' but for caution in its application

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) exhorted the broadcasters "to use a little more moxie and courage in doing what needs to be done to bring the facts to the American people." He said stations should take stands on issues in such a way that they are "advocates" rather than "propagandists." That involves looking at issues in an objective manner, he said, and thoroughly checking the facts.

"Be careful not to have preconceived notions on issues," he advised. Broadcasters should feel free to endorse candidates —any candidate at any level—he said, but they should do so only out of a sense of public responsibility.

NBC's Monroe, OTP's Whitehead are counterweights in discussion on best way from here to there in journalistic freedom

"Friendly adversaries." That's the way Bill Monroe and Clay T. Whitehead used to describe their relationship in remarks last week before the broadcast editorialists' convention.

Mr. Monroe, Washington editor of NBC's *Today*, said, as he has before, that today's television "is bland, blander than it ought to and need be." The condition arises from managerial timidity induced by fear of government sanction. Mr. Monroe said uncertainties arose from Section 315 of the Communications Act; FCC rules "that tromp over the First Amendment to substitute bureaucratic judgments for editors, on what's fair in journalism"; the whole license-renewal process, that makes stations fair game for "harassment and pressure" from citizen groups. He said the Nixon administration "in particular has shown it's possible for the White House to try to color news coverage by deliberately stirring the anxiety over licenses."

Mr. Whitehead was in agreement with Mr. Monroe on at least one point. "Whatever the problems of broadcasting today," he said in an extemporaneous address, "they will not be solved by removing First Amendment rights."

The solution, as Mr. Whitehead sees it, lies not in legislative or regulatory institutions in Washington—and certainly not at the network headquarters in New York—but rather at the local station level. And here, he submitted, competition is the key word. By increasing the number of local program sources, by giving stations an alternative to the official network viewpoint, true balance in programing could eventually be achieved, the OTP director said.

"You shouldn't have to care who is in the Congress and who is in the White House," Mr. Whitehead said. While he said he does not feel that network news is continually biased, he maintained that local stations should be in a position to spot episodes of "ideological plugola" (repeating the phrase he made famous several months ago in a speech in Indianapolis) from the networks and to take corrective measures in their over-all local programing. "I think that's far healthier than having a great concentration of power in New York and trying to offset it with a great concentration of power in Washington."

Mr. Whitehead also iterated the feeling he expressed for the first time three weeks ago in a second Indianapolis speech (BROADCASTING, June 11)—that the administration-sponsored license renewal bill stands little chance of passage by Congress "simply because the Nixon administration proposed it." But, he stipulated, "I'm not too choosy as to whether the bill passes down to the last comma. What I am worried about is that the principles of the bill will not be followed," referring to the proposed legislation's emphasis on local stations' responsibility for the equity of all their programing, regardless of origin. "I think that would be very sad indeed," he said.

Pair rapped for editorials. Two broadcasters last week were faced with FCC-imposed forfeitures for allegedly violating the commission's political editorial rule. Taft Broadcasting Co., licensee of WDAF(AM) Kansas City, Mo., and Bel Air Broadcasting Co., licensee of WVOB Bel Air, Md., were notified they were apparently liable for fines of $1,000 and $3,000, respectively, for editorializing against incumbent political candidates up to election day (in the case of WVOB) or to the day before the election (in the case of WDAF) without notifying the affected candidates in advance and affording them time for reply. In both cases, the stations said it was evident from the content ficials were involved—allegedly attacked were not mentioned in the editorials. However, the commission said it was evident from the contents that the editorials were directed against specific individuals.

All happy at first convention, but there is strong sentiment that association not superimpose its views on individuals

Six months ago, a group of 55 broadcast commentators got together during the Radio Television News Directors Association conference at Nassau, Bahamas, to add a new element to their professional unity. They created the National Broadcast Editorial Association—an evolutionary product of an annual conference broadcast editorialists had been holding during the past decade. At the close of NBEA's first convention last week, it was evident that the 80 delegates viewed that product as first-rate.

"I'm simply delighted," NBEA President Bryson Rash (WRC-TV Washington) said. Indeed, for Mr. Rash the Washington convention must be viewed as something of a personal coup. In less than half a year's time, he managed to bring before an admittedly small group speakers of the caliber of Office of Telecommunications Policy Director Clay T. Whitehead, FCC Commissioner Richard Wiley and Senators John O. Pastore (D.-R.I.), William Proxmire (D.-Wis.), Henry M. Jackson (D.-Wash.) and Hubert H. Humphrey (D.-Minn.). In the same period NBEA has increased its membership to 146—nearly half of the broadcast editorialists it has managed to compile on its mailing list—of whom roughly half are executives at major stations.

The casual manner of the convention was considered a positive factor by many of the delegates. But for most, the most pertinent contribution to the meeting's success was its timeliness. "It came at a time," one delegate declared, "when broadcasters are finally beginning to knuckle down and take sides on issues of national significance." The exchange of ideas and techniques fostered by NBEA "can only serve to support this development," he said.

NBEA, however, did not take a position on one specific issue of particular significance to it—whether it should empower itself to adopt resolutions on industry and external matters. Little dialogue in that area took place last week, possibly due to the fear by many members of what one participant referred to as "the potential for excesses . . . If we take sides on one matter, what's to stop us from repeating the process over and over? It has the potential of thwarting the individual convictions of our members. And in this profession, that's tantamount to a cop out."

Mr. Rash's successor, in accordance with a report of NBEA's nominating committee unanimously adopted by the delegates last week, will be Peter Kohler, WCBS-TV New York. Mr. Dressler was elected vice president and James Johnson, KHOL-TV Kearney, Neb., will serve as secretary-treasurer.

Elected to the NBEA board to fill the unexpired one-year term of Charles Murdock was Patrick Muldowney, WABC-TV New York. Other NBEA directors elected who will serve for two-year terms, were Richard Hughes, WPIX(TV) New York; Peggy Cooper, WLS (AM) Chicago; Ted Powers, WDBJ-TV Roanoke, Va.; Nancy Dempsey, WZZM-TV Grand Rapids, Mich., and Dale Clark, WAGA-TV Atlanta.

Overnights rank Dean with earlier coverage

The three commercial TV networks, their rotating coverage plan temporarily forgotten, gave John W. Dean 3d the full live treatment last week—almost 25 hours each in covering four days of testimony in the senate Watergate hearings. NBC had 24 hours and 38 minutes, and ABC and CBS each had 24 hours and 35 minutes. The hearings were to resume Friday morning. Audiences ran at about the same levels as in the periods of common coverage at the outset of the hearings in

May, reaching a three-network average share of more than half of all TV viewers in Los Angeles and slightly less than half in New York.

Combined coverage of the Monday sessions had an average 14.7 rating and 60% share in the Los Angeles Nielsen overnights, and a 14.1 and 48 in the New York Nielsens. Tuesday's averaged 13.8 and 60 in Los Angeles, 12.4 and 47 in New York. On Wednesday, it was 15.7 and 61 in Los Angeles, 11.6 and 44 in New York.

The hearings ran long and so did the networks' coverage, with only minor variations that were accounted for by differences of a minute or so in wrap-ups at the end of each day. Thus, by the networks' own counts, Monday coverage ran from 10 a.m. to 12:30 p.m. NYT on all three and the afternoon coverage from 2 to 6:07 on ABC and CBS and from 2 to 6:08 on NBC. Tuesday morning's was from 10 a.m. to 12 noon on all three, Tuesday afternoon's 2-5:38 on ABC, 2-5:37 on CBS, 2-5:45 on NBC. The Wednesday morning session was uniformly 10-12:30, while the afternoon coverage ran 2-5:30 on ABC, 2-5:51 on CBS, 2-5:45 on NBC. Thursday's coverage again ran 10-12:00 for the morning session, with the afternoon spanning 2-5:30 on all three networks.

Almost three out of four U.S. TV households (73%) tuned in during one of the 10 sessions of Senate Watergate hearings in first five days of three-network TV coverage, Nielsen has estimated. That translated to approximately 47.4 million households, for which average tune-in time was estimated at six hours and 46 minutes. Nielsen estimated average viewing, during periods covered by all three commercial networks, was 15.2 million persons. Hearing dates covered were May 17-18 and 22-24.

Another nonroutine story demanded network attention earlier in the week. CBS-TV covered the departure of Soviet party leader Leonid Breshnev from the Western White House at 12:30 p.m. NYT on Sunday (June 24). At 6 p.m. that evening, ABC and CBS televised Breshnev's 47-minute pre-taped address to the American people. ABC and CBS rounded out that hour with summaries and commentary by newsmen. NBC, after a short summary, presented a 10-minute newscast at 6:50.

Foreign broadcasters find a home at Washington's WTTG

BBC, rebuffed by USIA in using studios to cover Watergate, is latest to use TV facilities

The British Broadcasting Corp., after being rebuffed by the U.S. Information Agency, last week used the facilities of WTTG(TV) Washington to broadcast a live interview with Senator Daniel Inouye (D-Hawaii), a member of the Watergate committee. Charles Wheeler, the BBC's chief U.S. correspondent, said BBC's request to pay for the use of

Long distance. Senator Inouye answers queries from British viewers in WTTG(TV) Washington studios.

USIA studios was turned down on grounds that the program was not in the best interests of the U.S.

Robert Scott, head of USIA's motion-picture and television division, said he rejected the request because of Senate criticism of the Watergate coverage by the Voice of America, another USIA division.

In a statement last week USIA said it had helped the BBC on three previous occasions, but turned down the fourth request because it was to be a call-in program. The VOA has been reporting Watergate activities, it said, but it is "not the function of the USIA to extend a story that may be detrimental to U.S. interests by duplicating and furthering the dissemination of feature material."

The BBC, which had hoped to use the USIA facilities last Monday (June 25) because they are close to Capitol Hill, where Senator Inouye was attending the Watergate hearing, then rescheduled the interview for WTTG the following evening.

The BBC and seven other foreign networks have been leasing WTTG facilities for Watergate coverage since the hearings began last month. The participating networks—which also include ITN (British), NOS (Netherlands), DR (Danish), ZDF and ARD (German), CBC (Canadian), and SR (Swedish)—rent equipment, office space, technical personnel and production personnel from WTTG and arrange their own line and satellite-time purchases.

Clark Pangle, manager of the Metromedia-owned station's production sales, said that some of WTTG's facilities have been operating around the clock to supply the services that the foreign networks are using. ("We're totally absorbed in terms of studio time, personnel and equipment.") He said the networks as a group provide up to 10 satellite feeds a day (at a reported cost of $59 a minute), but declined to put a price tag on the foreign networks' Watergate coverage.

In related news, NBC last week loaned the facilities of its WRC-TV Washington to Soviet broadcasters who were covering the visit of Soviet leader Leonid Brezhnev to the nation's capital.

News for the young to be offered by CBS

Daily news segments produced to clarify current events for young viewers will be introduced into the early-evening local newscasts of the five CBS-owned TV stations in September and will also fered to CBS-TV network affilia use as they wish.

D. Thomas Miller, president CBS Television Stations Division, new segment will be produced Monday through Friday, by a spe staff in New York. Patricia Lynch, w. has been producer-writer of CBS News weekend "In the News" segments for youngsters on CBS-TV will be the producer. Each segment will be about two minutes in length and will be presented under the title, "What It's All About." The segments will be designed for an audience with a median age of about 10 years, CBS sources reported.

Mr. Miller emphasized that "What It's All About" will not be a children's feature but a clarification of hard-news stories presented in a way that will "provide all viewers with greater insight and understanding" of major, ongoing stories.

Mrs. Lynch and a staff of three will conduct research, write and script and edit film or video tape for each day's report. They will have access to the full film library of CBS News. The script will be teletyped to the stations and the video portion will be transmitted over CBS News's daily electronic syndication newsfeed. A local reporter at each CBS-owned station will be assigned to handle "What It's All About" and will provide wrap-around material when the story has local significance.

Fairness doctrine no hunting license for FCC — Burch

Chairman explains why broadcast journalists need full protection under First Amendment, but takes pot shot at newsmen in all media who misconstrue their status

To FCC Chairman Dean Burch, the broadcast journalist, "as a practical matter," is "on virtually the same footing as the print journalist." But he also feels that journalists in both media tend to get a "bit uptight" and claim "a privileged status that twists the First Amendment out of all reasonable shape." And it is that tendency, he adds, that gets them into trouble "with ordinary human beings."

Chairman Burch, who spoke last week before the Hagerstown chamber of commerce in connection with the 100th anniversary of the *Hagerstown Morning Herald*, was attempting to explain the "preferred status" he said broadcast journalism occupies within the regulatory framework.

He cited the scarcity of frequencies as the reason for licensing—"broadcast stations are finite in number"—and said that licensing, under statute and in line with tradition, has evolved into a "public-trustee" concept of broadcasting. In return for the use of a valuable resource, broadcasters are obligated to provide certain benefits, he said—news and public-affairs coverage in particular—and to

provide such programing "with reasonable balance and reasonable accommodation of conflicting points of view."

That obligation has been institutionalized in the fairness doctrine. But the doctrine, he noted, does not give the commission a "hunting license to impose on broadcast journalists its view of the 'truth' or of right and wrong." So long as a broadcaster is reasonable and does not go off "the deep end" in pursuit of a private cause, "he is home free so far as the FCC is concerned."

It is because the commission's record in that regard has been "good," in his view, that Chairman Burch maintained that, "as a practical matter," broadcast and print media journalists stand on the same footing in terms of First Amendment freedom.

But he also made clear he does not believe that First Amendment crowns journalists—either broadcast or print—with an absolute right. He cited the Supreme Court decision in the Red Lion case, which upheld the constitutionality of the fairness doctrine, as standing for the proposition that it is the journalist's "function"—not the journalist—that is protected by the First Amendment and that the function is protected not in the interests of the journalist but those of the public.

He noted that Justice Byron White, who wrote the opinion for a unanimous court, said, "It is the purpose of the First Amendment to preserve an uninhibited marketplace of ideas in which truth will ultimately prevail." There is no guarantee that truth will ultimately prevail in the "marketplace of ideas," the chairman added. But all the commission can do is "to try to keep the marketplace open and uninhibited."

The chairman also cited the high court's recent decision in the BEM case in which broadcasters' right to impose a ban on the sale of time for editorial advertising was upheld. (BROADCASTING, June 4).

Chief Justice Warren E. Burger, in his opinion, had said that the authors of the Bill of Rights were aware that risks of abuse "were evils for which there was no acceptable remedy other than a spirit of moderation and a sense of responsibility—and civility—on the part of those who exercise the guaranteed freedoms of expression."

The crucial words in that passage, the chairman said, are "moderation," "civility," and "a sense of responsibility."

Pro-WNET ruling affirmed

Noncommercial WNET(TV) New York has been absolved of wrongdoing by the FCC in connection with a complaint by Horace P. Rowley III that the station had violated the fairness doctrine and Section 315 of the Communications Act. Mr. Rowley contended that WNET had presented only the "extreme" viewpoints on both sides with respect to the administration's Southeast Asia policies, and that it had failed to supply "moderate viewpoints which is the center between President Nixon and Miss Fonda." He had also claimed that a June 15, 1972, appearance on WNET by Senator George McGovern (D.-S.D.) amounted to a "use of the station's facilities which, under Section 315 required the station to afford reply time to other candidates for the Democratic presidential nomination." The commission's action affirmed a prior decision of its Broadcast Bureau, which stated that no fairness violation had taken place and that no Section 315 misuse was evident.

AMEX regionals on NBC

NBC Radio has inaugurated a new twice-daily *Regional American Stock Exchange Report*. The service, which started June 11, goes out at 12:35 p.m. and 4:15 p.m. to 235 affiliates in six geographical areas: New England, Mid-Atlantic, Mid-West, South Central, South Atlantic and Far West. Each 60-second broadcast includes, according to NBC, "a general review of American Stock Exchange trading, information on a few heavily traded stocks of national interest, and special reports on about 10 stocks that have high interest in each of the regions." The information for these broadcasts is collected by the press-relations division of AMEX and recorded at the exchange's communications center in New York.

Journalism Briefs

Happy ending. Richmond (Va.) Police Court Judge Harold Maurice last week dismissed charges against WWBT(TV) Richmond reporter Ken Kopec in connection with filming last December of an explosion at local restaurant. Mr. Kopec had ignored police orders to clear area around scene and was arrested. At urging of Judge Maurice, former Commonwealth's Attorney Jose Davila (now police court judge) and Safety Director Jack Fulton met with media and drew up guidelines for media in such situations. Mr. Kopec said new guidelines will allow "greater latitude for the media."

AMA honors. American Medical Association has announced 1973 Medical Journalism Awards competition. Included among competition categories are television and radio reporting on medicine or health and editorial comment on subject aired on radio or TV. Entries, which must have been broadcast during calendar year 1973, must be submitted by Feb. 1, 1974. Entries will be judged for accuracy, significance, quality, public interest and impact and effectiveness of communication of idea. Award in each of categories is $1,000 and engraved plaque. *Medical Journalism Awards committee, American Medical Association, 535 North Dearborn Street, Chicago 60610.*

FYI. Senator Sam J. Ervin Jr. (D-N.C.), has announced publication of text of newsmen's-privilege hearings his Constitutional Rights Subcommittee held last February and March. Hearing record, available from Superintendent of Documents, U.S. Government Printing Office, Washington 20402, costs $3.70 postpaid. Stock number is 5270-01844.

S.F. stations' wait of 17 years is ending

Six outlets shift to tower on midcity hill July 4; five others slated to follow

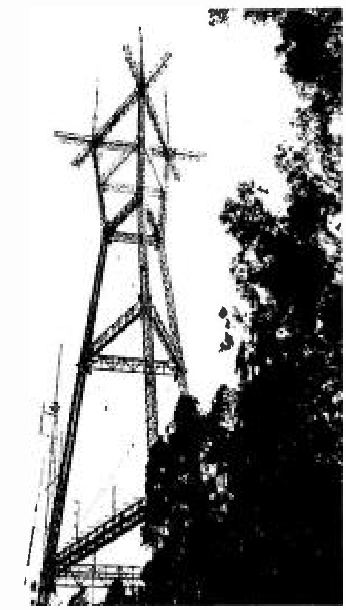
The new, multiantennaed Mount Sutro tower, standing like a ship's mast 977 feet above ground in the center of San Francisco, becomes operational Wednesday (July 4) when six San Francisco-Oakland TV stations begin broadcasting from the structure that ultimately is to carry all TV and many FM stations from the single site.

Starting stations are KTVU(TV) (ch. 2), KRON-TV (ch. 4), KPIX(TV) (ch. 5), KGO-TV (ch. 7), KQED(TV) (ch. 9), and KHBK(TV) (ch. 44). Permittee KTSF(TV) (ch. 26) is due soon to join its fellows as are four FM stations: KCBS-FM, KFOG(FM), KRON-FM, and KSFX(FM).

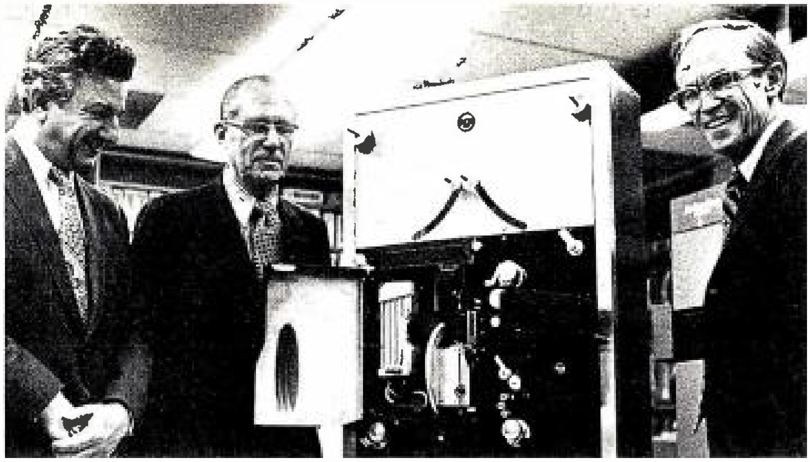
Plans for a single tower for the Bay Area began in 1956, with the city planning commission giving its approval in 1966 following studies and site searches. Construction began in February 1971 after the TV consortium beat back citizen protests and court suits protesting on esthetic grounds a structure so massive that it can be seen from 50 miles away.

The $12-million tower, which is 1,811 feet above sea level, is owned jointly by ABC, Westinghouse, Cox and the *San Francisco Chronicle*, licensees of VHF stations in the market.

At the tower dedication ceremonies last week, it was noted that TV signals will be strengthened throughout the area for many viewers and that this may well reduce the need for cable-TV service. Some of the San Francisco-Oakland TV stations are carried on up to 150 CATV systems; how many might be affected by the improved over-the-air service could not be determined.



Standing tall. San Francisco's Mount Sutro tower dwarfs the city below.



New baby. The machine—Abto Inc.'s projector that uses standard black-and-white film to project full color over the air. The men (l-r)—Arthur Dorfner, president of WDHO-TV Toledo, Ohio; Frank Marx, Abto president, and Edward Osborne, Abto director of operations. The occasion—installation of Abto's first broadcast-quality projector at a station. WDHO-TV has been using prototype Abto equipment for four months in its news operations and Mr. Marx claims that in that area savings could amount to 50% over the costs involved in conventional color film.

FCC clears away some more underbrush

The FCC has cranked out some more technical-rules changes in its ongoing re-regulation of broadcasting.

As described by the commission last week, the new rules will permit specified-hours AM stations operating on a local channel (except stations sharing time) to operate beyond the hours indicated in their license. The old rule restricted that authority to 250 w stations.

Other amendments, dealing with equipment-performance measurements, make clear that any standard broadcast station with a proposed transmitter output level of less than 90% of nominal power should make the measurements at each power setting at which the transmitter is to be operated.

The commission also relaxed rules requiring its prior approval for broadcast of point-to-point messages originated by government and privately owned non-broadcast stations. Stations seeking permission now need only request it informally by telephone and then file a written request within one week.

References to political editorials have been deleted from noncommercial FM rules, since such material is barred by statute from noncommercial stations. In addition, the term "sponsor's name," in the entry in the program log, has been changed to "the name of the 'donor,'" which the commission says is "more appropriate."

The requirement of notification to the commission and the engineer in charge of the radio district has been deleted for permittees beginning equipment or program tests on any class of broadcast station listed in Part 74 of the rules (experimental TV, experimental facsimile, developmental, remote pick-up, aural translators and boosters). The commission said such notifications were no longer needed.

Technical Briefs

Big one for Gates. Gates division of Harris Intertype Corp. has signed million-dollar agreement for transmitters, antennas and associated equipment with PTV licensee Wisconsin Educational Communications Board. Deal is third million-plus contract Gates has negotiated since February, company said. With new Gates equipment Wisconsin PTV network will double its outlets with new facilities at La Crosse, Menomonic, Eau Claire and Wausau.

From the East. F&B/Ceco Industries Inc., New York and Hollywood, has been named exclusive distributor of new Asaca ACC-5000 portable color-TV camera developed by Asaca Corp. of Japan, F&B/Ceco announced last week. Camera and backpack control unit are said to weigh less than 22 pounds and produce broadcast-quality color pictures. Price was put at $30,000.

Freezer. Alden Electronic & Impulse Recording Equipment Co., Westborough, Mass., has announced introduction of "frame grabber," a system that stores TV images for later printing on demand. The system consists of recorder interfaced to Hughes scan converter. Set up follows for telephone transmission of single frame or direct-to-graphic print-out on Alden recorder. Video monitors, TV cameras, VTR's and display terminals can be used as input sources. Two models are available—1300 TV lines, 80 characters per line or 750 lines, 50 characters per line—and are priced from $795 to $2,500 less scan converter.

Detente. IT&T has announced agreement signed in Moscow last month with State Committee of Council of Ministers of USSR involving exchange of information in fields of telecommunications, electronic and electromechanical components, consumer products and publishing of scientific and technical information.

FM stereo proposal scuttled by comments

The FCC said it is shelving the proceeding it initiated last August looking toward the adoption of new rules that would strengthen limitations on stereophonic FM transmissions.

The commission said it was terminating the proceeding without taking any action on the specific proposal included in the rulemaking package: to limit the transmission of a pilot subcarrier to times when a station is engaged in stereophonic programing and for periods of monophonic programing not in excess of five minutes.

The commission said it was taking the action in response to some 41 comments filed by interested parties in connection with the rulemaking proposal, almost unanimously condemning the agency's plan. Principal objections to the proposal, the commission said, were that it was unnecessary or undesirable or that the five-minute allowance for monophonic transmissions was too stingy.

However, the commission penned a footnote that indicated its desire to see purely monophonic patterns of transmission for one-channel programing of any extended time duration. It said that "good operating practices" would dictate omission of the pilot subcarrier for extended monophonic programing. The commission, nevertheless, said that it was leaving the matter up to licensees, noting that it would rely on stations to use their own discretion in choosing the mode of operation which their experience indicated would be most beneficial to listeners.

Futuristic. A new home-TV antenna resembling a miniature flying saucer and described as "the first major change in home television antenna design since the early days of TV" has been introduced by RCA. It's called "Mini-State," is 21 inches in diameter, weighs less than six pounds and can be rotated by the viewer through a hand-held remote control unit to zero in on the sharpest picture. Special solid-state circuitry with signal amplifier and rotating mechanism are assembled in a rugged plastic housing. RCA said it is designed to provide superior reception in metropolitan and suburban areas within 35 miles of TV stations. In photo above, installer uses a conventional antenna base: a chimney. RCA says it also works in the attic or on a closet shelf. Suggested retail prices: $74.95 for the nonrotating model, $99.95 for the rotating.

What are chances that new season starts on time?

In wake of settlement with writers: networks optimistic, studios not sure

Hollywood studios were being dusted off last week following the settlement of the 16-week writers strike against movie and TV production. But, according to all signs, it will be another two weeks to a month before production, particularly of television shows, really begins rolling.

Network executives, meanwhile, were conferring with studio chiefs to determine whether they could make the scheduled Sept. 10 start of the new 1973-74 season. ABC and CBS have held to that date; NBC earlier said it would start Sept. 24 or Oct. 1. NBC now says it is studying the situation and will announce its decision in 10 days or so. That was the word last week from Herbert S. Schlosser, the network's new president.

At the same time, negotiations between the writers and the networks on contracts for live-tape programs were said to have approached a resolution except for some loose ends that sources at both the Writers Guild of America and the three networks said last week should be no problem. Writer-network negotiations went on all night to 7:30 a.m. on June 24, and are to be continued, possibly early this week.

Production of some network programs has begun or is on the verge of beginning. *New Perry Mason Show* for example, begins July 5 using scripts stockpiled before the strike. This is being produced at 20th Century-Fox for CBS. *Cannon* began rolling June 18 at the Quinn Martin studio for CBS. Quinn Martin is one of the independent producers that signed WGA contracts before the settlement two weeks ago between the guild and the Association of Motion Picture and Television Producers (BROADCASTING, June 25). AMPTP represents the major Hollywood studios.

Although network officials apparently feel they can make the Sept. 10 date—even Mr. Schlosser implied that NBC hoped to make that date although he said the network needed up to two weeks to determine the situation—some studio executives were less sanguine. John Mitchell of Screen Gems said he did not think the networks could make it on Sept. 10 and suggested that they start Oct. 1. Frank Price of Universal TV expressed doubts that new programs would be ready, even by the Oct. 1 date. Bill Self of 20th Century-Fox noted that although some programs were already under way, others were bereft of scripts.

The new contract runs for three years and eight months and is retroactive to last March 6 when the strike began. It provides for an increase in minimum payments of 5% for the first year, 6% the second year and 15% the third year.

With these minimums, TV writers will get the following fees, starting with pre-strike minimum scale: for one-hour shows, from $4,500 to $6,000 first year; to $6,400 second year, to $7,000 third year; for 30-minute shows, from $3,500 to $4,150 first year, to $4,500 second year, and to $5,000 third year.

The new contract also provides that TV writers will receive 1.2% of the gross on all shows produced after June 1971 that are sold to supplemental markets (cassettes, pay TV, cable TV).

Feature-film writers also received hefty increases. Under three categories, low budget, medium budget and high budget, payments go to $7,280, 9,100 and $16,-900 the first year, with yearly increments that will reach $8,008, $10,010 and $18,590 the final year. Movie writers, however, unlike TV writers, will receive only 0.6% of gross for sale to supplemental markets until a feature movie grosses $400,000. At that point, they will begin to receive 1.2% of gross. And, the agreement states, if the entire film industry reaches a gross of $45 million for any year, screen writers immediately get the 1.2% then and thereafter.

Included in the new contract are provisions for hyphenates—writers who also are employed as producers or directors—based on the amount of writing they do. The hyphenates issue was one of the touchiest during the negotiations; some producers, directors or other executives declined to honor picket lines. Last week, WGA disciplined five hyphenate members for crossing picket lines; not only were they expelled from the union, but all were fined varying amounts, based on seniority of guild membership, amount of writing, income and other factors. The fines ranged from $50,000 down to $100.

The contract was approved by the negotiators on June 22 (BROADCASTING, June 25) and by more than 70% of the almost 1,000 members who attended a membership meeting June 24.

NBC-TV in a special way

Network announces exchange agreement with BBC and plans for heavy schedule of one-shot shows in upcoming season

Newly installed NBC-TV President Herbert Schlosser last week announced an exchange of dramatic specials between his network and the BBC.

NBC's first production, for presentation after the new TV season begins in September, will be Arthur Miller's "After the Fall." The British offering for the initial exchange has not yet been decided. Programs to be included in the exchange are to be selected jointly by NBC and BBC, Mr. Schlosser noted.

The NBC-BBC agreement and other program news were announced at a Hollywood news conference attended by almost 90 newspaper and magazine TV critics who have spent more than two weeks on the West Coast as guests of all three U.S. networks.

They also heard William F. Storke, NBC-TV special programs vice president, and Lawrence R. White, programs vice president, tell of plans to celebrate the 20th anniversary of TV specials in the upcoming season. NBC claims to have inaugurated that program category in 1954.

In addition to the Miller drama, the network will present an original work by Truman Capote (on half-way houses for released prisoners); a play by Clifford Odets, famous Depression-era writer; a made-for-TV movie on the life of the late Pittsburgh Pirates star, Roberto Clemente;, Bing Crosby and Andy Williams Christmas specials; a musical with Frank Sinatra; another musical starring Sammy Davis Jr.; Bob Hope in six specials; ice skating star Peggy Fleming in a taped-in-Russia special; a four-hour movie of the classic "Dr. Frankenstein," to be shown in two, two-hour segments; the film "A Man for all Seasons" and a TV first: an all-day specials day to be broadcast Thanksgiving (Nov. 22)—13 hours of children's shows, including Lewis Carroll's "Through the Looking Glass," sports, entertainment and concluding with the motion picture, "My Fair Lady."

PBS fall line-up begins to jell

Total of 30 programs okayed with 20% devoted to public affairs

The boards of governors and managers of the Public Broadcasting Service last week approved more than 30 programs that will be fed to 237 public-television stations via PBS interconnection during the fall and winter seasons.

PBS said the list, which was released after meetings of the boards in Washington June 27-28, "closely matches" the diverse mix of programing that PTV stations indicated a desire for nearly a year ago. Approximately 20% of the programs are in the public-affairs category—including the controversial *Black Journal* and *Washington Week in Review* and *The Advocates*—with 40% each falling in the children's and cultural categories.

The list did not include three public-affairs programs that from time to time have been subject to outside criticism—*Firing Line, Behind the Lines* and *Bill Moyers' Journal*. PBS said negotiations for the continuance of those shows are "in progress."

The PBS boards took no action on the scheduling of the programs they approved, pending further deliberation by the staffs of PBS, the Corporation for Public Broadcasting, the Ford Foundation and other funding agencies. A firm fall schedule is expected to be announced by mid-July.

The majority of the programs approved last week are for the fall schedule beginning this September. PBS is expected to release another major list of programs earmarked for the interconnection this coming January.

All program decisions, PBS emphasized, are subject to final congressional approval of CPB funding appropriations.

Some of the new series included in

last week's list were *The Boarding House,* a musical series filmed before a live audience in San Francisco and featuring country, folk and soft-rock artists; *One of a Kind,* a wide-ranging series of musical performances featuring Southern California artists; *The Killers,* a five-part series exploring the five major causes of death in America; *The Men Who Made the Movies,* a look at major Hollywood directors of the 1920's and 30's; and *Theatre in America,* a series presenting dramas from local theater groups, scheduled for winter start. Included in the schedule is a Yale University performance of Leonard Bernstein's "Mass."

Masterpiece Theater will return with two new additions, the scheduling of two British mystery serials—*Upstairs Downstairs* and a program based on Dorothy Sayers' affluent crime investigator, Lord Peter Wimsey.

Also scheduled to return are the celebrated PTV children's presentations of *Sesame Street, The Electric Company, Misterrogers' Neighborhood* and *Zoom.* The schedule will also include *Carrascolendas,* a bi-lingual instructional children's program in Spanish and English.

Other general-interest programs set to return include *Hollywood Television Theater, Book Beat, Opera Theater* and *Humanities Film Forum.*

"It now appears that the range and quality of the programs in the basic PBS schedule will be considerably better than we had originally anticipated," PBS President Hartford Gunn said last week.

Group W asserts gut issues forgotten on prime-time access

Westinghouse Broadcasting Co. (Group W) has asked the FCC to broaden the scope of the oral argument it will hold July 30 and 31 on the prime-time-access rule.

Group W urged the commission to add two subjects for discussion:

- The effect that repeal of the rule would have on the commission's efforts "to re-establish licensee individuality and responsibility" in television broadcasting.
- "If the rule is repealed, what alternatives should be considered to deal with the effects of network dominance which were found to exist" in the proceeding in which the rule was adopted.

Group W, which noted it has pushed since 1959 for restrictions on affiliates' carriage of network prime-time programing, said the issues the commission singled out for discussion in the oral argument do not pertain to the fundamental issues involved—"the need for the access rule as an integral part of the scheme the commission adopted for dealing with the effects of network dominance of television."

The commission-suggested topics are: the impact of the rule on the U.S. program-production activity and employment, including the extent to which such impact is a relevant consideration for the commission, and the number and types of syndicated and local programs that are likely to be broadcast on stations during 1973-74 and in the future.

The rule, fully in effect only one season, bars affiliates in the top-50 markets from taking more than three hours of prime-time network programing.

Program Briefs

And Tonto too. Wrather Corp., Beverly Hills, Calif., is offering to television stations 15 feature-length productions incorporating TV and theatrical productions of *Lone Ranger* series. Package includes only two full-length theatrical releases in Lone Ranger series—"The Lone Ranger" and "The Lone Ranger and The Lost City of Gold." Remaining 13 features, each 75 minutes, include three episodes of *Lone Ranger* series seen on CBS-TV in 1950's. Programs, all in color, feature Clayton Moore as "masked man" and Jay Silverheels as "his faithful companion" Tonto. Offering is being made through Gray-Schwartz Enterprises, Wrather sales representative. Inquiries should be made to Marv Gray, president of Gray-Schwartz, at (213) 277-6252.

'Tomorrow' just around corner. NBC-TV announced last week that its late-late-night talk show, *Tomorrow,* would start Oct. 2 (1-2 a.m. NYT). KNBC-TV Los Angeles newscaster Tom Snyder will host one-hour program (BROADCASTING, May 28) which runs Monday through Thursday nights, with *Midnight Special* continuing on Fridays, same time.

More Mutual sports. Mutual Broadcasting System announced last week that it will again carry National Football League football. The line-up for 1973 includes 14 Monday night contests, two Saturday double-headers in December and four divisional playoff games. The *Don Shula Show* will preceed Monday broadcasts; Van Patrick and Al Wester will handle the play-by-play. In 1972, 225 major stations carried games and an estimated 2.25 million fans listened to each contest, according to MBS.

Football for females. Jay Sharp Productions, Dallas, will syndicate *Fannie Football,* woman's-eye view of pro football. Package consists of 14 two-minute radio segments, designed for each week of regular National Football League season, and done in humorous vein by Paxton Mills, Joe Holstead and Gaylia Sheffield, all of KLIF(AM) Dallas. *Jay Sharp Productions, 3436 Goldendale Drive, Dallas 75234; telephone (214) 241-5683.*

Dog's view. Vidistrib Inc., Hollywood, has announced worldwide distribution of new one-hour family TV-comedy special. *Mooch,* produced by Jim Backus for Total Entertainment Inc., Hollywood, is tale of small dog who comes to Hollywood to break into show business. Zsa Zsa Gabor does voice of dog.

C&W fun. Country-western half-hour game show, *Skeedaddle,* on video tape is being syndicated by Vidistrib Inc., Los Angeles. Show host is Archie Campbell of *Grand Ole Opry.*

CBS's high hopes for Papp turn into much ado about nothing

Network fails to pick up option, terminating what was expected to be a brilliant four-year relationship; 'Sticks and Bones' fate unknown

The rift between CBS-TV producer Joseph Papp over the network's "postponement" of the broadcast of his *Sticks and Bones* hardened into permanence last week. CBS officials said the time for picking up their option on his services for another season had passed and they had not picked it up.

Thus ended what originally was envisioned as a four-year relationship encompassing 13 major productions by Mr. Papp at a potential cost of $7 million to $8 million to CBS (BROADCASTING, Aug. 7, 1972). What the relationship produced was two programs, a three-hour *Much Ado About Nothing,* which was presented to high critical acclaim on Feb. 2—and which also succeeded in closing Mr. Papp's Broadway production of the show nine days later (BROADCASTING, Feb. 23)—and *Sticks and Bones,* which has yet to air.

Sticks and Bones, a bitter allegorical drama about a blinded war veteran driven to suicide by his family, had been an award-winning hit when produced on and off Broadway by Mr. Papp. A two-hour TV version was produced and taped and scheduled for broadcast March 9, but when affiliates got a look at it in advance screenings by closed circuit they sent up a howl. CBS announced it had decided the timing was bad, since it coincided with the return of Vietnam prisoners of war and other veterans, and postponed the show indefinitely. By that time 69 affiliates, including all 11 members of the affiliates' board of directors, had told CBS they would not carry it (BROADCASTING, March 12).

The postponement brought from Mr. Papp a howl to match the one the affiliates sent up. He accused CBS of censorship and "a cowardly cop-out" and swore to produce nothing more under his contract. CBS was careful to praise the dramatic values of the show and spoke hopefully of presenting it at a time when it would be less distressing to viewers, and after a while the dispute seemed to cool. Mr. Papp calmed down enough to say that if CBS would carry the show immediately after the last Vietnam veterans returned home, he would go back to work under his contract, but CBS didn't and he didn't.

Whether *Sticks and Bones* will yet get on CBS air was by no means certain last week. CBS sources would say only that CBS has a contractural right to broadcast it at any time till about mid-September, after which full rights go to Mr. Papp. When the dispute was still raging, he said he would show it elsewhere. WNET-TV New York, a public station, was said at the time to have made a bid for it.

James Buckley presses for probe of payola

Letter sent to Pastore who plans no hearings at present but awaits advisory from FCC

Senator James L. Buckley (Conservative-Republican-N.Y.) last week called for a thorough federal investigation into allegations of payola in the recording industry (BROADCASTING, June 4, et seq.).

In letters to Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), FCC Chairman Dean Burch, Office of Telecommunications Policy Director Clay Whitehead and Attorney General Elliot Richardson, Senator Buckley noted recent news accounts of alleged corruption. "Both as a senator representing a state that is one of the major centers of that industry and as a father of chil-

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Tracking the Playlist

Former Beatle Paul McCartney this week enjoys two records on the "Playlist." His theme from the newly released James Bond film, "Live and Let Die," comes on at 44, while his "My Love" continues for the fifth consecutive week in the number-one slot. Another ex-Beatle, George Harrison, follows "My Love" in the number-two position with "Give Me Love," up from number three the previous week. New to the top 10 are the Carpenters' first self-produced effort, "Yesterday Once More" (7) and Jim Croce's "Bad, Bad Leroy Brown" (10). The Spinners' "One of a Kind (Love Affair)" which was number nine two weeks ago, re-enters the top 10 at number eight. Mid-chart records show the strongest jumps on the chart this week, as they did last week. Led Zeppelin's "Over the Hills and Far Away" (53) ("Breaking In," June 25), Helen Reddy's "Delta Dawn" (46), Bobby "Boris" Pickett's "Monster Mash" (50) and the Eagles' "Tequilla Sunrise" (47) all receive bullets for their activity last week. Breaking into top-40 positions for the first time this week are Maureen McGovern's "The Morning After" (32 and a bullet), the Osmonds' new single, "Goin' Home" (39), and Foster Sylvers's "Misdemeanor" (40). Three records are new and bulleted this week: Paul McCartney and Wings' "Live and Let Die" (44) (See "Breaking In," page 44), the Electric Light Orchestra's "Roll Over Beethoven" returning to the chart at number 59 (many stations were waiting for an edited version) and Jerry Jeff Walker's "L.A. Freeway" (63), which has been out for almost two months and is beginning to make its move again (it had been on the chart before). Ernest Jackson's version of the Al Green song "Love and Happiness" comes on the "Playlist" for the first time at 68, as do Cat Stevens's 'The Hurt" (69), "Sunshine" by Mickey Newbury (71) and the Four Tops' "Are You Man Enough" (75).

Two other records returned to the chart this week: the Sweet's "Blockbuster" (73) ("Breaking In," June 11) and Tom Jones's "Letter to Lucille" (74).

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**	**My Love** (4:08) Paul McCartney & Wings—Apple	1	3	1	1
3	**2**	**Give Me Love (Give Me Peace on Earth)** (3:32) George Harrison—Apple	2	1	2	2
2	**3**	**Kodachrome** (3:24) Paul Simon—Columbia	4	2	3	3
9	**4**	**Natural High** (4:02) Bloodstone—London	7	6	4	6
4	**5**	**Shambala** (3:27) Three Dog Night—ABC/Dunhill	5	5	9	4
6	**6**	**Playground in My Mind** (2:55) Clint Holmes—Epic	3	7	7	15
12	**7**	**Yesterday Once More** (3:50) Carpenters—A & M	9	12	5	5
11	**8**	**One of a Kind (Love Affair)** (3:31) Spinners—Atlantic	8	4	12	9
8	**9**	**Pillow Talk** (3:41) Sylvia—Vibration	6	8	10	12
16	**10**	**Bad Bad Leroy Brown** (3:02) Jim Croce—ABC/Dunhill	11	13	6	8
5	**11**	**Daniel** (3:52) Elton John—MCA	13	11	8	14
13	**12**	**Will It Go Round in Circles?** (3:42) Billy Preston—A & M	12	14	11	10
7	**13**	**I'm Gonna Love You** (3:58) Barry White—20th Century	10	10	14	13
14	**14**	**Boogie Woogie Bugle Boy** (2:32) Bette Midler—Atlantic	14	9	15	11
10	**15**	**Long Train Runnin'** (3:25) Doobie Brothers—Warner Brothers	15	15	13	7
17	**16**	**Frankenstein** (3:28) Edgar Winter Group—Columbia	18	17	16	18
19	**17**	**Diamond Girl** (3:29) Seals & Crofts—Warner Brothers	19	16	19	17
15	**18**	**Right Place Wrong Time** (2:50) Dr. John—Atco	21	23	18	21
20	**19**	**You'll Never Get to Heaven** (3:38) Stylistics—Avco	16	20	21	24
21	**20**	**Smoke on the Water** (3:48) Deep Purple—Warner Brothers	29	28	17	16
30	**21**	**So Very Hard To Go** (3:37) Tower of Power—Warner Brothers	22	21	20	22
28	**22**	**Behind Closed Doors** (2:55) Charlie Rich—Epic	17	19	26	27
23	**23**	**Tie a Yellow Ribbon** (3:19) Dawn—Bell	20	18	24	25
22	**24**	**I'm Doin' Fine Now** (2:48) New York City—Chelsea	23	24	22	26
27	**25**	**Soul Makossa** (4:30) Manu Dibango—Fiesta	26	26	23	23
26	**26**	**Hocus Pocus** (3:18) Focus—Sire	31	27	25	20
18	**27**	**Wildflower** (4:08) Skylark—Capitol	24	22	31	30
33	**28**	**Get Down** (2:38) Gilbert O'Sullivan—Mam	27	25	30	28
24	**29**	**Daddy Could Swear, I Declare** (3:42) Gladys Knight & the Pips—Soul	25	29	27	29
37	**30**	**Money** (3:59) Pink Floyd—Harvest	37	35	28	19
35	**31**	**And I Love You So** (3:14) Perry Como—RCA	28	30	32	39

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
48 •	32	**The Morning After** (2:14) Maureen McGovern—20th Century	32	31	35	34
31	33	**Feelin' Stronger Every Day** (4:13) Chicago—Columbia	35	32	33	31
38	34	**Swamp Witch** (3:47) Jim Stafford—MGM	30	33	37	33
39	35	**Uneasy Rider** (3:53) Charlie Daniels—Kama Sutra	33	34	34	36
32	36	**No More Mr. Nice Guy** (3:05) Alice Cooper—Warner Brothers	44	37	29	32
34	37	**Give It to Me** (3:07) J. Geils Band—Atlantic	36	36	36	35
40	38	**You Are the Sunshine of My Life** (2:45) Stevie Wonder—Tamla	34	38	38	40
41	39	**Goin' Home** (2:10) Osmonds—MGM	38	39	39	38
45	40	**Misdemeanor** (2:36) Foster Sylvers—Pride	40	40	40	37
46	41	**Free Electric Band** (3:15) Albert Hammond—Mums	45	47	41	43
47	42	**Back When My Hair Was Short** (2:39) Gunhill Road—Kama Sutra	49	41	46	42
36	43	**Leaving Me** (3:20) Independents—Wand	39	44	47	50
— •	44	**Live and Let Die** (3:10) Paul McCartney & Wings—Apple	47	46	44	44
43	45	**How Can I Tell Her?** (3:59) Lobo—Big Tree	41	43	52	49
62 •	46	**Delta Dawn** (3:08) Helen Reddy—Capitol	42	42	53	52
57 •	47	**Tequila Sunrise** (2:52) Eagles—Asylum	43	45	50	45
29	48	**Stuck in the Middle With You** (3:24) Stealers Wheel—A & M	48	49	42	51
25	49	**Drift Away** (3:30) Dobie Gray—Decca	46	48	43	56
71 •	50	**Monster Mash** (3:00) Bobby Boris Pickett—Parrot	53	58	51	41
58	51	**Reeling in the Years** (4:35) Steely Dan—ABC/Dunhill	52	56	45	59
54	52	**Brother Louie** (3:55) Stories—Kama Sutra	57	57	49	46
63 •	53	**Over the Hills and Far Away** (4:42) Led Zeppelin—Atlantic	62	55	48	48
53	54	**Touch Me in the Morning** (3:51) Diana Ross—Motown	58	51	56	61
68 •	55	**He Did with Me** (2:27) Vicki Lawrence—Bell	50	50	60	62
64	56	**Time To Get Down** (2:53) O'Jays—Philadelphia International	54	59	55	55
55	57	**First Cut Is the Deepest** (3:48) Keith Hampshire—A & M	55	53	58	53
49	58	**What About Me?** (2:40) Anne Murray—Capitol	59	52	57	54
— •	59	**Roll Over Beethoven** (4:30) Electric Light Orchestra—United Artists	63	63	54	47
56	60	**I'd Rather Be a Cowboy** (4:10) John Denver—RCA	56	54	68	57
44	61	**Let's Pretend** (2:51) Raspberries—Capitol	60	61	59	63
42	62	**Steamroller Blues** (3:07) Elvis Presley—RCA	61	60	62	70
— •	63	**L. A. Freeway** (3:20) Jerry Jeff Walker—MCA	70	62	63	57
66	64	**Avenging Annie** (4:58) Andy Pratt—Columbia	72	68	61	60
70	65	**Why Me?** (3:25) Kris Kristofferson—Monument	51	66	*	*
67	66	**Close Your Eyes** (2:58) Edward Bear—Capitol	69	64	66	65
52	67	**Give Your Baby a Standing Ovation** (3:52) Dells—Cadet	65	67	67	68
—	68	**Love and Happiness** (4:57) Ernest Jackson—Stone	64	69	64	69

continues on next page

The Broadcasting Playlist continued from page 43

Over-all rank: Last week	This week	Title (length) Artist—label	Rank by day parts: 6-10a	10a-3p	3-7p	7-12p
—	69	**The Hurt** (4:16) Cat Stevens—A & M	66	65	69	67
60	70	**Plastic Man** (4:45) Temptations—Gordy	71	73	65	71
—	71	**Sunshine** (3:43) Mickey Newberry—Elektra	74	70	71	66
65	72	**There's No Me Without You** (3:28) Manhattans—Columbia	68	75	73	*
—	73	**Blockbuster** (3:12) Sweet—Bell	*	74	75	64
—	74	**Letter to Lucille** (3:04) Tom Jones—Parrot	73	78	70	74
—	75	**Are You Man Enough?** (3:24) Four Tops—ABC/Dunhill	*	*	74	72

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

And I Love You So (31), Are You Man Enough? (75), Avenging Annie (64), Back When My Hair Was Short (42), Bad Bad Leroy Brown (10), Behind Closed Doors (22), Blockbuster (73), Boogie Woogie Bugle Boy (14), Brother Louie (52), Close Your Eyes (66), Daddy Could Swear, I Declare (29), Daniel (11), Delta Dawn (46), Diamond Girl (17), Drift Away (49), Feelin' Stronger Every Day (33), First Cut is the Deepest (57), Frankenstein (16), Free Electric Band (41), Get Down (28), Give It to Me (37), Give Me Love (Give Me Peace on Earth) (2), Give Your Baby a Standing Ovation (67), Goin' Home (39), He Did With Me (55), Hocus Pocus (26), How Can I Tell Her? (45), The Hurt (69), I'd Rather Be a Cowboy (60), I'm Doin' Fine Now (24), I'm Gonna Love You (13), Kodachrome (3), L. A. Freeway (63), Leaving Me (43), Let's Pretend (61), Letter to Lucille (44), Long Train Runnin' (15), Love and Happiness (68), Misdemeanor (40), Money (30), Monster Mash (50), The Morning After (32), My Love (1), Natural High (4), No More Mr. Nice Guy (36), One of a Kind (Love Affair) (8), Over the Hills and Far Away (53), Pillow Talk (9), Plastic Man (70), Playground in My Mind (6), Reeling in the Years (51), Right Place Wrong Time (18), Roll Over Beethoven (59), Shambala (5), Smoke on the Water (20), So Very Hard To Go (21), Soul Makossa (25), Steamroller Blues (62), Stuck in the Middle (48), Sunshine (71), Swamp Witch (34), Tequila Sunrise (47), There's No Me Without You (72), Tie a Yellow Ribbon (23), Time to Get Down (56), Touch Me in the Morning 54), Uneasy Rider (35), What About Me? (58), Why Me? (65), Wildflower (27), Will It Go Round in Circles? (12), Yesterday Once More (7), You Are the Sunshine of My Life (38), You'll Never Get to Heaven (19).

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

dren of the age that provides the major market for pop records," he wrote, "I call upon you to conduct a thorough investigation of these allegations to determine the existence of the corrupt practices charged as well as their extent.

"There is far more at stake here than the allegation of illegal business practices," Senator Buckley charged. "The industry in question is one that is chiefly supported by the young, and it is my belief that the atmosphere of corruption, drugs, and 'fast-buck' opportunism that allegedly surrounds the industry can, if allowed to go uninvestigated and unchecked, give young Americans the misleading impression that so far as business goes, anything goes."

A spokesman said last week that Senator Pastore plans no payola hearings at present. He explained that the senator expects a letter from the FCC detailing the agency's cooperation with the Justice Department in investigating payola charges.

Wolfman changes haunts

Bob Smith, professionally known as Wolfman Jack, has been signed as an on-air personality by WNBC(AM) New York, it was announced last week. He will be on from 7 p.m. to midnight, beginning Aug. 1.

Wolfman Jack built an almost legendary reputation for himself while on XERB(AM) Tijuana, Mexico, during the fifties and early sixties with his cement-mixer voice and screaming style of delivery. At a time when rhythm and blues was almost unheard on American rock-and-roll stations (cover versions by white artists were the accepted fare of the day) the late-night *Wolfman Jack Show* exposed the original music to West Coast teen-agers.

As broader acceptance came to him in the mid-sixties, his radio show went into syndication. It is now heard in about 20 major and medium markets and on the Armed Forces Radio Network. Mr. Smith moves to WNBC from KDAY(AM) Santa Monica, Calif., where he has been for almost two years.

Music Briefs

"I Believe in You (You Believe in Me)" *—Johnnie Taylor (Stax)* ▪ This slick old-fashioned R&B song broke out of Detroit about two weeks ago. From black-oriented stations in that city, CKLW(AM) Windsor, Ont., picked up "I Believe in You" and quickly moved the record into the top 10 because response was so strong. And KILT(AM) Houston last week jumped it from number 40 to 18. All signs point to a Johnnie Taylor hit.

There is a brand new Al Green single, "Here I Am," and a scrap between the two may occur. But this early in the game, it would be impossible to pick a winner.

Other stations on the new Johnnie Taylor last week included: WMYQ(FM) Miami, WQXI(AM) Atlanta, WDRQ(FM) Detroit.

"Live and Let Die"—*Paul McCartney and Wings (Apple)* ▪ To have two records by the same artist on major-market station playlists at the same time is an accomplishment all in itself. At KHJ(AM) Los Angeles this week, Paul McCartney's "My Love" is 18, "Live and Let Die" is 26; at WFIL(AM) Philadelphia, "My Love" is five, "Live" 29; at WKBW(AM) Buffalo, N.Y., "My Love" is 21, "Live" 34; and WTIX(AM) New Orleans places "My Love" at 21 and "Live" at 34. The list can obviously go on since airplay in the week of release for "Live and Let Die" was so broad that it came on the "Playlist" (see page 42) at number 44, while "My Love" remained number one.

Commissioned as the theme song for the new James Bond film, "Live and Let Die" is the epitome of the adventure-movie theme. An enormous orchestra—handled on this song by a familiar Beatle figure, former-producer George Martin—punctuates the child-like melody played by Mr. McCartney and Wings with up-beat, sinister, adventure-type music. Horns and strings at full wail, the cacaphony of the number is almost overwhelming at times, but provides a good piece of pick-up-the-pace material for programers.

Stations on the new Paul McCartney last week included those stations mentioned above as well as: KFRC(AM) San Francisco, KJR(AM) Seattle, KYNO(AM) Fresno, Calif., WMAK(AM) Nashville, WOKY(AM) Milwaukee, KYA(AM) San Francisco and WRKO(AM) Boston.

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

- BONGO ROCK, Incredible Bongo Band (Pride).
- CLOUDS, David Gates (Elektra).
- COSMIC COWBOY, Nitty Gritty Dirt Band (United Artists).
- EVERYONE'S AGREED, Stealers Wheel (A&M).
- GLAMOUR BOY, Guess Who (RCA).
- GUAVA JELLY, Caspers & Carson (Janus).
- GYPSY DAVY, Arlo Guthrie (Reprise).
- I BELIEVE IN YOU, Johnnie Taylor (Stax).
- IF YOU WANT ME TO STAY, Sly and the Family Stone (Epic).
- I'LL ALWAYS LOVE MY MAMA, Intruders (Gamble).
- JIMMY LOVES MARYANN, Looking Glass (Epic).
- LORD, MR. FORD, Jerry Reed (RCA).
- MAYBE BABY, Gallery (Sussex).
- NEVER NEVER NEVER, Shirley Bassey (United Artists).
- PUT IT WHERE YOU WANT, April & Nino (A&M).
- ROLAND THE ROADIE, Dr. Hook (Columbia).
- SEARCHIN', Johnny Rivers (United Artists).
- SUMMER (THE FIRST TIME), Bobby Goldsboro (United Artists).
- WATERGRATE, Richie Goodman (Rainy Wednesday).
- WHERE PEACEFUL WATERS FLOW, Gladys Knight & the Pips (Buddah).
- WOULDN'T I BE SOMEONE?, Beegees (RSO).
- YOU ARE ALWAYS THERE, Donna Fargo (Dot).
- YOUNG LOVE, Donnie Osmond (MGM).

Cablecasting

Way to assure quality pictures may become major cable issue

NCTA fears variety of rules if cities have their ways; CTIC contends municipalities must lay down rigid standards

The Cable Television Information Center (CTIC), Washington, and its opponents in the cable industry are agreed on the need for technically better pictures. But they may well end up arguing how to best implement that goal. The argument could develop into an immediate issue in the next few weeks when CTIC takes to the cities with its published technical report advocating more stringent technical standards and, most important, municipal establishment and enforcement of technical standards.

However, Delmar Ports, of National Cable Television Association, believes that high signal quality will result naturally through the dictates of a "competitive marketplace" because "cable systems want to provide the best picture possible that is within their economic means in order to draw as many subscribers possible to the system." He adds: "A bad system will not survive."

But those at the CTIC argue that a cable system in fact does not have to produce the highest quality picture possible because cable systems are virtual monopolies in their areas and people will choose to pay money for a poor to fair picture rather than receive no picture at all. Therefore minimum technical standards must be set to insure adequate service. Mr. Ports's answer was that the state of the art may not allow for higher standards at this point in time. "If a higher db [decibel] level is required, there would be a need for more amplifiers" and with more amplifiers there is a greater chance of failure in one amplifier which would lead to outages and reduced service, he contended.

Aside from the trade-offs involved resulting from more stringent technical standards, the issue of municipal ownership figures to be most important to both sides. The NCTA fears a hodgepodge of municipal technical requirements ranging from the inadequate to the extreme whereas the CTIC concludes that only the cities can adequately oversee the performance of the system in the interest of its citizens. Pros and cons of the issue:

- Creation and enforcement of technical standards would place a burden on the cities for which they have neither the time, money nor resources.
- When the city grants the franchise application it will have the expertise to prevent being influenced by cable hawks who promise the world to get the franchise and then turn and sell it to a cable company that offers the best price.
- The FCC is currently working on legislation through its Cable Television Technical Advisory Committee (CTAC) that could pre-empt municipalities' rights to issue technical standards.
- It may be more than a year before the FCC reaches a decision. The cities should take the initiative during that time to insure that minimum requirements are met. If the FCC were to pre-empt authority in this area and no action had been taken in the interim by the cities a grandfathered situation might once again arise pertaining to inadequate systems with which cities would be stuck.
- Municipal franchising will keep a city's residents from getting cable as soon as possible.
- The residents have waited this long and they can wait a few months more to insure maximum services for the community.

The Cable Television Information Center has served over 600 communities in the last year and its voice is certain to be heard at the municipal level. Mr. Ports says that the CTAC of which he is a member "is making excellent progress." Whether the two are on a collision course remains to be seen. But one thing is certain: both claim to be operating in "the public interest."

Time and Warner undo their Manhattan deal

But Time says it would consider 'right offer' from other buyer

The $20-million agreement in principle under which Time Inc. was to sell its Manhattan and certain other cable-TV interests to Warner Communications Inc. came unstuck last week.

Warner and Sterling Communications Inc., 70% owned by Time, announced Wednesday (June 27) that they were unable to reach a definitive agreement. The plan had been for Warner's Warner Cable Corp. subsidiary, a major multiple-systems operator, to acquire Sterling Manhattan Cable Television Inc., operator of the franchise for the southern half of New York's Manhattan borough, and Sterling Nassau, which itself and through subsidiaries holds essentially undeveloped franchises on Long Island, for $20 million in cash (BROADCASTING, May 14).

Officials did not disclose what the hang-up was, other than that "we just couldn't get together," as a spokesman for Time put it.

Sterling said it would continue to operate and develop the franchises involved. "We're still a full supporter of Sterling," the Time spokesman said. He also said Time would consider "the right offer at the right price" if one were received from another prospective purchaser. The original decision to dispose of the Manhattan and Long Island properties has been widely but unofficially attributed to high start-up and operating costs.

Time's subsequent agreement in principle to sell the rest of its cable operations —eight systems and three franchises— to American Television & Communications Corp. remains in effect, Time sources

LEGAL NOTICE

The Village Board, Village of Fort Johnson, New York passed a resolution at a meeting held on Tuesday, June 19, 1973 that the said Village is now applying for a special franchise for a cable television system in said Village. Any cable television system interested in bidding on this special franchise must send its bid no later than July 10, 1973 to Mrs. Patricia Jordan, Clerk, 60 E. Main St., Fort Johnson, N.Y. 12070 with a $25.00 non-refundable deposit. 90 days from first notice will be held a public hearing in the Community Hall in the Village of Fort Johnson, N.Y. on said franchise.

Signed:

BOARD OF TRUSTEES
Village of Fort Johnson, N.Y.

said. That involves Time's acquisition of 260,000 ATC common shares and ATC's assumption of certain debts. Time and ATC placed a value of about $11 million on the deal (BROADCASTING, May 21).

Two subsidiary plans involved in the Warner deal—redemption of Sterling's $3-million outstanding 6% convertible special debentures due in 1980 and Time's conversion of its Sterling notes to equity—are being reappraised in light of the failure of the basic deal, a Time spokesman said. The conversion of notes to equity would increase Time's holdings in Sterling from 70% to "just under 80%."

The missing link

FCC certificate to Texas system cites need for local regulation

In view of an FCC scheme for regulating cable television that assumes there will be regulation at the local as well as the federal level, the commission is likely to find itself in an awkward situation where there is no local authority. The commission pointed that out last week in an appeal to states to fill such gaps in the regulatory structure.

The commission granted a certificate of compliance to Coastal Cable Inc., in Port O'Connor, Tex., an unincorporated community located outside of any television market, with no local governing body authorized to issue cable-TV franchises. Coastal Cable, which proposes to carry 12 television signals, presented what the commission said was an "acceptable alternative proposal" in place of a franchise—construction will be completed in six months, the initial monthly rate will be $8.50, local business office will be maintained, and all local, state and federal laws will be observed.

But the commission said it "has great concern with situations . . . where there is no local governmental body with jurisdiction to issue cable-television franchises." It said its hope for "structured dualism" is "somewhat emasculated where the local governments are not able to undertake their portion of the regulatory framework."

The commission noted some "gaps" in the regulatory scheme that the Coastal Cable case points up. One is that although the company says it will not change its rates without first holding a public hearing, "we are not clear on the forum for such a hearing," since there is no franchise authority.

Accordingly, the commission urged the states "to move quickly to remedy the situation in these areas where they have not as yet designated what appropriate governmental body is vested with authority to regulate cable television."

Westward tilt. Statistically, at least, there were more sellers than buyers at the National Cable Television Association convention in Anaheim, Calif., two weeks ago (*Broadcasting*, June 25). First reports from a computerized registration system that monitored the meeting indicated that representatives of manufacturers and suppliers outnumbered systems operators 2,571 to 1,782. Among other contingents: 333 brokers, attorneys, consultants and financial specialists; 87 educators; 82 government officials; 46 students; 135 press, and 240 miscellaneous, principally from foreign countries. In all, there were 5,276 in attendance, a number that would be a certified record were accurate records available for earlier meetings.

County seeks cable control

A cable-television study commission in Prince George's county, Md., has recommended establishment of a public-service-type organization to regulate cable television. In an interim report the commission recommended the county, which borders on the District of Columbia, be divided into local CATV service areas rather than to award a single franchise. The recommendation would bar the county's 28 municipalities from awarding franchises independently. However, William Gullett, the county executive who established the commission last July, posed an obstacle: He said the county cannot legally bar independent awards. An aide to Mr. Gullett said the county will authorize $25,000 for a consultant who would answer this and other legal questions.

Cable Briefs

Aftermath. In wake of National Cable Television Association convention came these observations last week from President David Foster: that speeches by Office of Telecommunications Policy Director Clay Whitehead and FCC Chairman Dean Burch (BROADCASTING, June 25) were particularly encouraging in their approaches to cable problems. Mr. Whitehead's was "much more conciliatory in tone than in months past" and, in Mr. Foster's view, gave moderate hope that anticipated "cabinet committee" report on cable's future "would not upset the cable applecart." Mr. Burch's stance was viewed as encouraging, although Mr. Foster noted that his laissez-faire approach to the competition for pay-TV programing was either "threat or promise." He meant that whereas cable might be better able to compete against broadcasters or theaters it would itself be denied exceptional protection from alternate forms of pay transmission.

Mr. Rice's TV guide. At least one broadcaster was asking for order at NCTA convention. Roger Rice, West Coast VP for Cox Broadcasting and head of Independent Television Association, said INTV was preparing guide of programs carried by its member stations from which cable operators might shop when they're looking for distant signals. Mr. Rice noted that WPIX(TV) New York is now carried on 1.1 million cable homes, that KTVU(TV) Oakland-San Francisco—of which he is general manager—is on 610,000 cable homes and that Los Angeles independents are on more than 480,000 cable homes.

CAB? "Cable might turn out to be the best advertising medium yet," thinks Eric Selch of J. Walter Thompson, New York. Mr. Selch, speaking at marketing services workshop at NCTA convention, backed up his enthusiasm with ultimate sign of media arrival: suggestion that industry form Cable Advertising Bureau to carry its commercial message to agencies, advertisers in major markets.

NCTA awards. E. Stratford Smith, Washington lawyer and first general counsel of NCTA, received Larry Boggs award for outstanding service to cable industry. Mr. Smith is pioneer in CATV law. He was counsel for successful CATV defendant in landmark case that established, by Supreme Court decision, that cable TV was not liable for copyright payments for TV programs received off-the-air and relayed to subscribers. Other awards went to Joseph F. Gans, president of Northeastern Pennsylvania TV Inc., for outstanding contribution through state and regional association activity, and to Drex Hines, director of broadcast services for the National Foundation/March of Dimes, for special achievement in public service through CATV. Leading parade of award winners for cablecasting was Teleprompter, whose systems won first place, silver awards in public affairs and political affairs (both Elmira, N.Y.), children (Newburgh, N.Y. and Newport

Beach, Calif.), public access (New York), educational (Dubuque, Iowa), and entertainment (Newport Beach, Calif.).

Warner in Twin Cities area. Warner Cable Corp., New York, has been selected to operate cable system in St. Louis Park, Minn., with a potential of 20,000 homes. City is adjacent to Minneapolis-St. Paul and represents Warner's initial step into Twin Cities Market. Warner Cable, wholly owned subsidiary of Warner Communications, is nation's second largest cable operator and serves over 405,000 subscribers in 31 states.

Number 1? Sterling Manhattan Cable in New York reports that it is now nation's largest cable system. Sterling states June figures indicate 57,282 subscribers, placing it about 1,000 subscribers ahead of Mission Cable in San Diego.

Complete package. Tektronix, Inc., Beaverton, Ore., has introduced line of proof-of-performance equipment for cable television systems. Package includes oscilliscope (model 7613), spectrum analyzer (model 7L12), CATV preamplifier (model 7K11), power supply (model TM 501), digital counter (model DC502) and wavetek sweeper (model 1801-A). Price is $9,700.

Broadcasting Stock Index

Weekly market summary of 143 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Wed. June 27	Closing Wed. June 20	Net change in week	% change in week	1973 High	1973 Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	22 5/8	21 1/4	+ 1 3/8	+ 6.47	31 1/2	21	17,029	385,281
ASI COMMUNICATIONS				1 1/4		.00	1 1/2	1	1,815	2,268
CAPITAL CITIES COMM.	CCB	N	42	39 1/8	+ 2 7/8	+ 7.34	62 1/2	35	7,074	297,108
CBS	CBS	N	31 1/8	31 1/8		.00	52	30 1/2	28,315	881,304
CONCERT NETWORK*		O	1/4	1/4		.00	5/8	1/4	2,200	550
COX	COX	N	22 1/2	24 1/4	- 1 3/4	- 7.21	40 1/4	21 5/8	5,850	131,625
FEDERATED MEDIA		O	2 1/2	2 5/8	- 1/8	- 4.76	3 1/2	2 1/2	820	2,050
GROSS TELECASTING	GGG	A	13 5/8	14	- 3/8	- 2.67	18 3/8	13 3/8	800	10,900
LIN	LINB	O	6	6 7/8	- 7/8	- 12.72	14 3/4	6	2,296	13,776
MOONEY	MOON	O	5 7/8	5 5/8	+ 1/4	+ 4.44	10 1/4	5 1/8	385	2,261
PACIFIC & SOUTHERN	PSOU	O	7 1/4	8	- 3/4	- 9.37	13 3/4	7 1/4	1,930	13,992
RAHALL	RAHL	O	4 1/4	4 1/4		.00	12 1/4	4 1/4	1,297	5,512
SCRIPPS-HOWARD*	SCRP	O				.00	21 1/4	19	2,589	49,838
STARR	SBG	M				.00	24 1/2	9 5/8	1,131	11,310
STORER	SBK	N	17 1/4	17 3/8	- 1/8	- .71	44	15 7/8	4,391	75,744
TAFT	TFB	N	26	26 1/2	- 1/2	- 1.88	58 5/8	25 7/8	4,147	107,822
WHDH CORP.*		O	22	23	- 1	- 4.34	24	14	589	12,958
WOODS COMM.*		O	3/4	7/8	- 1/8	- 14.28	1 5/8	3/4	292	219
								TOTAL	82,950	2,004,518
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	2 5/8	3 1/2	- 7/8	- 25.00	5 3/8	2 5/8	1,259	3,304
AVCO	AV	N	9 5/8	9 3/4	- 1/8	- 1.28	16	9 1/8	11,478	110,475
BARTELL MEDIA	BMC	A	1 3/8	1 1/2	- 1/8	- 8.33	3 1/2	1 3/8	2,257	3,103
CHRIS-CRAFT	CCN	N	3 7/8	4 1/8	- 1/4	- 6.06	6 5/8	3 3/4	4,161	16,123
COMBINED COMM.	CCA	A	19 5/8	19 5/8		.00	44	15	3,230	63,388
COWLES	CWL	N	5 1/4	5 1/2	- 1/4	- 4.54	9 5/8	5 1/4	3,969	20,837
DUN & BRADSTREET	DNB	N	69	73 1/2	- 4 1/2	- 6.12	81 1/4	69	13,021	898,449
FAIRCHILD INDUSTRIES	FEN	N	5 3/4	6	- 1/4	- 4.16	13 3/8	5 1/4	4,550	26,162
FUQUA	FQA	N	10 1/4	10	+ 1/4	+ 2.50	20 3/8	9 1/2	9,741	99,845
GABLE INDUSTRIES	GBI	N	17 1/4	18	- 3/4	- 4.16	25	15	2,605	44,936
GENERAL TIRE	GY	N	17 5/8	18 3/4	- 1 1/8	- 6.00	28 3/4	17 1/2	20,652	363,991
GLOBETROTTER	GLBTA	O	5	5		.00	8 1/8	5	2,843	14,215
GRAY COMMUNICATIONS		O	10 1/2	12	- 1 1/2	- 12.50	12 7/8	9	475	4,987
HARTE-HANKS	HHN	N	9	9		.00	29 1/4	8 1/2	4,335	39,015
ISC INDUSTRIES	ISC	A	6 3/8	6 1/2	- 1/8	- 1.92	8	6 1/8	1,658	10,569
KAISER INDUSTRIES	KI	A	4 1/2	4 1/4	+ 1/4	+ 5.88	6 5/8	4	27,487	123,691
KANSAS STATE NETWORK	KSN	O	4 7/8	4 7/8		.00	6 1/8	4 7/8	1,741	8,487
KINGSTIP	KTP	A	6 1/2	7 3/8	- 7/8	- 11.86	14 1/4	6 1/4	1,155	7,507
LAMB COMMUNICATIONS*		O	1 3/4	1 3/4		.00	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A	13	13		.00	25	12 7/8	3,366	43,758
LIBERTY	LC	N	17	16 3/4	+ 1/4	+ 1.49	23 7/8	15 3/4	6,760	114,920
MCGRAW-HILL	MHP	N	8 1/8	8 1/8		.00	16 7/8	7 7/8	23,525	191,140
MEDIA GENERAL	MEG	A	32 1/4	32 1/4		.00	43 1/2	31 3/4	3,546	114,358
MEREDITH	MDP	N	13 3/8	13 5/8	- 1/4	- 1.83	20 1/2	13 1/8	2,827	37,811
METROMEDIA	MET	N	14 1/2	15 1/8	- 5/8	- 4.13	32 1/4	14 1/8	6,483	94,003
MULTIMEDIA		O	18	19	- 1	- 5.26	30 1/4	18	4,388	78,984
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 5/8	12	+ 5/8	+ 5.20	21 7/8	10 3/8	3,779	47,709
PUBLISHERS BCSTG.	PUBB	O				.00	2	7/8	919	804
REEVES TELECOM	RBT	A	1 5/8	1 3/4	- 1/8	- 7.14	3 1/4	1 5/8	2,376	3,861
RIDDER PUBLICATIONS	RPI	N	14	14 7/8	- 7/8	- 5.88	29 7/8	14	8,312	116,368
ROLLINS	ROL	N	15 3/8	15 7/8	- 1/2	- 3.14	36 1/2	14 1/4	13,372	205,594
RUST CRAFT	RUS	A	15 7/8	17 1/8	- 1 1/4	- 7.29	33 3/4	14	2,366	37,560
SAN JUAN RACING	SJR	N	14 1/4	14 7/8	- 5/8	- 4.20	23 3/4	14 1/4	2,153	30,680
SCHERING-PLOUGH	SGP	N	76 3/4	78	- 1 1/4	- 1.60	80 1/4	72 1/4	52,590	4,036,282
SONDERLING	SDB	A	10 3/4	10 1/2	+ 1/4	+ 2.38	16 3/8	7 5/8	1,006	10,814
TECHNICAL OPERATIONS	TO	A	6 3/8	6 1/2	- 1/8	- 1.92	13 1/2	5 1/8	1,386	8,835
TIMES MIRROR CO.	TMC	N	17 3/8	19	- 1 5/8	- 8.55	25 7/8	16 1/2	31,145	541,144
TURNER COMM.*		O		4 3/4		.00	6	4 1/2	1,486	7,058
WASHINGTON POST CO.	WPO	A	19 1/4	20	- 3/4	- 3.75	37	18 5/8	4,746	91,360
WOMETCO	WOM	N	11 5/8	12 1/4	- 5/8	- 5.10	19 3/8	11 1/4	6,098	70,889
Cablecasting								TOTAL	301,993	7,768,736
AMECO	ACO	O	5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	2	1 7/8	+ 1/8	+ 6.66	3 5/8	1 7/8	1,726	3,452
AMERICAN TV & COMM.	AMTV	O	22 1/4	22	+ 1/4	+ 1.13	39	22	2,859	63,612
ATHENA COMM.*		O	1		- 1/2	- 33.33	5 1/2	1	2,126	2,126
BURNUP & SIMS	BSIM	O	21 3/8	23 3/8	- 2	- 8.55	31 3/4	21 3/8	7,510	160,526
CABLECOM-GENERAL	CCG	A	4	4 5/8	- 5/8	- 13.51	8 7/8	3 3/4	2,489	9,956
CABLE FUNDING CORP.*	CFUN	O	4 1/2	5	- 1/2	- 10.00	8 1/8	4 1/2	1,233	5,548

	Stock symbol	Exch.	Closing Wed. June 27	Closing Wed. June 20	Net change in week	% change in week	1973 High	1973 Low	Approx. Shares out (000)	Total market capitalization (000)
CABLE INFO. SYSTEMS*		O	1		- 1/2	- 33.33	2 1/2	1	663	663
CITIZENS FINANCIAL	CPN	A	4 7/8	5	- 1/8	- 2.50	9 1/2	4 1/2	2,676	13,045
COMCAST		O	3 1/4	3 1/2	- 1/4	- 7.14	5 3/8	3 1/4	1,280	4,160
COMMUNICATIONS PROP.	COMU	O	3 5/8	4	- 3/8	- 9.37	9 3/4	3 5/8	4,435	16,076
COX CABLE	CXC	A	21	21 3/4	- 3/4	- 3.44	31 3/4	20 1/4	3,560	74,760
ENTRON	ENT	O	1/4	5/8	- 3/8	- 60.00	9 1/4	1/4	1,358	339
GENERAL INSTRUMENT	GRL	N	14 3/8	14	+ 3/8	+ 2.67	29 1/2	13 5/8	6,790	97,606
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
LVO CABLE	LVOC	O	4 3/4	4 3/4		.00	11 1/4	4 1/4	1,561	7,414
SCIENTIFIC-ATLANTA	SFA	A	6 3/4	8	- 1 1/4	- 15.62	15 3/8	6 1/4	917	6,189
STERLING	STER	O	1 3/8	1 3/8		.00	4 1/4	1 1/4	2,162	2,972
TELE-COMMUNICATIONS	TCOM	O	7 3/8	8 1/2	- 1 1/8	- 13.23	21	7 3/8	4,616	34,043
TELEPROMPTER	TP	A	16 1/8	16 7/8	- 3/4	- 4.44	34 1/2	14 3/8	15,999	257,983
TIME INC.	TL	N	32 1/2	33	- 1/2	- 1.51	63 1/4	29 5/8	7,286	236,795
TOCOM	TOCM	O	6 1/4	6 1/2	- 1/4	- 3.84	12 1/8	6	596	3,725
UA-COLUMBIA CABLE	UACC	O	8 1/4	8 1/4		.00	15	7 3/4	1,832	15,114
VIACOM	VIA	N	10	10 1/2	- 1/2	- 4.76	20	9 1/4	3,851	38,510
VIKOA	VIK	A	4 3/8	4 5/8	- 1/4	- 5.40	9 1/8	4	2,562	11,208
								TOTAL	82,632	1,073,022
Programing										
COLUMBIA PICTURES	CPS	N	5 3/4	5 7/8	- 1/8	- 2.12	9 7/8	4 1/2	6,335	36,426
DISNEY	DIS	N	75	83 7/8	- 8 7/8	- 10.58	123 7/8	70 1/8	28,552	2,141,400
FILMWAYS	FWY	A	2 1/2	2 5/8	- 1/8	- 4.76	5 3/8	2 3/8	1,877	4,692
GULF + WESTERN	GW	N	22 1/8	22 1/4	- 1/8	- .56	35 3/4	21 3/8	16,387	362,562
MCA	MCA	N	20	20		.00	34 1/4	18 1/2	8,367	167,340
MGM	MGM	N	14 3/8	14 1/2	- 1/8	- .86	24	13 5/8	5,958	85,646
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE*		O	1	1		.00	1 3/4	1	2,190	2,190
TELETRONICS INTL.*		O	5 1/4	5 1/4		.00	10 1/2	4 1/2	724	3,801
TRANSAMERICA	TA	N	11 1/4	11 3/8	- 1/8	- 1.09	17 5/8	10 3/4	66,449	747,551
20TH CENTURY-FOX	TF	N	6 5/8	6 7/8	- 1/4	- 3.63	12 3/8	6 1/2	8,562	56,723
WALTER READE	WALT	O				.00	1 3/8	7/8	2,203	1,927
WARNER	WCI	N	14 3/4	15 1/2	- 3/4	- 4.83	39 1/8	13 1/8	18,864	278,244
WRATHER	WCO	A	7 3/4	8 7/8	- 1 1/8	- 12.67	16 5/8	7	2,229	17,274
								TOTAL	169,231	3,907,177
Service										
JOHN BLAIR	BJ	N	6 3/4	6 5/8	+ 1/8	+ 1.88	13	6 3/8	2,494	16,834
COMSAT	CQ	N	45 3/8	44 3/4	+ 5/8	+ 1.39	64 1/2	42 1/4	10,000	453,750
CREATIVE MANAGEMENT	CMA	A	5 7/8	4 1/2	+ 1 3/8	+ 30.55	9 1/2	4	1,056	6,204
DOYLE DANE BERNBACH	DOYL	O	12	12 1/2	- 1/2	- 4.00	23 1/2	12	1,884	22,608
ELKINS INSTITUTE	ELKN	O				.00	1 1/4	3/4	1,664	1,664
FOOTE CONE & BELDING	FCB	N	8 3/8	9 1/4	- 7/8	- 9.45	13 3/8	8 1/8	2,129	17,830
CLINTON E. FRANK*		O	5	5 1/4	- 1/4	- 4.76	11 1/2	5	720	3,600
GREY ADVERTISING	GREY	O	9	9 1/4	- 1/4	- 2.70	17 1/4	8 1/4	1,263	11,367
INTERPUBLIC GROUP	IPG	N	12 5/8	12 3/8	+ 1/4	+ 2.02	25 3/8	12 1/8	2,464	31,108
MARVIN JOSEPHSON	MRVN	O	8 1/2	8 1/4	+ 1/4	+ 3.03	18 1/2	8 1/4	1,085	9,222
MCCAFFREY & MCCALL*		O				.00	10 3/4	8 1/2	585	4,972
MCI COMMUNICATIONS	MCIC	O	5 5/8	5 1/2	+ 1/8	+ 2.27	8 3/4	4 5/8	11,810	66,431
MOVIELAB	MOV	A	1 1/4	1 3/8	- 1/8	- 9.09	1 7/8	1 1/8	1,407	1,758
MPO VIDEOTRONICS	MPO	A	2 1/4	2 1/4		.00	4 7/8	2	540	1,215
NEEDHAM, HARPER*	NDHMA	O	9 1/2	10 3/4	- 1 1/4	- 11.62	26 1/4	9 1/2	916	8,702
A. C. NIELSEN	NIELB	O	31 3/4	34 1/4	- 2 1/2	- 7.29	40 1/2	31 1/2	10,598	336,486
OGILVY & MATHER	OGIL	O	14 5/8	16 1/2	- 1 7/8	- 11.36	32 1/2	14 5/8	1,777	25,988
PKL CO.*	PKL	O	7/8	7/8		.00	2 5/8	3/4	778	680
J. WALTER THOMPSON	JWT	N	15	14 5/8	+ 3/8	+ 2.56	24 3/4	14	2,659	39,885
UNIVERSAL COMM.*		O				.00	12 1/4	4 1/2	715	3,217
WELLS, RICH, GREENE	WRG	N	10 5/8	10 5/8		.00	21 1/8	9 1/2	1,568	16,660
								TOTAL	58,112	1.080,181
Electronics										
ADMIRAL	ADL	N	8 1/8	7 7/8	+ 1/4	+ 3.17	18	7 1/4	5,813	47,230
AMPEX	APX	N	4 5/8	5 1/8	- 1/2	- 9.75	6 7/8	3 1/4	10,875	50,296
CARTRIDGE TELEVISION		O	2 1/2	2 1/4	+ 1/4	+ 11.11	16 1/2	1 3/4	2,083	5,207
CCA ELECTRONICS	CCAE	O	1 1/8	1 3/8	- 1/4	- 18.18	3	1 1/8	881	991
COLLINS RADIO	CRI	N	16 1/8	16 1/2	- 3/8	- 2.27	25 7/8	15 1/4	2,968	47,859
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/4		.00	2 7/8	2	2,366	5,323
CONRAC	CAX	N	16	16 1/2	- 1/2	- 3.03	31 7/8	14 1/4	1,261	20,176
GENERAL ELECTRIC	GE	N	57	57 7/8	- 7/8	- 1.51	75 7/8	55	182,348	10,393,836
HARRIS-INTERTYPE	HI	N	26 1/4	27 1/8	- 7/8	- 3.22	49 1/4	24 1/2	6,308	165,585
INTERNATIONAL VIDEO*	IVCP	O	7 1/2	7 1/4	+ 1/4	+ 3.44	14 3/4	7	2,745	20,587
MAGNAVOX	MAG	N	8 7/8	10	- 1 1/8	- 11.25	29 5/8	8 3/4	17,806	158,028
3M	MMM	N	83 7/8	82 3/4	+ 1 1/8	+ 1.35	88 7/8	76 1/4	113,051	9,482,152
MOTOROLA	MOT	N	46 5/8	47 3/4	- 1 1/8	- 2.35	52	45 1/2	27,570	1,285,451
OAK INDUSTRIES	OEN	N	11 1/4	12	- 3/4	- 6.25	20 1/2	10 3/4	1,639	18,438
RCA	RCA	N	24	23 1/4	+ 3/4	+ 3.22	39 1/8	22 1/8	74,525	1,788,600
RSC INDUSTRIES	RSC	A	1 1/2	1 3/4	- 1/4	- 14.28	2 1/4	1 3/8	3,458	5,187
SONY CORP	SNE	N	40 3/8	41 1/2	- 1 1/8	- 2.71	57 1/4	38 3/4	66,250	2,674,843
TEKTRONIX	TEK	N	31 5/8	31 1/2	+ 1/8	+ .39	53 7/8	29 7/8	8,162	258,123
TELEMATION	TIMT	O	3 1/8	3 3/8	- 1/4	- 7.40	4 3/4	3 1/8	1,050	3,281
TELEPRO INDUSTRIES		O	1	1		.00	2 1/2	1	1,717	1,717
WESTINGHOUSE	WX	N	34 1/2	35 5/8	- 1 1/8	- 3.15	47 3/8	31 1/8	88,595	3,056,527
ZENITH	ZE	N	35 1/4	36 5/8	- 1 3/8	- 3.75	56	34 1/8	19,043	671,265
								TOTAL	640,514	30,160,702
								GRAND TOTAL	1,335,432	45,994,336
Standard & Poor's Industrial Average			115.96	116.87	—.91					

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.

Fates & Fortunes®

Media


Mr. Behrendt

Richard J. Behrendt, operations manager, KRON-TV San Francisco, named station manager. He is succeded by **Francis A. Martin III,** assistant to general manager for business affairs.

Sally Segal, executive assistant to Daniel Villanueva, VP, Spanish International Network/West Coast group, named station manager of company's KFTV(TV) Hanford-Fresno, Calif.


Mr. Campbell


Mr. Chapman

Eldon Campbell, VP and general manager, WRTV(TV) Indianapolis, has announced retirement effective Jan. 1, 1974. He continues as VP and will serve WRTV as consultant until retirement. **Jerry Chapman,** manager, WRTV, named general manager.

William E. Osterhaus, staff executive, Westinghouse Broadcasting Co., named president and general manager of noncommercial KQED-FM-TV San Francisco, succeeding **Richard O. Moore** who resigns to resume TV and film production activities.

Irving N. Ivers, station manager, KHJ-(AM) Los Angeles, joins KIQQ(FM) (formerly KFOX-FM) Los Angeles as general manager.

Glenn Bell, manager, KSO(AM)-KFMG-(FM) Des Moines, Iowa, and divisional manager, Stoner Broadcasting Co., named VP-general manager, Stoner, with responsibility for operation of company's WNBF(AM)-WQYT(FM) Binghamton, N.Y. and WGNT(AM) Huntington, W. Va., in addition to KSO and KFMG. He is succeeded at Des Moines post by **Larry LaVerne,** with stations.

Gilbert J. Jacobsen, general manager, KIXI-AM-FM Seattle and KORD-AM-FM Pasco, Wash., appointed VP and general manager, Kixi Inc., licensee of stations. (This corrects June 18 item which incorrectly identified him as co-owner of stations.)

Ted J. Atkins, with KHJ-AM-FM Los Angeles, appointed station manager, WTAE-AM-FM Pittsburgh.

Pat Sell, sales manager, KVEG-AM-FM Las Vegas, joins KVOV(AM) Henderson, Nev., as VP-station manager.

John Moritz, general sales manager, KJJJ(AM) Phoenix, appointed station manager.

Larry Fischer, general sales manager, WRDW-TV Augusta, Ga., joins KSBY-TV San Luis Obispo, Calif., as general sales manager/station manager. (This corrects June 18 item).

Joseph Thompson, formerly with Buck Owens Enterprises, joins KRSA-AM-FM Salinas, Calif. as VP.

Wyatt Thompson, general sales manager, WTGR-AM-FM Myrtle Beach, S.C., appointed general manager.

Joseph di Natale, general and commercial manager, KODY(AM) North Platte, Neb., resigns after 35 years with station.

John Murray, VP-public affairs and editorial director, WOR-TV New York, named VP-public affairs, RKO Television Division. RKO's television properties include WOR-TV; WNAC-TV Boston; WHBQ-TV Memphis, and KHJ-TV Los Angeles.

Robert Benson, news director, KGO(AM) San Francisco, appointed operations director.

Paul Miller, chief executive of Gannett Co., Rochester, N.Y.-based newspaper chain, named chairman of board. **Allen H. Neuharth,** president and chief operating officer, named president and chief executive. Gannett Co. is also TV station owner.

Michael Rice, television program manager, noncommercial WGBH-TV Boston appointed VP-television manager, new post.

Jack Kenaston, telecommunications consultant to Los Angeles city school system, named station manager, noncommercial KLCS(TV) Los Angeles, station scheduled to begin operation in October.

Joe Grant, with National Center for Audio Experimentation, Madison, Wis., joins noncommercial WXXI-FM Rochester, N.Y. as director of radio services. Wxxi is scheduled to begin operation in spring of 1974.

Ted Dorf, WGAY-AM-FM Silver Spring, Md., elected president, Maryland-D.C.-Delaware Broadcasters Association; **Allen Hedgecock,** WSUX-AM-FM Seaford, Del., VP; **Floyd Smith,** WNAV-AM-FM Annapolis, Md., executive secretary, and **Cliff Barrett,** WCBM(AM) Baltimore, treasurer.

Lionel E. Bolin, formerly with NBC-TV New York legal department, joins NBC-owned WMAQ-TV Chicago as senior administrator of legal affairs.

Paul Dallas, editorial director, KABC(AM) Los Angeles, assumes additional post, director of community affairs.

Maria Luisa Levy, newscaster, KGTV(TV) San Diego, appointed community affairs director.

Broadcast Advertising

Thomas J. Fielding, chairman, Leo Burnett International, Chicago, retires.

Bob Zimmern, executive VP-account services, Grey Advertising, joins Kenyon & Eckhardt, New York, as senior VP, director of account services.

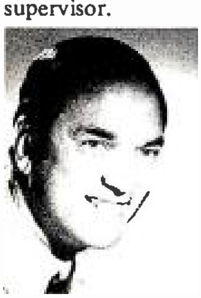
David Meinertz, account supervisor, Ted Bates & Co., New York, appointed VP.

Richard E. Rosin, account supervisor, Grey Advertising, New York, elected VP.

James V. Polizzi, account supervisor, Benton & Bowles, New York, named VP.

Robert Urquhart, and **Skip Roberts,** VP's, W. B. Doner & Co., Detroit, appointed executive VP-creative services and executive VP-account service, respectively. **Albert G. Salter,** general manager, Doner's Baltimore office, also named executive VP, and **William G. Hopper,** VP, Doner, Baltimore, named executive VP-account service.

Norman F. Steen, VP and management supervisor, Ketchum, MacLeod & Grove, New York, named VP and general manager, Needham, Harper & Steers/West, Los Angeles. **Thomas J. Marti,** account executive, NHS, Chicago, named account supervisor.



Mr. Schade

Richard Schade, manager of participating sales, NBC-TV, named VP, Detroit sales. He will head sales office to be opened by NBC-TV in Detroit later this summer. **Carl H. Meyer,** account executive participating program sales, named director, NBC-TV daytime sales. Mr. Schade is succeeded by **Richard J. Plastine,** with NBC-TV's participating program sales.

John Bonanni, account executive, ABC-TV Spot Sales, Chicago, named sales manager, WABC-TV New York. **Lon G. Hurwitz,** director of advertising and promotion, WABC(AM) New York, assumes similar position, ABC-owned AM Stations Division.

Honored. H. William Koster (r), 40 year broadcasting veteran, received the Rhode Island Broadcasters' Association's distinguished service award at that organization's annual meeting. Edwin W. Pfeiffer, president of RIBA and VP and general manager of WPRI-TV Providence, R.I., made the presentation, joined by Lincoln Pratt (c), a former RIBA president. Mr. Koster, formerly general manager of WEAN(AM)-WJJB(FM) Providence, is now director of broadcasting and CATV, Providence Journal Co., licensee of stations.

John Fenwick, with Harrington, Righter and Parsons Inc., New York rep firm, joins WCKT(TV) Miami as national sales manager.

Walt Dalton, local sales manager, KROD-(AM) El Paso, appointed general sales manager. He is succeeded by **Dennis Stein,** account executive there.

Rod Krebs, sales representative, KJR(AM) Seattle, appointed sales manager, KJRB-(AM) Spokane, Wash. Both are Kaye-Smith stations.

Gregory T. Lincoln, director of market development, CBS Television Stations National Sales, New York, named to newly created position of director of retail services, CBS Television Stations Division.

R. Kenneth Toning, account executive, ABC-FM Spot Sales, named division manager, ABC-FM Spot Sales' newly formed Atlanta office, 161 Peachtree Street, N.E., Atlanta 30303.

John S. Logan, with Campbell-Ewald, Detroit, joins Bolton/Burnside International, Chicago, rep firm, as sales manager, Detroit office.

Carl Jewett, VP-Midwest, Meeker Co., New York station rep, retires. He is succeeded by **Fred Bauman,** with Chicago office.

Donald C. Proctor, media coordinator, Young & Rubicam International, Brussels, elected VP.

Donald E. Racer, media director, N. W. Ayer, Philadelphia, elected VP.

Frank R. Regalado, director of media, Vantage Advertising and Marketing Associates, San Leandro, Calif., named VP-director of media.

Leonard C. Ford, assistant advertising manager, Johnson & Johnson's Ethicon Inc., **Charles P. Baby,** assistant product manager, Lever Brothers' personal products division, and **Alan D. Kellam,** account executive, William Esty, New York, all appointed product managers, Lever Brothers.

Richard I. Golden, creative projects supervisor, N. W. Ayer & Sons, Philadelphia, appointed VP-creative services.

Benno Kreischer, VP and chief art director, Clinton E. Frank, named creative director, New York office.

Howard C. Skelton, director of communications, Collins & Aikman Corp., New York, joins Marketplace Inc., Atlanta agency, as executive VP.

Peter Yoars, account supervisor, Young & Rubicam, joins Foote, Cone & Belding, New York, in similar position.

Robert J. Donahoe, Daniel W. Spink and **John Thompson,** account executives, Young & Rubicam, New York, appointed account supervisors.

Andre M. Ranney, senior account executive, Clinton E. Frank, Chicago, joins Gardner Advertising, St. Louis, as senior account executive.

Frank Boyer Jr., account executive, Ron Kimler & Associates, Southfield, Mich., joins D'Arcy-MacManus & Masius, Bloomfield, Mich., in same capacity for Burger Chef account.

Judy Vaughn, media buyer, Cargill, Wilson & Acree, named account executive, Birmingham, Ala., office. **Annie Laura Hall,** media buyer, Noble Dury Associates, Charlotte, N.C., joins CW&A Birmingham in similar capacity.

R. Gregg Snyder, controller, Lando/Bishopric, Pittsburgh agency, elected treasurer.

Roy A. Muro, controller, Vitt Media International, New York-based media buying firm, appointed VP.

Carlton Gene Nopper, art director, Philadelphia Agency, Philadelphia-based agency, joins APCL&K in similar capacity.

Programing

Mr. Eisner

Michael D. Eisner, promoted month ago to VP-program development and children's programs, ABC Entertainment, New York (BROADCASTING, June 4), named to new post of VP-prime-time program development/production.

Harvey L. Shephard named director, program projects, CBS-TV New York, to assist program VP Fred Silverman in planning program activities with research arm of CBS/Broadcast Group. He formerly was director of audience measurement, TV-network research, in CBS/Broadcast Group. **Jack Stuppler,** business manager, CBS Radio Network sales, named director, program practices, CBS Radio, New York. **Raymond R. Schwartz,** VP-controller, CBS

Inc., appointed VP-finance and planning, CBS/Records Group.

Dan Anco, with Television Production Center Inc., Pittsburgh, appointed chief engineer. **Steve McNeal,** with TPC, named director of systems engineering.

Hal Rein, executive VP-producer/director, G/III, New York television production firm, joins Teletronics International there as creative director of programing, video-cassette programing division.

James T. Inch, VP and general manager for NBC (Canada), named director of sales, English-Canada, Twentieth Century-Fox Television, with headquarters in Toronto.

Samuel Feinberg, VP and general manager, WPHL-TV Philadelphia, joins Avco Program Sales, New York, as sales manager.

Len Ringquist, program manager, WNEW-TV New York, appointed VP.

John W. Fuller, research director, WTLV-(TV) Jacksonville, Fla., named director of programing and research. He succeeds **Ralph Nimmons,** who retires after 15 years with station.

Jack Sumroy, in programing capacity with NBC, New York, joins WSNL-TV Melville, N.Y., as VP-programing and production. WSNL-TV is scheduled to go on air in fall.

Tom Barsanti, acting program and news director, WOW(AM) Omaha, appointed program director.

Richard K. Feindel, sales manager, WWGP-AM-FM Sanford, N.C., assumes additional duties as manager of programing and personnel.

Richard G. Huntley, assistant program manager, WTIC-TV Hartford, Conn., named production manager.

Jill Marti, producer and on-air personality, WCAU-TV Philadelphia, joins WCVB-TV Boston as supervising executive producer.

Alan H. Frank, music director, KELD-AM-FM El Dorado, Ark., joins noncommercial WSIU(FM) Carbondale, Ill., as production coordinator.

Broadcast Journalism

Mrs. Basham

Christie Basham, associate producer in Washington, *NBC Nightly News,* since 1970, named director of news operations, Washington, NBC News. Mrs. Basham, who was film assignment editor with NBC News in Washington, 1960-1970, succeeds **Len Allen,** named earlier to director of public affairs, NBC News.

Bob Young, formerly correspondent and anchorman, WCBS-TV New York, joins ABC News there as national news correspondent. George Caldwell, reporter and anchorman, KYW-TV Philadelphia,

NAB appointees. Named to engineering advisory committee of National Association of Broadcasters last week: **Robert W. Flanders,** WRTV(TV) Indianapolis, chairman; **Charles F. Abel,** KFMB-TV San Diego; **Ernest L. Adams,** Cox Broadcasting, Atlanta; **Ralph F. Batt,** WGN Continental Broadcasting, Chicago, and **Albin R. Hillstrom,** KOOL-AM-FM-TV Phoenix. Appointments were made by NAB President Vincent Wasilewski and NAB Joint Board Chairman Andrew Ockershausen.

joins ABC Radio News as correspondent and newscaster, ABC's American Information Radio Network, New York.

Robert Rodwin, manager, ABC syndicated news service, New York, joins UPITN there as associate producer for nightly feed to TV stations.

Jim Simon, VP-general manager, WBBM-AM-FM Chicago, joins KABC(AM) Los Angeles as news director. All are ABC-owned stations.

Charles Warren, Washington bureau chief, Mutual Broadcasting System, joins WWDC-AM-FM there as news director.

Bill Ridenour, news editor and morning newscaster, WLW(AM) Cincinnati, named news director.

Thomas Twinam, news director WBEC(AM) Pittsfield, Mass., joins KROD(AM) El Paso as news director.

Larry Hall, acting associate news director, WOW(AM) Omaha, appointed associate news director.

Jack Edgar, news director, KCKN-AM-FM Kansas City, Kan., joins WLAC-AM-FM Nashville as morning news editor.

Steve McClure, news director, WRCR(FM) Rushville, Ind., joins WGUL-AM-FM Port Richey, Fla., as news editor.

Foster Morgan, with news staff, KENS-TV San Antonio, Tex., named assignment editor.

Cablecasting

Donald Goldman, lawyer with business affairs department, CBS-TV, joins Teleprompter Corp., New York, as business affairs counsel. In new position, Mr. Goldman will handle negotiation, preparation and administration of programing contracts.

Equipment & Engineering


Mr. Gargano

Anthony Gargano, with Jerrold Electronics Corp., Horsham, Pa., named manager of international marketing.

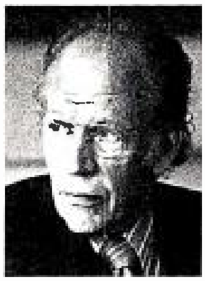
Norman R. Grover, director of engineering, studio facilities, Canadian Broadcasting Corp., appointed VP-engineering. **Andre Ste-Marie,** director of engineering, transmission facilities. CBC named assistant VP-engineering.

John E. Knight, electronics engineer in laboratory division, FCC's Office of Chief Engineer, appointed senior engineer in charge of type approval, sampling and industrial, scientific and medical testing.

Irwin Tarr, general manager, product engineering division, Panasonic, New York, appointed general manager, newly formed video systems division.

Allied Fields

Gerald J. Leider, president of Warner Bros. Television, elected president of Hollywood Radio and Television Society, succeeding **John J. McMahon,** NBC Television, Hollywood. Other officers elected: **Paul D. King,** CBS Television, VP; **Paul J. Flaherty,** Technicolor Inc., secretary; **James L. Loper,** non-commercial KCET(TV) Los Angeles, treasurer.


Mr. Coe

Robert L. Coe, professor of radio-television, Ohio State University, Athens, retires. He has been named professor emeritus. Considered broadcasting pioneer, Mr. Coe was involved with establishment of KSD St. Louis, first radio station there, and later KSD-TV. He also put WPIX-TV New York on air. He served with old Dumont network in station-relations capacity and was VP-station relations for ABC-TV from 1960 to 1967. He will reside in New York.

James E. Barr, chief, and **Irving Brownstein,** deputy chief, Safety and Special Radio Services, FCC, retire. Mr. Barr has been with commission for more than 30 years. Also retiring are **John H. McCallister,** chief, compliance branch; **Ralph H. Garrett,** chief, aural new and changed facilities branch; **John A. Roseborough,** supervisory electronics engineer, aural existing facilities branch, and **Rex H. Wilson,** electronics engineer, television applications branch, all divisions of FCC's Broadcast Bureau, and **Charles E. Clift,** broadcast specialist, research and education division, FCC.

Deaths

Peggy L. Fisher, 51, promotion director, KMPC(AM) Los Angeles, died of cancer June 16. She has been with KMPC since 1957. She is survived by husband, Jack, and two sons, Brad and Scott.

For the Record®

As compiled by BROADCASTING June 20 through June 26, 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

Start authorized

- *WNEO-TV Alliance, Ohio—Authorized program operation on ch. 45, 1260 kw vis., 251 kw aur. Action May 25.

Action on motion

- Administrative Law Judge Forest L. McClenning in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, by agreements reached at June 14 hearing conference, scheduled hearing to resume on Sept. 18 and certain other procedural dates (Docs. 18295, 18297-8, 18300). Action June 15.

Call letter actions

■ North Central Educational Television, Grand Forks, N.D.—Granted *KLHZ-TV.

■ State Board of Directors for Educational TV, Eagle Butte, S.D.—Granted *KLGC-TV.

■ Educational Communications Board, La Crosse, Wis.—Granted *WWWG-TV.

Existing TV stations

Final actions

■ WCVB-TV Needham, Mass.—Chief, Complaints and Compliance Division, notified licensee that its action rejecting request of Gordon F. Hughes, candidate for seventh-district congressman in Sept. 19, 1972, primary election, for an appearance on WCVB-TV, after he missed scheduled free-time appearance on Sept. 17, 1972, was unreasonable.

■ WCCO-AM-TV Minneapolis—FCC denied application by Sun Newspapers Inc. for review of Feb. 16 Broadcast Bureau ruling that no further action was warranted on Sun's complaint that WCCO engaged in anticompetitive activity and news distortion. Action June 21.

■ WNET(TV) New York—FCC denied application by Horace P. Rowley III for review of Jan. 30 ruling by Broadcast Bureau rejecting fairness doctrine complaint against WNET(TV). Action June 21.

■ WCBS-TV New York—William B. Ray, Chief, Complaints and Compliance Division, informed Diocesan Union of Holy Name Societies of Rockville Centre, N.Y., and Long Island Coalition for Life that no commission action is warranted on complaint with respect to two-part episode of program *Maude*, in November 1972, dealing with abortion.

■ WTAF-TV Philadelphia—FCC granted application of Taft Broadcasting Co. to increase power and ant. height vis. 3,470 kw and ant. height 1,140 ft. Action June.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition to amend application by Southern Broadcasting Co., to show changes in ownership affecting James W. Coan and L. P. McLendon Jr., and accepted amendment. By separate order, granted petition to amend application by Southern to indicate that 2.74% stockholder, Edwin A. Morris, is chairman of board of Blue Bell Inc., apparel manufacturer, which has been named a party defendant in civil anti-trust complaint filed April 25. By separate order, granted petition to amend application by Southern to indicate election of Gary D. Edens as vice president on March 30. By separate order, denied opposed petition by Furniture City Television Co., to amend aplication to reflect resignation of J. H. Froelich Jr. as director of Knob Creek of Morganton, without precise date, since Mr. Froelich is out of country, without prejudice to a subsequent refiling of complete information required. (Docs. 18906-7). Action June 19.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-V]), TV proceeding, ordered depositions of Stanley S. Hubbard, Robert Nelson, Sam G. Rahall and Jeff Evans, taken at St. Petersburg, Fla., between May 30 and June 1, temporarily sealed as indicated for period expiring 10 days after June 13, or until any further timely motions and responsive pleadings are filed and ruling is released on such requests; granted joint motion of Messrs. Hubbard and Sarasota to extent indicated and denied in all other respects, subject to right of any party depositions (Doc. 19627). Action June 15.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], and Central Florida Enterprises Inc.), TV proceeding, granted petition to amend application by Central Florida Enterprises Inc. to update financial showing (Docs. 19168-70). Action June 15.

Other actions

■ Review board in Las Vegas, TV proceeding, denied motion by Western Communications Inc. to add bank loan availability, misrepresentation and studio issues against Las Vegas Valley Broadcasting Co. Action June 15.

■ Review Board in Las Vegas, renewal of license proceeding, denied petition by Western Communications Inc., licensee of KORK-TV Las Vegas, requesting issue on meritorious programing by stations, KOLO-TV Reno and KFSA Fort Smith, Ark., be added to license renewal hearing for KORK-TV (Docs. 19519, 19581). Action June 19.

Call letter application

■ *KLHZ-TV Grand Forks, N.D.—Seeks *KGFE-TV.

Call letter action

■ KBLL-TV Helena, Mont.—Granted KTCM-TV.

New AM stations

Start authorized

■ WSUM Parma, Ohio—Authorized program operation on 1000 khz, DA-D. Action May 29.

Final action

■ Youngstown, Ohio—Media Inc. Review board granted 1500 khz, 500 w-D (250 w-CH). P.O. address Suite 1200, Realty Building, 47 Central Square, Youngstown, Ohio 44503. Estimated construction cost $72,060; first-year operating cost $83,398; revenue $91,728. Principals: Bert Udell, president, and Myron J. Nadler, secretary-treasurer (each 50%). Mr. Udell has interest in several Canfield, Ohio, land-development companies. Mr. Nadler is Youngstown attorney and has other business interests. Competing application by Jud Inc. for CP for station at Ellwood City, Pa., was denied. Action May 22.

Actions on motions

■ Administrative Law Judge John H. Conlin in Wagoner, Okla. (Neo Broadcasting Co.), AM proceeding, granted petition by NEO Broadcasting Co. to amend application to amplify program proposal and provide present occupation and residence of one of principals, and accepted amendments (Doc. 19713). Action June 15.

■ Administrative Law Judge Lenore G. Ehrig in Lubbock and Plainview, both Texas (Caprock Radio Inc. and Panhandle Broadcasting Inc.). AM proceeding, on presiding judge's own motion, in view of recent assignment of case, reopened record and scheduled hearing conference for June 26 for general discussion (Docs. 19455-6). Action June 18.

■ Administrative Law Judge Lay A. Kyle in Gulfport and McComb, both Mississippi (Gulf Broadcasting Co., and HWH Corp.), AM proceeding, on administrative law judge's own motion, scheduled further hearing conference for June 27 on communication of June 12 from counsel for Gulf, Michael D. Haas and HWH Corp., and communication of June 15 from counsel for Southwestern Broadcasting Co. of Mississippi (Docs. 19466-7). Action June 18.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, upon motion by St. Cross due to illness of witness, continued hearing session scheduled for June 20 to date to be established by subsequent order (Docs. 19503, 19506). Action June 15.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, upon June 18 letter request by counsel for PBL, scheduled further conference for June 26 (Docs. 19639-40). Action June 19.

■ Administrative Law Judge James F. Tierney in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Corp., et al.), AM proceeding, upon motion by James Calderon, supported by Broadcast Bureau and Lucas Tomas Muniz, dismissed with prejudice application of Fidelity Broadcasting Corp., for reasons more fully set forth in record and, particularly, for failure to prosecute application (Docs. 19055-7). Action June 20.

Call letter application

■ Central Westmoreland Broadcasting Co., Jeannette, Pa.—Seeks WBCW.

Existing AM stations

Applications

■ KOHO Honolulu—Seeks CP to change trans. to Roycroft, 100. Ann. June 25.

■ WCHQ Camuy, Puerto Rico—Seeks CP to add nightime operation with 500 w., with DA-2, U. Ann. June 25.

■ KCPX Salt Lake City—Seeks CP to change ant.-trans. site to south of 58th South Street, south side of Jordan River, near Murray, Utah, and change studio and remote control site, 31st South Street and 11th West, Salt Lake City. Ann. June 25.

Final actions

■ KDKO Littleton, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 25. Action June 21.

■ KGTA Summerville, Ga.—FCC denied request of Tri-State Broadcasting Co. for waiver of minimum-power requirements of rules, and application for 100 w nighttime operation was returned as unacceptable for filing. Action June 21.

■ KISA Honolulu—Broadcast Bureau granted license covering new AM. Action June 21.

■ KBOI Boise, Idaho—Broadcast Bureau granted CP to install new aux. trans. Action June 21.

■ Indianapolis—Administrative Law Judge Chester F. Naumowicz Jr. affirmed initial decision released Feb. 16 proposing grant of aplication of Indianapolis Broadcasting Inc. for new AM Indianapolis and denying applications by Star Stations of Indiana Inc. for renewal of license for WIFE-AM-FM Indianapolis. (Docs. 19122-25). Action June 22.

■ WTRY Troy, N.Y.—Broadcast Bureau granted CP to add MEOV's to existing nighttime pattern. Action June 21.

■ WCBQ Oxford, N.C.—Broadcast Bureau granted CP to install aux. trans. to be operated by remote control from main studio location. Action June 21.

■ WHTH Heath, Ohio—Broadcast Bureau granted CP to specify change in DA operating parameters; condition. Action June 21.

■ WKBN Youngstown, Ohio—Broadcast Bureau granted mod. of CP to operate trans. by remote control from 3930 Sunset Boulevard, Youngstown. Action June 20.

■ WTAE Pittsburgh—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15. Action June 21.

■ WGCB Red Lion and WXUR Media, both Pennsylvania—William B. Ray, Chief, Complaints and Compliance Division, informed stations that they did not meet obligations under personal attack rule following Jan. 27, 1972, broadcast of *Life Line* which stated that United Church of Christ financialy supported violent, subversive, and anti-white militant groups.

■ KITE Terrell Hills, Tex.—Broadcast Bureau granted mod. of license covering change in main studio location and remote control point outside corporate city limts of Terrell Hills to Parkdale Drive at Data Point, near Terrell Hills and San Antonio, Tex. Action June 21.

■ KAYE Payallup, Wash.—FCC scheduled oral argument Sept. 7 before commission on appeal by KAYE Broadcasters Inc., from order of Administrative Law Judge Ernest Nash which dismissed with prejudice KAYE Broadcasters' application for renewal of license for KAYE and terminated hearing (Doc. 18929). Action June 21.

Action on motion

■ Administrative Law Judge David I. Kraushaar in Richmond, Va. and Sanford, N.C. (WGOE Inc. [WGOE(AM)-WEYE(FM)] and Crest Broadcasting Corp.). renewal of licenses proceeding, dismissed request for waiver of rule by letter on behalf of Crest Broadcasting, but without prejudice to renewal by formal motion, filed and served in accordance with rules of commisison (Docs. 19757-8). Action June 18.

Other actions

■ Review board in Iowa City, AM proceeding, denied petition by Burns, Rieke and Voss Associates, applicant for new AM in Iowa City to add misrepresenation, ascertainment, party-in-interest and financial issues against Braverman Broadcasting Co., competing applicant for facilities. Action June 18.

■ Review Board in McConnellsburg, Pa., AM proceeding, dismissed motion by Broadcast Bureau to deny application of Town Radio Inc., for CP for new AM at McConnellsburg. (Doc. 19040). Action June 19.

Fines

■ KDFN Doniphan, Mo.—FCC notified Jack G. Hunt, licensee, of aparent liability of $500 for violation of rules by operation of station by improperly licensed operators. Action June 21.

■ KASY Auburn, Wash.—FCC ordered Auburn Broadcasters Inc., licensee, to forfeit $500 for violation of rules by operating during presunrise hours. Action June 21.

Call letter applications

■ WEKY Richmond, Ky.—Seeks WRKY.

■ KGGM Albuquerque, N.M.—Seeks KRKY.

■ WXMT Merrill, Wis.—Seeks WJMT.

Call letter actions

■ *KICE Kotzebue, Alaska—Granted *KOTZ.

■ WJEF Grand Rapids, Mich.—Granted WCUZ.

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.*

Designated for hearing

■ WKLV Blackstone, Va.—FCC designated for hearing applications of Blackstone Broadcasting Corp. for renewal of license for WKLV and for CP for new FM at Blackstone. Hearing issues include determination whether, and, to what extent Blackstone Broadcasting engaged in fraudulent billing practices. Action June 21.

New FM stations

Application

■ El Paso—Desert Horizons Inc. Seeks 98.5 mhz, 100 kw. HAAT 1,197 ft. P.O. Box 1799, El Paso 7999. Estimated construction cost $60,500; first-year operating cost $36,000; revenue $75,000. Principals: Media Horizons Inc. (100%). Media Horizons owns WGNY(AM)-WFMN(FM) Newburgh, N.Y.; WRAN(AM) Dover, N.J.; KMEO-AM-FM Phoenix; KDEF-AM-FM Albuquerque, N.M., and KROD(AM) El Paso. Principals: Joel W. Harnett, president and board chairman, M. Kenneth Cowan, executive vice president, et al. Ann. June 12.

Start authorized

■ *WPCR-FM Plymouth, N.H.—Authorized program operation on 91.7 mhz, TPO 10 w. Action May 15.

Actions on motions

■ Chief, Broadcast Bureau, in response to petition by John L. Breece, extended time for filing comments to July 23 and reply comments to Aug. 3 in matter of amendment of FM table of assignments in Sioux Falls, S.D., and Windom, Minn. (Doc. 19734). Action June 22.

■ Administrative Law Judge Frederick W. Denniston in Reno (B.B.C. Inc. and Kidd Communications Inc.), FM proceeding, granted joint request for approval of settlement agreement by B.B.C. and Kidd filed May 3, and approved agreement; dismissed with prejudice application of Kidd (Doc. 19695); granted application of B.B.C. (Doc. 19694); terminated proceeding (Docs. 19694-5). Action June 19.

■ Administrative Law Judge Byron E. Harrison in Bethany W. Va., and Paris, Ohio (Bethany College and Calvary Christian College), FM proceeding, affirmed the presiding judge's order made on hearing record of May 30 that Bethany comply with publication requirements of rules and held in abeyance further action on joint request for approval of agreement of Bethany and Calvary, pending Bethany's compliance with cited rule (Docs. 19573-4). Action June 15.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WIOO Inc. and Cumberland Broadcasting Co.), FM proceeding, on joint motion of both applicants, extended to July 23 deadline for filing motion to correct transcripts of hearing (Docs. 19468, 19471). Action June 18.

■ Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, scheduled further hearing conference for June 19 and continued without date evidentiary hearing scheduled for June 19 (Docs. 19709-10). Action June 15.

■ Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, in accordance with hearing conference, scheduled evidentiary hearing for July 24 and certain other procedural dates (Docs. 19709-10). Action June 19.

■ Administrative Law Judge James F. Tierney in Bisbee, Ariz. (Bisbee Broadcasting Inc. and WRYE Associates), FM proceeding, due to conflict of dates, continued prehearing conference to July 12 (Docs. 19754-5). Action June 21.

Other actions

■ Review Board in Lexington Park and Leonardtown, both Maryland, FM proceeding, dismissed petition by Broadcast Bureau to expand financial issue specified against Sound Media Inc. in Feb. 1, 1972, order designating for hearing mutually exclusive applications of Key Broadcasting Corp. and Sound Media for new FM in Lexington Park and Leonardtown respectively (Docs. 19410-11). Action June 18.

■ Review Board in Wilmington, Ohio, FM proceeding, in response to request by Clinton County Broadcasting Corp., rescheduled oral argument for July 24, on exceptions and briefs to initial decision released Oct. 4, 1972, which proposed grant of application of Clinton County Broadcasting for new FM and denial of competing application of 5 KW Inc., for same facilities (Docs. 19218-9). Action June 19.

■ Review Board in Grandview and Sunnyside, both Washington, FM proceeding, granted appeal by Broadcast Bureau, from order by administrative law judge approving joint agreement and granting application of Bennet Broadcasting Co., licensee of KREW(AM) Sunnyside, for new FM and dismissing without requiring publication, competing application of Prosser-Grandview Broadcasters Inc., licensee of KARY(AM) Prosser, Wash. (Docs. 19655-6). Action June 18.

■ Review Board in Shell Lake, Wis., FM proceeding, dismissed a motion by Broadcast Bureau to add issue to determine whether Charles R. Lutz was involved in *ex parte* presentation in violation of rules. Proceeding involves mutually exclusive applications of Mr. Lutz and Erwin Gladdenbeck for new FM at Shell Lake (Docs. 19211-2). Action June 19.

Rulemaking actions

■ Chipley, Fla.—FCC requested further information as to availability and feasibility of trans. site for possible FM ch. assignment for Chipley to be located at least 7.5 miles south of city in order to meet mileage-separation requirements to existing stations, in proceeding on amendment of FM table of assignments (Doc. 19561). Action June 21.

■ Tallahassee, Fla.—FCC amended FM table of assignments with assignment of ch. 276A to Tallahassee as fourth FM assignment there (Doc. 19413). Action June 21.

Call letter applications

■ University of California, Santa Cruz, Calif.—Seeks *KZSC(FM).

■ J. C. Broadcasters Rensselaer, Ind.—Seeks WJCK-(FM).

■ Mississippi College, Clinton, Miss.—Seeks *WHJT(FM).

■ Independent Residence Halls Association Inc., Columbia, Mo.—Seeks *KCOU(FM).

■ Canandaigua Broadcasting Co., Canandaigua, N.Y.—Seeks WCGR-FM.

■ Dixie College, St. George, Utah—Seeks *KRDC-FM.

■ West Virginia Educational Broadcasting Authority, Berkley, W. Va.—Seeks *WVPB(FM).

■ Iroquois County Broadcasting, Hartford, Wis.—Seeks WTKM-FM.

Call letter actions

■ Quest for Life Inc., Rockford, Ill.—Granted WJJQ(FM).

■ Board of Education, Baltimore—Granted *WSPH-(FM).

■ North Adams State College, North Adams, Mass. —Granted *WJJW(FM).

■ Minnesota Educational Radio Inc., Rushford, Minn.—Granted *KJTW(FM).

■ Minnesota Educational Radio Inc., Pipestone, Mont.—Granted *KRSW-FM.

■ Half Hallow Hills Youth Development Corp., Dix Hills, N.Y.—Granted *WYDC(FM).

■ Westchaester Community College, Mt. Kisco, N.Y. —Granted *WARY(FM).

■ Delaware County Broadcasting Corp., Walton, N.Y.—Granted WDLA-FM.

Existing FM stations

Final actions

■ WNDA(FM) Huntsville, Ala.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only; ERP 3.1 kw; ant. height minus 50 ft. Action June 19.

■ *KHDX(FM) Conway, Ark.—Broadcast Bureau granted license covering new FM. Action June 21.

■ KEZQ(FM) Little Rock, Ark.—Broadcast Bureau granted mod. of license covering change in name of licensee to Radio Station KEZQ Inc. Action June 19.

■ KZEN(FM) Seaside, Calif.—Broadcast Bureau granted CP to change ERP (580 w). Action June 21.

■ WKSS(FM) Hartford-Meriden, Conn.—Broadcast Bureau granted license covering changes; ERP 14.5 kw; ant. height 820 ft. Action June 19.

■ *WWPT(FM) Westport, Conn.—Broadcast Bureau granted CP to replace expired permit. Action June 19.

■ *WMPH(FM) Wilmington, Del.—Broadcast Bureau granted CP to install new ant. and make changes in transmission line. Action June 19.

■ WRC-FM Washington—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 480 ft. Action June 20.

■ WQKY-FM St. Petersburg, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15. Action June 19.

■ KOZE-FM Lewiston, Idaho—Broadcast Bureau granted license covering changes; ERP 900 w; ant. height minus 630 ft. Action June 19.

■ WSEI(FM) Olney, Ill.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 290 ft. Action June 19.

■ WIFF-FM Auburn, Ind.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 2.85 kw; ant. height 310 ft. Action June 21.

■ KLYF(FM) Des Moines, Iowa—Broadcast Bureau granted license covering changes; ERP 87 kw; ant. height 1,700 ft. Action June 19.

■ WKIO-FM Louisville, Ky.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 19.

■ WHFS(FM) Bethesda, Md.—Broadcast Bureau granted license covering new alt. trans.; ERP 2.3 kw; ant. height 340 ft. Action June 20.

■ WYII(FM) Williamsport, Md.—Broadcast Bureau granted license covering new FM; studio and remote control location redescribed as 6 East Potomac Street, Williamsport; ERP 3 kw; ant. height 300 ft. Action June 19.

■ WHMP-FM Northhampton, Mass.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. Action June 20.

■ *WMHW-FM Mt. Pleasant, Mich.—Broadcast Bureau granted CP to change trans. location to Bush Theatre, Mt. Pleasant; operate by remote control from studio site, 180 Moore Hall, Central Michigan University, Mt. Pleasant. Action June 21.

■ KFMP(FM) Cape Giradeau, Mo.—Broadcast Bureau granted request for SCA to relay broadcast material to other FM and AM stations. Action June 19.

■ *WVHP-FM Highland Park, N.J.—Broadcast Bureau granted license covering new noncommercial FM. Action June 20.

■ KFUN-FM Las Vegas, N.M.—Broadcast Bureau granted license for new FM; trans.-studio location redescribed as Radio Heights, Las Vegas; ERP 3 kw; ant. height minus 77 ft. Action June 9.

■ WSGO-FM Oswego, N.Y.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 110 ft. Action June 19.

■ WCTO(FM) Smithtown, N.Y.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. Action June 19.

■ WBT-FM Charlotte, N.C.—Broadcast Bureau granted CP to install new trans.; install new ant.; change transmission line; ERP 97 kw; ant. height 970 ft. Action June 21.

■ WHPE-FM High Point, N.C.—Broadcast Bureau granted request for SCA to conduct background music service on multiplex basis using subcarrier frequency of 67 khz. Action June 21.

■ WEED-FM Rocky Mount, N.C.—Broadcast Bureau granted license covering changes; ERP 90 w; ant. height 160 ft. Action June 19.

■ WOBR-FM Wanchese, N.C.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 175 ft. Action June 19.

■ WBCO-FM Backrus, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; ERP 1.50 kw; ant. height 300 ft.; remote control permitted; condition. Action June 19.

■ WQAL(FM) Cleveland — Broadcast Bureau granted license covering changes; ERP 29 kw; ant. height 630 ft. Action June 20.

■ WFOB-FM Fostoria, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.;

ERP 3 kw; ant. height 190 ft.; condition. Action June 21.

■ WQMS(FM) Hamilton, Ohio—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 430 ft. Action June 20.

■ *WYSO(FM) Yellow Springs, Ohio—Broadcast Bureau granted license covering changes; ERP 2.4 kw; ant. height 400 ft. Action June 20.

■ KWEN(FM) Tulsa, Okla.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 300 ft. Action June 19.

■ *WLVR-FM Bethlehem, Pa.—Broadcast Bureau granted license covering new noncommercial FM. Action June 20.

■ WHYL-FM Carlisle, Pa.—Broadcast Bureau granted CP to install new trans.; install new ant.; change transmission line; ERP 3 kw; ant. height 165 ft. Action June 21.

■ WSHH(FM) Pittsburgh — Broadcast Bureau granted license covering changes; ERP 10.5 kw; ant. height 930 ft. Action June 19.

■ *WCLH(FM) Wilkes-Barre, Pa.—Broadcast Bureau granted license covering changes; ERP 175 w; ant. height 1020 ft. Action June 20.

■ WPRM-FM San Juan, Puerto Rico—Broadcast Bureau granted license covering changes in FM; ERP 25 kw; ant. height 1910 ft. Action June 19.

■ WXTC(FM) Charleston, S.C.—Broadcast Bureau granted CP to change ERP to 100 kw. Action June 21.

■ WLYX(FM) Memphis—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system; ERP 860 ft.; ant. height 150 ft. Action June 20.

■ KAMC(FM) Arlington, Tex.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 670 ft. Action June 20.

■ *KVTT(FM) Dallas—Broadcast Bureau granted license covering changes; ERP 780 w; ant. height 69 ft. Action June 21.

■ KWXI(FM) Fort Worth—Broadcast Bureau granted license covering changes; ERP 98 kw; ant. height 1460 ft. Action June 19.

■ KHCB-FM Houston—Broadcast Bureau granted license to use former main trans. for aux. purposes only; ERP 53 kw; ant. height 370 ft. Action June 19.

■ KCAW-FM Port Arthur, Tex.—Broadcast Bureau granted license covering changes; trans. location re-described as 549-5th Street, Port Arthur; ERP 25 kw; ant. height 190 ft. Action June 21.

■ KCPX-FM Salt Lake City—Broadcast Bureau granted mod. of license covering change in studio location to ¼ mile outside city limits at 1000 West 3300 South, Salt Lake City. Action June 20.

■ WGDR(FM) Plainfield, Vt.—Broadcast Bureau granted license covering new noncommercial FM. Action June 20.

■ WLRJ(FM) Roanoke, Va.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height minus 57 ft. Action June 19.

■ KSVR(FM) Mount Vernon, Wash.—Broadcast Bureau granted license covering new noncommercial FM. Action June 20.

Call letter applications

■ KPPC-FM Pasadena, Calif.—Seeks KROQ-FM.

■ WRC-FM Washington—Seeks WKYS(FM).

■ WWQS(FM) Orlando, Fla.—Seeks WBJW-FM.

■ WBCM-FM Bay City, Mich.—Seeks WHNN(FM).

■ KBEY(FM) Kansas City, Mo.—Seeks KBEQ-(FM).

■ KQHV(FM) Bend, Ore.—Seeks KICE(FM).

■ WXMT-FM Merrill, Wis.—Seeks WJMT-FM.

Call letter actions

■ WEEX-FM Easton, Pa.—Granted WQQQ(FM).

■ *WKES(FM) Chattanooga—Granted *WMBW-(FM).

■ WBON(FM) Milwaukee—Granted WVCY(FM).

Renewal of licenses, all stations

■ KCNO Alturas, Calif.—FCC granted application by Robert W. Hansen for renewal of license to Dec. 1, 1974, regular renewal period for California stations. Action June 21.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCAs when appropriate: K70VD and K72DE, both Radium and Sheephorn, Colo.; K02DN Agness, Ore.; K02GU Dillingham, K10HV Lewis Point, K11KR Naknek and South Naknek, and K13KY Portage Creek, all Alaska; K06CK Redstone and Upper Crystal River Valley, both Colorado; K11KH West Glacier, Mont.; K02BV Colorado River Valley, Sheephorn and State Bridge area, all Colorado; K08BY, K10FV and K12BZ, all Grand Coulee and Electric City, both Washington; K03CR and K12FY, both Big Laramie Valley, Laramie and Bosler, all Wyoming; K11CP and K13CO, both Lava Hot Springs, Fish Creek Area, Dempsey Creek Area and Portneuf River area, Idaho; K06BP Paisley, Clover Flat and Valley Falls and K07FW Summer Lake, all Oregon; K08HO Raymond and Geneva, both Idaho and K292AA Canon City, Colo. Actions June 18.

Modification of CP's, all stations

■ KEER(FM) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to change ERP: 115 kw(H) and 106 kw(V); add DA pattern. Action June 19.

■ *WWPT(FM) Westport, Conn.—Broadcast Bureau granted mod. of CP to change transmission line; make changes in ant. system; ant. height 110 ft. Action June 19.

■ WCMR Elkhart, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 5. Action June 21.

■ *WDHS(FM) Gaston, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 22. Action June 19.

■ KMRC Morgan City, La.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 30. Action June 21.

■ *WAMH(FM) Amherst, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 7. Action June 19.

■ WFMV-FM Blairstown, N.J.—Broadcast Bureau granted mod. of CP to change trans. location to Catfish lookout tower, 1.8 mile south of southwest of Millbrook, Pahaquarry township, N.J.; operate studio location and remote control from Blairstown; change trans. and ant.; make changes in ant. system; ERP 275 w; ant. height 830 ft. Action June 19.

Translators

Actions

■ K02FC Big Bend and Bush Bar, both California—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 2, 54-60 Mhz to ch. 13, 210-216 Mhz and to operate via K02GV Montgomery Creek and Round Mountain, both California. Action June 15.

■ K09LM Wawona, Calif.—Broadcast Bureau granted CP for new UHF translator to serve Wawona, on ch. 9 by rebroadcasting programs of KTVU(TV) Oakland, Calif. Action June 14.

■ K02HK Piedra, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Chimney Rock rural area, Colo., on ch. 2, by rebroadcasting programs of KOB-TV, ch. 4, Albuquerque, N.M. Action June 19.

■ K13LB Terrace Lakes recreation ranch and Crouch, both Idaho—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action June 13.

■ K11KS Terrace Lake recreation ranch and Crouch, both Idaho—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action June 13.

■ K04HK Black Butte Ranch, Ore.—Broadcast Bureau granted CP for new VHF translator to serve Black Butte Ranch on ch. 4, by rebroadcasting programs of KVAL-TV, ch. 13, Eugene, Ore. Action June 19.

■ K02HL Black Butte Ranch, Ore.—Broadcast Bureau granted CP for new VHF translator on ch. 2 by rebroadcasting programs of KEZI-TV, ch. 9, Eugene, Ore. Action June 19.

Other action, all services

■ FCC amended rules governing assignment of new and modified call signs to AM, FM, and TV stations to reflect existing policies and to resolve related problems which have arisen since adoption of rules (Doc. 17477).

Ownership changes

Applications

■ KAPR(AM) Douglas, Ariz.—Seeks assignment of license from Mor-Hart Inc. to KAPR Inc. for $100,000. Seller: Ray P. Morgan, president. Mr. Morgan is salesman for KOBE(AM) Las Cruces, N.M. Buyers: Paul W. and Helen V. Knowles (100%). Mr. Knowles is majority owner of KSGT(AM) Jackson, Wyo. Ann. June 13.

■ KPLM-TV Palm Springs, Calif.—Seeks transfer of control of Pacific Media Corp. from Edgar L. McCoubrey, Robert E. Leonard, Paul E. Morgan and Norman H. Bolstad to Ralph Andrews Productions Inc. for an estimated $200,000. Transferors will retain minority interest. Principals: Ralph H. Andrews (84%), et al. Ralph Andrews Productions is television programing production company in Palm Springs, Calif. Ann. June 5.

■ KSAY(AM) San Francisco—Seeks assignment of license from KSAY Broadcasting Co. to San Francisco Wireless Talking Machine Co. for $900,000. Sellers: Grant Wrathall, president, et al. Buyers: Pacific FM Inc. Principals of Pacific, owner of KIOI(FM) San Francisco, are James J. Gabbert, president (51%), Gary M. Gielow and John S. Wickett, vice presidents (each 24.5%). Ann. June 12.

■ KZON(AM) Santa Maria, Calif.—Seeks transfer of control of Hospitality Broadcasters Inc. from Stanley C., Joan E., Harold and Frances Saneressig (as a group 100% before, none after) to James K. Westfall (none before, 100% after). Consideration: $120,000. Principal: Mr. Westfall is former salesman for KJOI(AM) Beverly Hills, Calif. Ann. June 12.

■ WTIC-TV Hartford, Conn.—Seeks assignment of license from Broadcast Plaza Inc. to Post-Newsweek Stations, Connecticut Inc. for $33.9 million. Sellers: Leonard J. Patricelli, president, et al. Sellers own WTIC-AM-FM Hartford. Buyers: The Washington Post Co. (100%). Katherine Graham is board chairman of The Washington Post Co., publisher of The *Washington Post* and *Newsweek* and owner of Post-Newsweek Stations Inc. Post-Newsweek stations are WTOP-AM-TV Washington; WJXT(TV) Jacksonville, Fla.; WPLG-TV Miami, and WCKY(AM) Cincinnati. Ann. June 13.

■ WEAT-TV West Palm Beach, Fla.—Seeks assignment of license from Gardens Broadcasting Co. to PEC Communications Inc. for $3,527,716. Sellers: John M. Arthur, president, et al. Gardens Broadcasting is licensee of WEAT-AM-FM West Palm Beach. Buyers: Alex W. Dreyfoos Jr., president (12%), George William Mergens, vice president (7%) and Photo Electronics Corp., West Palm Beach (80%). Mr. Dreyfoos ownes 52% and Mr. Mergens 32% of Photo Electronics, electronic photographic equipment manufacturer. They have no other broadcast interests. Ann. June 13.

■ WNIC-AM-FM Dearborn, Mich.—Seeks transfer of control of Johns Communications Inc., parent corporation of WKNR Inc., licensee, from John Giannetti and John E. Palmer (68% before, none after) to State Mutual Life Assurance Co. of America (none before, 68% after). Consideration: $3,750 (transaction involves transfer of stock to cover debt of Johns Communications to State Mutual). Principals: State Mutual is mutual insurance company which owns, through subsidiary, WSMW-TV Worcester, Mass. Ann. June 1.

■ KDAN(AM) South St. Paul, Minn.—Seeks assignment of license from South St. Paul Broadcasting Co. to KDAN Broadcasting Co. for $198,000. Seller: Stanley H. Krinsky, president, et al. Buyers: Richard H. Darby, president (22.2%), et al. Mr. Darby is Winona, Minn., attorney and 50%-owner of KOWO(AM) Waseca, Minn. Ann. June 12.

■ KGGM(AM) Albuquerque, N.M.—Seeks assignment of license from New Mexico Broadcasting Co. to WKY Television System Inc. for $720,000. Sellers: Bruce Heberstreit, president, et al. New Mexico Broadcasting owns KGGM(TV) Albuquerque and KVSF(AM) Santa Fe, N.M. Buyers: Oklahoma Publishing Co. (100%). Oklahoma Publishing Co. publishes The *Oklahoman* and *Times*. E. K. Gaylord is president and director of company. WKY Television System Inc. is licensee of WKY-TV Oklahoma City, KTVT(TV) Fort Worth, KHTV-(TV) Houston, WVTV(TV) Milwaukee and WTVT(TV) Tampa, Fla. Ann. June 5.

■ WTOB(AM) Winston-Salem, N.C.—Seeks assignment of license from Southern Broadcasting Co. to 1490 Inc. for $1.25 million. Sellers: John G. Johnson, president, et al. Southern is group station owner. Buyers: John Woods (33⅓%) et al. Mr. Woods is president of Woods Communications Inc., Oriskany, N.Y., licensee of WRUN-AM-FM Utica, N.Y. and WSSB(AM) Durham, N.C. 1490 Inc. is wholly owned subsidiary of Woods Communications. Ann. June 12.

■ WATH-AM-FM Athens, Ohio—Seeks assignment of license from Radio Athens Inc. to WATH Inc. for $316,500. Seller: Irene Kovlan, president. Buyer: Fred A. Palmer, president; Miriam F. Palmer, secretary; Ruth Potter, treasurer (each 33⅓%). Mr. Palmer owns Worthington, Ohio, sales consultancy firm. Mrs. Potter is president of retail lumber company in Worthington. Ann. June 12.

■ KWKC(AM) Abilene, Tex.—Seeks assignment of license from Texas Communications Inc. to Frontier Broadcasting Inc. for $545,000. Seller: C. Ronald Rogers, president. Mr. Rogers owns 25% of KTRM-FM Beaumont and KIKN(AM) Sinton, both Texas. Buyers: Mithun Enterprises Inc. (100%). Raymond O. Mithun is president and 97%-owner of Mithun Enterprises, whose subsidiaries include Campbell-Mithun Inc., Minneapolis advertising agency. Ann. June 12.

■ KBMT(TV) Beaumont, Tex.—Seeks assignment of license from Sabine Broadcasting Co. to Harbour Television Systems Inc. for assumption of liabilities in excess of $3 million. Sellers: John Nichols, president, et al. Buyers: A. O. Banning (56%), William G. Hill Jr. (27%), et al. Mr. Banning owns Banning Transportation Inc., trucking firm in Oklahoma City. Mr. Hill is general manager of KBMT(TV). Ann. June 12.

Actions

■ WSUN(AM) St. Petersburg, Fla.—FCC granted renewal of license and assignment of license from WSUN Inc. to Plough Broadcasting Co. for $2,303,125. Sellers: H. Y. Levinson, president, et al.

WSUN Inc. is licensee of WSUN-TV St. Petersburg. Its parent company owns WCAR-AM-FM Detroit. Buyers: Plough Broadcasting is wholly owned by Schering Plough Corp., publicly held company. Other Plough Broadcasting stations are: WJJD-AM-FM Chicago; WMPS-AM-FM Memphis; WCAO-AM-FM Baltimore; WCOP-AM-FM Boston, and WPLO-AM-FM Atlanta. Action June 21.

■ KHVH-TV Honolulu and KHVO(TV) Hilo, Hawaii—Broadcast Bureau granted transfer of control of Western Telestations Inc. from Lawrence S. Berger, Marcus Loew, Benjamin N. Berger, et al (100% before, none after) to Starr Broadcasting Group Inc. (none before, 100% after). Consideration: $4 million. Buyers: Starr Broadcasting is publicly held station group owner. Action June 15.

■ KWBG(AM) Boone, Iowa—Broadcast Bureau granted assignment of license from partnership of E. G. Wenrick and Kenneth Kilmer dba Ken Kilmer Broadcasting Co. in which Mr. Wenrick owns 51% and Mr. Kilmer owns 49% to partnership of same with Mr. Kilmer buying additional 17% of partnership for $18,714. Principal: Mr. Kilmer is manager of station. Action June 11.

■ WBCM-AM-FM Bay City, Mich.—Broadcast Bureau granted assignment of license from Michigan Broadcasting Co. to Tri Media Inc. for $416,000 (plus $100,000 non-competition agreement). Sellers: Robert H. Holmes, president, et al. Michigan Broadcasting is licensee of WBCK(AM) Battle Creek, Mich. They have also applied for new FM in Battle Creek. Buyers: Robert G. Liggett Jr., president (48%), et al. Mr. Liggett is attorney with firm of Davis & Liggett, Birmingham, Mich. He owns 47% of WFMK(AM) East Lansing, Mich. Action May 31.

■ WDSK(AM)-WDLT(FM) Cleveland, Miss.—Broadcast Bureau granted assignment of license from Tony P. Conguista to Horizon Radio Inc. for $134,500. Buyer: Horizon Broadcasting Inc. (100%). Horizon Broadcasting is licensee of WVOM(AM)-WTID(FM) Iuka, Miss. Principals: Kelly S. Segars, president, et al. Action June 11.

■ KYLT(AM) Missoula, Mont.—Broadcast Bureau granted assignment of license from partnership of W. L. Holter and Gene S. Peterson dba Scottie Broadcasting Co. in which Mr. Holter owned 87.5% and Mr. Peterson owned 12.5% to partnership of same with Mr. Peterson acquiring additional 12.5% interest from Mr. Holter. Consideration: $17,500. Principal: Mr. Peterson is general manager of station. Action June 12.

■ WKOP-AM-FM Binghamton, N.Y.—Broadcast Bureau granted transfer of control of Binghamton Broadcasters Inc. from Andrew and Doris M. Jarema (100% before, none after) to Royal Industrial Corp. (none before, 100% after). Consideration: $449,800. Principal: Charles P. LeMieux Jr., president (100%). Mr. LeMieux is president and stockholder of Tennex Corp. of America Inc., sporting goods firm, and Nineteen Corp., real estate firm, both in Norwalk, Conn. Royal Industrial is licensee of WELM(AM) Elmira, N.Y. Simultaneously, seeks assignment of license of WKOP-FM to WAAL Radio Inc. for $110,000. Buyers: George and Charlotte Gray (together 75%), et al. Mr. Gray owns WAAB(AM)-WAAF(FM) Worcester and WGCY-(FM) and WBSM(FM), both New Bedford, all Massachusetts. Actions June 15.

■ WORK(AM) York, Pa.—Broadcast Bureau granted assignment of license from Associated Broadcasters Inc. to Music Fair Enterprises Inc. for $575,000. Sellers: Clair R. McCollough, vice president, et al. Buyers: Music Fair Enterprises produces non-Broadway theatrical productions and owns and operates five theatres in Pennsylvania, New York, Maryland, New Jersey and Florida. Principals: Sheldon H. Gross, president (10%), Leon M. Guber, vice president (11%), et al. Mr. Guber also owns 50% of Valley Forge Tavern, Valley Forge, Pa. Action June 20.

■ WTGR-AM-FM Myrtle Beach, S.C.—Broadcast Bureau granted transfer of control of Grand Strand Broadcasting Corp. from J. M. Soles Jr. and Isadore Kramer (each 33⅓% before, none after) to Thomas J. Rogers (33⅓% before, 100% after.) Consideration: $208,000. Principal: Mr. Rogers is general manager of WTGR. He owns 50% of WYRU(AM) Red Springs and 17% of WZOO(AM) Asheboro, both North Carolina. Action June 19.

■ WNMB(FM) North Myrtle Beach, S.C.—Broadcast Bureau granted acquisition of positive control of North Myrtle Beach Broadcasting Corp. by Harry D. and Bernice G. Dunnagan (together, 36% before, 64% after) through purchase of stock of Lloyd B. Bell, W. E. Gore and J. C. Bell (together, 28% before, none after). Consideration: $24,836. Action June 7.

■ KYNT(AM) Yankton, S.D.—Broadcast Bureau granted assignment of license from Leon T. Scoblic and Lloyd G. Reedstrom to Sorenson Broadcasting Corp. for $235,000. Buyers: Dean P. Sorenson and Thomas J. Simmons (each 50%). Mr. Simmons is president and owner of Jerry Simmons & Associates, Sioux Falls, S.D, Sorenson Broadcasting is licensee of KCCR(AM) Pierre, S.D. Action June 19.

■ KJAC-TV Port Arthur, Tex.—FCC granted transfer of control of Texas Goldcoast Television Inc. from Janet Gordon Jack, Gayle A. Gordon Brannon, Lynn G. Jones, Valerie G. Tucker and Robert H. Park to Southeast Texas Television Corp. and assignment of license to Southeast Texas Television for $3 million. Buyer: Clay Communications Inc. Clay Communications owns KFDX-TV Wichita Falls, Tex., and 80% of WWAY-TV Wilmington, N.C. (remaining 20% is owned by company's president and 63%-stockholder, Lyel Clay). Action May 31.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced June 21 (stations in parentheses are TV signals proposed for carriage):

■ Arizona Cable TV Inc., 14605 North Scottsdale Road, Scottsdale, Ariz., proposes for unincorporated area of Pinal county, Ariz. (KTVK, KPHO, KAET, KOOL, KTAR and KPAZ, all Phoenix, KVOA, KUAT, KGUN and KOLD, all Tucson, and KZAZ Nogales, all Arizona; KTLA, KTTV, KHJ-TV and KCOP, all Los Angeles).

■ Consolidated Cable TV Inc., Box 861, Batesville, Ark., 72501, proposes for Ash Flat, Ark. (KARK-TV, KTHV and KETS, all Little Rock and KAIT-TV Jonesboro, all Arkansas; KYTV, KTTS and KMTC, all Springfield, Mo.; WMC-TV Memphis).

■ White River TV & FM Inc., Box 861, Batesville, Ark., 72501, proposes for Oil Trough, Ark. (KATV, KARK-TV, KTHV and KETS, all Little Rock and KAIT-TV Jonesboro, both Arkansas; WREC-TV, WMC-TV, WKNO-TV and WHBQ-TV, all Memphis).

■ Community Television Systems Inc., Box 667, Branford, Conn., 06405, proposes for Wallingford, Branford, East Haven, Madison, Guilford, North Haven and North Branford, all Connecticut (WTIC-TV, WEDH and WHCT-TV, all Hartford, WTNH-TV New Haven, WHNB-TV New Britain and WATR-TV Waterbury, all Connecticut; WSMW-TV Worcester and WKBG-TV Cambridge, both Massachusetts; WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV and WPIX, all New York; WNET Newark, New Jersey).

■ Cable Video Communications, 867 North Shore Drive, Anna Maria, Fla., 33501, proposes for Mulberry, Fla. (WFLA, WTVT, WEDU and WUSF, all Tampa, WLCY Largo, WTOG St. Petersburg, WDBO and WFTV, both Orlando, WLTV and WCIX, both Miami and WKID Fort Lauderdale, all Florida).

■ Liberty TV Cable Inc., 2225 Coburg Road, Eugene, Ore., 97401, proposes for Eastman, Ga. (WSB-TV, WAGA-TV, WQXI-TV and WTCG, all Atlanta).

■ Liberty TV Cable Inc., Lumber City, Ga. (WSB-TV, WAGA-TV, WQXI-TV and WTCG, all Atlanta, WSAV-TV, WTOC-TV and WJCL, all Savannah, WXGA-TV Waycross, WMAZ and WCWB-TV, both Macon and WALB-TV Albany, all Georgia).

■ Liberty TV Cable Inc., Ocilla and Fitzgerald, both Georgia (WSB-TV, WAGA-TV, WQXI-TV and WTCG, all Atlanta, WRBL-TV Columbus and WCWB-TV Macon, all Georgia).

■ CATV of Rockford Inc., Box 591, Rockford, Ill., proposes for Rockford (WHA-TV Madison, Wis.).

■ Cable TV of Monroe Inc., 4315 Sterling Road, Monroe, La., 71201, proposes for unincorporated areas of north Ouachita parish, La. (KNOE-TV Monroe, La.; KTVE El Dorado, Ark.; KSLA-TV and KTBS-TV, both Shreveport, La.; KTAL Texarkana, Tex; KALB-TV Alexandria, La.; WJTV and WLBT, both Jackson and WMAB Mississippi State, both Mississippi).

■ Communications Systems Inc., Box 777, Hecher, Minn., 55342, proposes for Slayton, Minn. (KSOO-TV and KELO-TV, both Sioux Falls, S.D.; KEYC-TV Mankato, Minn.; KTIV and KCAU-TV, both Sioux City, Iowa; KMSP-TV, WCCO-TV WTCN and KTMA-TV, all Minneapolis, KSTP-TV, KTCI-TV and KTCA-TV, all St. Paul; KORN-TV Mitchell, and KDLO-TV Florence, both South Dakota; KCMT Alexandria and KAUS-TV, both Austin, Minnesota; KESD-TV Brookings and KUSD-TV Vermillion, both South Dakota; WKCM-TV Appleton, Minnesota).

■ Wibaux Cable Television, Box 125, Wibaux, Mont., 59353, proposes for Wibaux (KXGN Glendive, Mon.; KDIX Dickinson; KUMV and KXMD, both Williston, all North Dakota).

■ Ultra Com of Blanchester Inc., 333 West Clinton Street, Wilmington, Ohio, 45177, proposes for Blanchester, Ohio (WLWT, WCPO-TV, WKRC-TV, WCET and WXIX all Cincinnati, WLWD, WHIO-TV and WKEF, all Dayton; WMUB-TV Oxford, WSWO-TV Springfield and WDET Kettering, all Ohio; WURD and WTTV, both Indianapolis).

■ Harbour Town CATV, Box 897, Sandusky, Ohio 44870, proposes for Vermilion, Ohio (WKYC, WEWS, WJW-TV, WVIZ and WKBF, all Cleveland, and WAKR Akron, both Ohio; WKBD Detroit, WUAB Lorain, WBGU Bowling Green and WTOL and WSPD, both Toledo, all Ohio; CKLW Windsor, Ontario).

■ Coalgate Cablevision Co., Box 248, Atoka, Okla., 74525, proposes for Coalgate, Okla. (KETV, KWTV and WKY-TV, all Oklahoma City, KTEN-TV Ada and KXII-TV Ardmore, all Oklahoma; KTVT Dallas).

■ North American Cablevision Inc., Box 18904, Oklahoma City, 73118, proposes for Kingfisher, Okla. (KTEW-TV and KOTV, both Tulsa, Okla.; KARD-TV and KAKE-TV, both Wichita, Kan.; WKY-TV, KOCO-TV, KETA-TV, KOKH-TV and KWTV, all Oklahoma City, and KFDO-TV Sayre, both Oklahoma; KTVT Dallas).

■ Ultra Com of Nowata Inc., Box 507, Lansdale, Pa., 19446, proposes for Nowata, Okla. (KTEW, KOTV, KTUL-TV and KOED-TV, all Tulsa, Okla.; KOAM-TV Pittsburg, Kan.; KODE-TV and KUHI-TV, both Joplin, Mo.; KGTO-TV Fayetteville and KFSA-TV Fort Smith, both Arkansas; WKY-TV and KWTV, both Oklahoma City, Okla.; KAKE-TV Wichita, Kan).

■ Berks TV Cable Co., Box 107, Reading, Pa., 19603, proposes for borough of Wyomissing, Pa. (WLYH-TV and WGAL-TV, both Lancaster, WHP-TV and WTPA, both Harrisburg, WSBA-TV York, KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WKBS-TV and WTAF-TV, all Philadelphia, WLVT-TV Allentown, all Pennsylvania; WPIX-TV New York).

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: North Central Television Inc., Sandusky, Margaretta township, Castalia village, Huron, Perkins township and Huron township, all Ohio. Actions June 20.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Eureka Cable T.V. Inc., Eureka, Kan.; Yates Center Cable T.V. Inc., Yates Center, Kan.; Burns-Hines T.V. Inc., Hines and Burns, both Oregon; New Castle Cable Communications Inc., New Castle, Ind. Actions June 18.

■ Orlando-Daytona Beach, Fla.—FCC authorized Halifax Cable TV Inc. to carry following Florida signals on cable TV systems at Daytona Beach, South Daytona, Port Orange, Daytona Beach Shores, Ponce Inlet and portions of Volusia county, all Florida: WTOG(TV) St. Petersburg; WCIX-TV Miami, and WSWB-TV Orlando, Fla. Action June 21.

■ Greenville, Pickins and Spartanburg counties, S.C.—FCC authorized Television Communications Corp. and Telecable of Spartanburg Inc. to carry signals of WAIM-TV Anderson, WLOS-TV, WFBC-TV, WSPA-TV, WGGS-TV and *WNTV-TV, all Greenville, all South Carolina; WUNF-TV and WANC-TV, both Asheville and WRET-TV Charlotte, both North Carolina and WTCG-TV Atlanta on all systems and, in addition, Television Communications will carry WBTV-TV Charlotte on Spartanburg county system. Telecable is authorized to carry same signals including WBTV, but excluding WUNF-TV. Action June 21.

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Rates, classified listings ads:

- **—Help Wanted, 40¢ per word—$5.00 weekly minimum. (Billing charge to stations and firms: $1.00)**
- **—Situations Wanted, 30¢ per word—$5.00 weekly minimum.**
- **—All other classifications, 50¢—per—word—$5.00 weekly minimum.**
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RADIO

Help Wanted Management

Central Kansas 100KW FM needs station manager strong in competitive sales, programing 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, programing knowledge desirable. $20,000 salary, profit share, fringe benefits. Write Box F-156, BROADCASTING Magazine, 1735 DeSales St., N.W., Washington, D.C. 20036.

Sales manager—assistant manager, promotional, creative, sales oriented, Contmeporary. PULSE rated number one. Beautiful, booming Western market. Beat the rat race. We're Bullish. Dan Libeg, KSNN, AM-FM, SCA, Pocatello, Idaho.

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, Opr. Manager, WIVE, Box 272, Ashland, Va. 23005. 703-798-4711.

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.

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.

Sales manager with successful experience. AM-FM Dallas, Texas. Chance for advancement. Send complete and detailed resume to Box G-12, BROADCASTING.

Looking for first or second sales job? We offer a rare opportunity with a top station in a fast growing market. Resume to Box G-41, BROADCASTING.

Metro NY station needs conscientious salesperson to build Prog Rock facility. Must have related sales experience. High commissions. Excellent advertiser and audience acceptance. Send resume to Box G-54, BROADCASTING.

There is an excellent opportunity for a top notch salesman at either of two stations in our growing chain. Sales management and management within reach for producers. Both fine markets for family living. Established lists, stable stations. If you have ideas, can sell and motivate, your contact will be confidential. Box G-56, BROADCASTING.

Help Wanted Sales Continued

Local radio salesmen "Do you want to make money? Do you want creative freedom, challenge, involvement, plus job security and stability? Do you want life insurance, hospitalization, profit sharing, bonus plans, paid vacations? Do you want a radio station that gets results in the finest lifestyle area in America? Do you want to substantially increase your reward for your selling efforts? If this makes sinse to you, now is the time for you to find out if you have the ability and qualifications to win the big job in top market local radio. Send resume and picture to Dan Mitchell, KEZY Radio, P.O. Box 549, Anaheim, California 92805.

Experienced C&W salesman, good guarantee, plus commission. Sales management possible for self starter. World's Fair coming! No calls. Send resume to: Stephen E. Dean, KGA Radio, Spokane, Wash. 99203. The 50,000 watt voice of "Expo '74".

Good guarantee plus commission for salesman or program man wanting to learn sales. Conitnuous professional sales training. Dale Low. KLSS/KSMN, Mason City, Iowa.

Acitve account list—Prime Territory. Metro Trenton #1 ARB and #1 Pulse rated station in 300,000 market offers superior earning potential with generous salary/commission plan to an aggressive experienced salesperson. Send resume to Lewis Edge, WHWH, Princeton, N.J. 08540. No phone calls, please.

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.

Maryland FM south of Washington seeking salesman. Inexperienced considered. Beautiful Music format. Mel Gollub, WMJS, Box 547, Prince Frederick, Md. 20678.

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.

Help Wanted Announcers

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.

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.

Top medium market East Coast facility seeks announcer/salesman to service and expand substantial established account list. Base plus commission. Send tape and resume to Box G-1, BROADCASTING.

Seeking country jock who can hold established evening audience. Reply to Box G-16, BROADCASTING.

10,000 watt Southern market needs 1st Ticket Top 40 announcers. Send air check and resume. Box G-39, BROADCASTING.

New England: leading Adult Music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Equal Opportunity Employer. Box G-53, BROADCASTING.

Great entertainer wanted for top ten market at top rated station. Box G-55, BROADCASTING.

Maryland station: opening for announcer with first phone. Must be willing to do some engineering. Will train beginner. Box G-68, BROADCASTING.

Sign-on and afternoon man for Modern Country station in South. Must have experience and good voice. Send resume, tape and picture to Box G-72, BROADCASTING.

Immediate opening for professional staff announcer in colorful Colorado. Group owned with benefits. Air check must include news. Quality production and dj show. Box G-73, BROADCASTING.

Help Wanted Announcers Continued

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.

Experienced announcer/newsman. 3rd endorsed required. 5000 watt, NBC station. Finest facilities in Midwest. Reply with resume of experience, tape with adult music, news and commercials to Operations Manager, KVGB Radio, Great Bend, Kansas 76530. No phone calls accepted. Will hire by July 15th. EOE.

Five kilowatt fulltimer needs announcer with 3rd endorsed for top 100 format. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico 88240.

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 Adult MOR station needs full timer for news and an airshift. Send resume, tape and pix to George Taylor, WALE, 18 N Main, Fall River, Mass. 02722.

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., Saginaw, Mich. 48607 or call 517-753-4456.

Immediate openings for two jocks. No beginners. Heavy Rocker. No phone calls. Send air check and resume to: Stan McKenney, Operations Director, Box 70, Ft. Knox, Kentucky.

Interesting opportunity for bright creative morning man to also assume duties of program director and supervi · part time help. Easy Listening format. Good production. Tape, photo, resume to Russ Frederick, WXLM FM, Box 9705, Savannah, Ga. 31402.

Help Wanted Technical

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.

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.

Central Florida 5KW needs chief. Salary $125-$150. Airwork a plus but technical ability first. We're growing—grow with us or retire with one station maintenance. Box G-71, BROADCASTING.

Immediate opening for a chief engineer. Send detailed resume to Edward Allen, Jr., President, WDOR AM-FM, 800 S. 15th Ave., Sturgeon Bay, Wisc. 54235. 414-743-4411.

First class ticket willing to learn engineering position with WGFA AM-FM, Watseka, Ill. Immediate opening. Call 815-432-4955.

Help Wanted Technical Continued

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.

Chief for Midwest AM/FM station. Some announcing. Send resume and minimum salary to Box 167, Jasper, Ind. 46546. Call 812-482-2131.

Help Wanted News

News Editor with possibility for news director, depending on experience. We need take charge person who knows how to run good 2 man news department. 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.

AM-FM radio station in Cleveland, Ohio needs a first phone morning newsman. Send tape and resume to Box G-2, BROADCASTING.

Freelancers to conduct interviews on tape in your community on assigned topics to be integrated into a nationwide cassette program. Box G-10, BROADCASTING.

Newsman for aggressive three man news department at station that believes in news. N.E. Send tape and resume to Box G-42, BROADCASTING.

Sports Director major market group owner, play-by-play, originate state wide university football and basketball. Network plus daily sports show. Excellent opportunity for year 'round, take charge professional broadcaster. Box G-77, BROADCASTING.

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 Programing, Production, Others

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.

Program Director—suburban Country Music station serving market of quarter million needs experienced Modern Country Music PD. Must be proven morning man, creative production expert, be able to take charge of programing department and staff. Send resume, salary requirements, tape, ARB or Pule. Equal Opportunity Employer. Box G-47, 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.

Now needed. MOR pros with accent on personality and production. This is one of the finest medium markets in the country. Call 301-939-0800.

"Gal Friday" for traffic, continuity, etc., in central Florida station near Daytona Beach. Young, talented staff with growing chain. Call manager 904-736-3700.

Situations Wanted Management

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 perfet 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 of small network affiliated TV station seeks similar position in TV, radio or cable. 30 years old, 1st phone, degree. Station I'm presently with his been sold. Box G-24, BROADCASTING.

Outstanding, young VP, GM, with unsurpassed track record and reputation, currently responsible for three stations in major markets, seeks new and rewarding position with expanding or established chain. Will consider group vice presidency or management in top ten market. Box G-27, BROADCASTING.

Situations Wanted Management Continued

Community minded, solid citizen with 16 years experience in all phases is seeking to manage station in small-medium market. Highly professional, hard working and with excellent references. Box G-38, BROADCASTING.

Aggressive, imaginative, hard working manager. Seeks aggressive, imaginative, hard working station. Let me add my 20 plus years of broadcasting experience (all phases), announcing, programing, sales and management. AM, FM, TV to your station. Community minded, promotionally oriented. Enjoy challenge. Box G-48, BROADCASTING.

Very successful medium market manager wants a more difficult challenge. Top 50 market. Result oriented. Age 30. Box G-58, BROADCASTING.

General Manager—over 12 years experience. Philosophy: provide best possible service to community, provide ownership fair profits, operate with dignity and integrity. Goal: ownership with challenging management. Previous owners are references. Current station sold. Investors looking for right man welcome. Have key staff people available including programing, engineering, sales management and sales. All markets considered, medium-major preferred. 35, family. Box G-59, BROADCASTING.

Need manager strong all phases? Seasoned pro with substantial management, sales experience, seeks small to medium Midwest market. Available immediately. Call Doug Tharpe, 515-236-3451.

Situations Wanted Sales

A revenue winning combination experienced in sales at all levels as well as sports, talk, play-by-play. Family, community minded, 15 years in business. Box G-35, BROADCASTING.

Can you use 14 years of experience in local, regional, national sales? Available now, mature, management experienced. Top references. Call now and let's discuss. "Red" Rizor, 404-351-5773.

Univ. Missouri Journalism grad '73, Radio-TV wants news, time sales. Talented, on job experience, leader, exc. resume. Rick Sangerman, 1375 Eastwood, Highland Park, Ill. 60035.

Situations Wanted Announcers

Experienced announcer, 1st phone, seeks second job. Prefer Minnesota area. All replies considered. Willing to accept challenge. Box F-220, BROADCASTING.

Soul dj with first ticket. Experienced, dynamic, tight board, a master at his trade. Sincere, creative, flamboyant, family, relocate immediately. Box G-31, BROADCASTING.

Seeking personality oriented station, excellent knowledge Country, Contemporary. Voices, impressions, first, currently employed. Any size market! Box G-32, BROADCASTING.

Frankly, I am perturbed, searching for a job: lost the last due to a marijuana arrest (misdemeanor). Radio announcer/TV technician/recording engineer/first license, BA communications. Please reply Box G-37, BROADCASTING.

Experienced 1st phone announcer, sports director in small market wants to move up. Six months board experience. Box G-62, BROADCASTING.

First phone, female announcer, 22, prefers Rock format. College workshops and professional experience. Engineer, produce and/or office. Willing to move and grow. Resume/tape available. Box G-64, BROADCASTING.

Greetings, 1st phone, 3 years Top 40, MOR. Looking for station to grow with. 813-936-8283.

Urgent! First phone jock with 3 years searching all over for good Top 40 position. Married, 23 and ready to work. Very good music background. References. Please contact Mike West, 317-966-6202.

1st phone announcer, 6 months experience. Prefer night or all night shift. Write, phone or telegram John Cook, 663 - 25th, Ogden, Utah 84401. 801-393-2379.

First class, versatile, five years, all formats except Rock. Working part time need full time very soon. Harry Noel, 2700 Ward, Apt. 61, Baytown, Texas. 713-422-3490.

First class—single, 23, experienced DJ/News, dedicated, love radio. I can do it, try me. Paul John Sleyes, 1539 South 31st St., Philadelphia, Pa. 215-467-8777.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Creative, industrious, strong copy write, 3rd phone, excellent prog. Music knowledge, go anywhere. Needs an air gig. Check me out. Box F-189, BROADCASTING.

Situations Wanted Announcers Continued

Top 40 dj, announcer. Production, automation and air experience. 3rd, dependable, single, will relocate, good references. Box F-195, BROADCASTING.

1½ 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.

Beginner, but mature and creative. Black. 3rd endorsed, well trained. Tight board. Good on news and commercials. Box G-19, BROADCASTING.

I love radio and want to move to Florida. Three years experience as disc jockey and some news. Hard working, young, single. Want to settle down. 3rd phone. Top 40 or Uptempo MOR. Box G-61, 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.

Looking for new blood? College grad, BA Mass Communications seeks start in field. College station experience as newsman & dj, board experience, public address work, 3rd endorsed. Mark Anderson, 257-34 149 Ave., Rosedale, NY 11422. 212-LA 7-1730.

25 year old family man looking for that first break, 3rd endorsed ticket, willing to relocate anywhere. Hard working, creative and will never let you down. Grad Specs Howard School. Call Harry at 313-689-7346.

Country dj looking for permanent position in South. 3½ years experience. 3rd endorsed. Married, 3 children. Sam Bass, 211 Scott, Rocky Mount, Va. 703-483-0864.

Beginner—dj/announcer, needs first break. 28, married, 3rd endorsed. Bob Cooper, 1727 Atchison, Whiting, Ind. 46394. 219-659-1582.

Is your station together? Have new ideas for right station to increase audience, sales. Solid music, sports too. College grad., third endorsed. John Carroll, 136 Beechwood Ave., Mt Vernon, NY 10553. 914-667-8860.

Are you looking for a hard working, draft exempt young black announcer with 3 years experience in R&B or Top 40. With refreshing voice and good knowledge of music. Seeking a change and will relocate if "price is right". Available Sept. 1st. But let's talk now. For more info write Box G-4, BROADCASTING.

Human, relevant personality seeks quality operation desiring to communicate. Solid credentials include television. Replies answered in confidence. Box G-5, BROADCASTING.

Professional Contemporary morning man plus personality. A real waker-upper, a communicator, gets involved. 4 years experience, every show prepared. Medium majors only. Box G-30, BROADCASTING.

Talented pro seeking future with stable company. MOR or Top 40. If you want a time and temp. jock look elsewhere! Humorous one-to-one approach. Box G-60, BROADCASTING.

Announcer seeks trainee position. Public speaking experience. Tape available. Can relocate. Box G-70, 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.

Experienced college graduate seeking Top 40 station which desires a jock with initiative, perseverance, dedication and allows for personality development. Dynamic voice, great references, sportscasting ability, golden oldies expert. If interested, call 1-414-771-2090.

Give the "Dan Ingram" of the future his first chance. Knowledgeable in sales, news, copy and especially production. Will relocate. Tape and resume upon request. Rick Staeb, 27802 Florence, St. Clair Shores, Mich. 48081. 313-775-3005.

Morning man, pd now gm w/experience, pro production. Young, stable, ready to move up. Need Top 40, Easy Listening or Rock shift or pd work. Call Alan, 301-535-2230/336-0665.

Situations Wanted Announcers Continued

Two years radio sales experience and radio school graduate would like announcing position. 24 years old would like to grow with station. Contact: Stanley Stryker, 1603 French St., Santa Ana, Calif. 92701. Phone 714-543-3215.

Young, ambitious, graduate from Specs Howard School of Broadcast Arts seeks first break. Good production. Hard worker, veteran. Contact Joe Kowal, 19135 Teppert, Detroit, Mich. 48234. 1-313-526-5164.

Beginners but not rookies. Announcers, newsmen, dj's TV studio personnel available now. Have had "live" training. Write: Austin Vocational School, Austin, Minn. 55912.

Would you like to have a lovely lady with an even lovelier voice behind your microphone? Try me! With my experience, dependability, creativity, salesmanship and charm, your satisfaction is guaranteed. Contact me, Brenda Miller, c/o The Professional Black Models of New York Ltd., Box 199 Bronx, NY 10465.

Situations Wanted Technical

Transmitter engineer, first phone. 25 years experience. With present AM station 21 years. Must relocate. Box G-63, BROADCASTING.

Chief engineer Philadelphia's #1 FM, experienced solid state design, repair, audio, Stereo, transmitters, microwave, need job near Seattle. Terry Smith, WWSH-FM, 215-835-2350.

Experienced chief eng. and announcer seeks a position in northern states. H. Roedell, RR #1, Whitestown, Ind. 46075.

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.

Veteran sportscaster wishing radio pbp, television combination. Presently in television, but no radio. Box G-7, BROADCASTING.

College grad seeks permanent news slot. 3rd endorsed. Four years experience. All phases. Box G-15, BROADCASTING.

Local newsman and talk host in medium market seeks better position in radio news or small TV. Extensive digging, writing and on-the-scene experience. College grad, age 25, first. Call 215-264-1113 or Box G-17, BROADCASTING.

Young, experienced, news director wants medium or large market station. New York or adjoining states only. Currently in upstate New York small market. College. Willing to hustle. Marriage coming this summer. Box G-34, BROADCASTING.

Blk broadcast school grad seeks position as newscaster or dj. 1st phone. Prefer Southern Calif. Box G-43, BROADCASTING.

Experienced major market radio & TV personality (who happens to be black) desires change. Excellent voice, university instructor, married, programing, news and sales experience. An articulate professional. 314-761-1737 or Box G-44, BROADCASTING.

Experienced commercial dj and major college sports director is looking for play-by-play or combo position. Box G-75, BROADCASTING.

Northeast preferred. Aggressive, young sportscaster/dj. I've had some exposure but looking for a full time break. 3rd endorsed. Tape, resume. Bruce Morton, 424 Woodland Hills Dr., Pittsburgh, Pa. 15235. 412-241-3518.

Need first break. Third phone, hard worker, good news and sports, tight board. Will go anywhere. Rod Morrison, 23 Harriet Ave., Belmot, Mass. 02179. 617-484-2069.

I am 28 and seeking a position in radio or TV. Willing to start at the bottom level, will relocate anywhere. Previous experience includes: news reporter, dj, mc and radio director and founder of non-commercial FM station. A telephone or telegram response will seal the deal. J. Arnold Thompson, 2002 Noble St., Lemon Grove, Calif. 714-466-1580.

Nine years broadcast experience. First class license and recent J school grad. Excellent references. Been with present employer for the past six. Seeking a position with a station that is serious about the quality of news it presents. Contact Mike Corcoran, 1521 N. Countyline St., Fostoria, Ohio 44830.

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 Programing, Production, Others

Experienced Top 40 PD looking for middle market businesman who knows business and needs a creative programer that understands an audience, a creative staff and a budget. $15,000. Box F-207, BROADCASTING.

Public Relations-Promotion Director. Former news director, public information officer prefers Central Plains. Resume, writing samples, excellent references. Box G-11, BROADCASTING.

MS in Broadcasting with ITV/ETV experience. Seeking position in production or management. 212-NI 5-8343 evenings or write Box G-22, BROADCASTING.

Personality, production, voices, impressions, first, excellent knowledge Country seeking PD position small market, Southwest preferred. Box G-33, BROADCASTING.

Program director for Contemporary station. First phone, married, no major markets. Minimum salary $175 weekly. Will consider music or production director positions. Box G-51, BROADCASTING.

Hockey pbp announcer seeks pro job. Currently sports director 5KW doing minor league hockey. Experience includes major college network football, basketball, baseball, sports talk, PD, sales, investigative reporting, some TV. Top references. Box G-45, BROADCASTING.

Sharp female with production/writing talents desires good opportunity anywhere. BS Communications. Call for resume and references. Let's talk after 6. Lynn Rothman, 221 S. Jessup St., Philadelphia, Pa. 19107. 215-WA 5-5747.

Mr. Programer! If you need help finding help, let us help. 814-734-5418.

TELEVISION

Help Wanted Management

Communications Analyst: For this you'll need a TV news background, an MA, a creative imagination, the ability to think and write clearly. You should be personable, responsible, persuasive, flexible. Ambition comes in handy. So does a way with people and a flair for management. Write Box G-28, BROADCASTING.

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

Chief engineer for VHF, Mid Atlantic states requires good organizer with positive attitude. Box G-3, BROADCASTING.

Chief Engineer with initiative plus proven administrative capabilities and technical skills for northern major market group owned television only. Box G-8, BROADCASTING.

Experienced maintenance engineer, network affiliate, ideal community. Send resume, call manager, WXLT-TV, Sarasota, Fla. 813-922-0777. Equal Opportunity Employer.

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.

Help Wanted News

Wanted: weathercaster for medium Midwest TV station. Applicants must have thorough knowledge of meteorology. Also needed a reporter-photographer. Box G-14, BROADCASTING. Equal Opportunity Employer.

Wanted: Experienced news film photographer for large news operation major market Southwest net. affiliate. Send film or VTR and resume to Box G-74, BROADCASTING.

Newsman or woman qualified to do general assignment reporting, photography and occasional air work. Contact Thomas Crane, News Director, WNEM-TV, 5700 Becker Rd., Saginaw, Mich. 48606.

Help Wanted Programing, Production, Others

Experienced, mature program operations manager for group owned television and radio stations in medium to small Michigan market. Sound administrative background as well as expertise in creative programing is a prerequisite for this unusual and exceptional opportunity. We desire the right person who is looking for the right company and the last move. An Equal Opportunity Employer. Box G-66, BROADCASTING.

Cinematographer/production assistant for weekly television series. Excellent opportunity to express creativity. Must be able to operate motion picture camera, SOF, edit own film. Write Box G-67, BROADCASTING. An Equal Opportunity Employer.

Promotion Manager: Extensive work in overall operation of the station. Must have thorough knowledge of production and total promotion of station. Salary open. In resort area. KIII-TV, Box 6669, Corpus Christi, Texas.

Midwest network affiliate seeks experienced, mature continuity and promotion director. Will be responsible for two person continuity and promotion department. In charge of all on-air promotion. On-air experience helpful but not necessary. Immediate opening. Send replies to: James Underwood, Operations Manager, WTWO, Terre Haute, Ind. 47808. Telephone 812-232-9504. An Equal Opportunity Employer.

Situations Wanted Management

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.

General Manager. Currently employed by first class company and producing excellent results. Due to corporate structure am unable to advance financially or professionally within the foreseeable future. Am therefore exploring the possibilities for growth in these areas based on performance. Current position TV. Previous responsibilities AM, FM, TV. Will keep reply confidential for mutual benefit. Box G-36, BROADCASTING.

Sales Manager, small to med. size market. 15 year broadcasting veteran, AM and TV, seeks new challenge. Experience all areas sales and management at station; national rep too. For resume, please write to Box G-46, BROADCASTING.

Financial, manager, cooperate controller. Over 10 years experience in broadcasting. Box G-49, 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

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

Newswoman. 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 B market, 18 years experience. Desire change. Finest industry references. Call 301-320-4664 or write Box F-226, BROADCASTING.

Enthusiastic TV weatherman presently employed would like to move up. Family man. Prefer West. Box G-6, BROADCASTING.

Situations Wanted News Continued

Experienced, responsible R/TV newsman, seeks Midwest market, 27, degree, married. Box G-21, BROADCASTING.

Top rated anchorman seeks relocation to better market. Age 33, family, 15 years experience radio-TV news plus public relations. Delivery authoritative but bright. Helped form state ETV network. FCC first. Box G-57, BROADCASTING.

Bilingual, Young, female seeks position as field reporter in major market. Extensive experience in South America, Europe, and the U.S. Box G-76, BROADCASTING.

Master's candidate-Biology seeks stimulating position in science news reporting with possibility for further study in communications. Has wide interests in the health professions, environment, basic research, physical science, likes to write. Available June, 1974. Write Carl Chelle, 1524 N. Oliver, Wichita, Kansas 67208.

Strong anchor potential. Recent telecommunications grad. 1st phone, 10 year performing arts background. Intelligent personable and ready to get the job done. Excellent ref's. Want to increase your ratings? I'm your man, lets talk. Michael Benton, 455 N. Normandie Ave., Los Angeles, Calif. 90004. 213-661-2437.

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.

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.

Experienced TV producer-director with BA and 16mm film background wants to continue career at PTV station of college closed circuit system. Box G-20, BROADCASTING.

Experienced film/tape production man looking for position at local station or cable outlet wanting quality production. Excellent at innovating/improvising with limited facilities. Professional but no prima donna. Currently working in Los Angeles. BS Television/Film. AFRTS veteran, 26. Will relocate at own expense for good offer. Prefer Mid Atlantic states. Box G-23, BROADCASTING.

Producer-director (DGA and IATSE) of documentaries, Docu-dramas, cultural music, film and video tape for network telecast seeks long term situation. Box G-50, 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.

WANTED TO BUY EQUIPMENT

Mosley LPE 10 FM exciter. Late model, good condition. John Groom, KSMA, Santa Maria, Calif. 805-925-2582.

Guyed tower (100 to 200 foot) for UHF antenna. Color film camera. Phone 814-943-2607.

Tubes wanted—sold. CeCo, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-646-6300.

FOR SALE EQUIPMENT

Completely operational broadcast mobile unit. 2 TK30 cameras, zoom lens, 2 sync. gen., audio, directors console, etc. Price open. Must sacrifice. 312-738-1022.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8507, Pensacola, Florida 32505.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

RCA TTU12A transmitter. On Channel 33 but can be retuned for other frequencies. Including: 1 TTU 1B Driver; 2 12KW power amplifiers with power supply; 1 filterplexer, 1 heat exchanger with spare water coil; 1 set of spare cavities for all stages; 1 set of miscelloneous parts and tubes. This transmitter was recently removed from service and is available immediately. 600 ft 6⅛" EIA bolt flange type tranmmission line. Used and in good condition. Contact A. W. Taylor, WYTV, Inc., Youngstown, Ohio. 216-783-2930.

1 IVC 900 CD 1" color videotape machine (serial 106120) with IVC-4102 NTSC color Time Base Corrector, w/tape and empty reels, less than 600 hours. Original cost complete $22,702.57, asking $16,000 complete. Contact John Weigand, Drawer 1217, Santa Maria, Calif. 93454. 805-922-1943.

Complet UHF 1ZKW TV transmitter and supporting great for sale. RCA TTU 12B, 760' of 6⅛ transmission line, CH 18 TFU24DL antenna, 600' tower, misc and other equipment. Call 317-463-3516, Bob Hardie, Chief Engineer or write Box 18, Lafayette, Ind. 47902.

RCA-TR4 and TR5. Super clean video tape recorders. Air bearing headwheels, equipped for editing, cue channel audio, updated with TR-4C indicator signals. Presently in service and operating. Separately TR-4 $19,500; TR-5 $9,500; both for $26,000. Call 215-543-3548.

1958-1970 golden hits on 3½ minute carts. Bought last year, most won't stop on our machines. we've redubbed those we want. 50¢ each, list available. KOZE, Lewiston, Idaho 83501.

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. Retiring. Final class 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 results! OMEGA Services, 333 East Ontario. 312-649-0927.

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

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

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, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephone license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Instructions Continued

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.

COMEDY MATERIAL

Funny! Professional comedy. 3 samples only $2. Sunshine Comedy Service, Room 23, Box 4636, Jax, Fla. 32201.

Deejays: New, sure-fire comedy! 11,000 classified one-liners, $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

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 Announcers

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106

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

NEED SALESMAN

Newly formatted, highly rated FM in Santa Clara, California needs additional salesman. Write or phone **Ken Cunningham, 408-243-4252, 2775 Park Avenue, Santa Clara, California 95050. KARA**

Help Wanted News

RADIO NEWS PERSONALITY

Experienced inside newsman with excellent voice who is creative writer, has personality on-air and can run news desk. Mail Tape, Resume, Salary history to:

Dick Stapleton
WCAU Radio
Philadelphia, Pa.

No Calls. Applicants from all races desired.

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 1640
Columbus, Georgia 31902

An Equal Opportunity Employer

Situations Wanted Announcers

MORNING MAN

Do you need a smooth MOR morning man? I'm considering a change . . . currently top rated air personality in medium SE market. Stable work history. Fifteen years broadcast experience includes five years with major network facility as staff announcer. Record of success can be documented. For more information please communicate through:

Box G-65, Broadcasting

Situation Wanted News

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

Situations Wanted Programing, Production, Others

SPANISH

Does your Spanish programmed station have greater audience (and billing) potential than you are now realizing? Proven, expert assistance is available.

Box G-40, Broadcasting

TELEVISION

Help Wanted Sales

TELEVISION DISTRICT SALES MANAGER

We are a growing and established U.H.F. Network Primary Affiliate in the Midwest. We need an experienced, highly motivated individual to develop and maintain accounts and to establish an aggressive sales program. We expect you to earn $20,000 your first year. We also have a good benefits program and the stabiilty for a Management Career. Please send your resume to: Box G-9.

An Equal Opportunity Employer

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 or call 217-222-8200.

GATES DIVISION *An Equal Opportunity Employer M/F*

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Help Wanted Technical

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 quality VTR's 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

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

WANTED

CO-ANCHORMAN

An attractive experienced newscaster willing to be part of a dynamic team.

Major Market

Box F-219, BROADCASTING

Help Wanted Technical Continued

ONE SENIOR VIDEOTAPE ENGINEER
AND
THREE JUNIOR VIDEOTAPE ENGINEEERS

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

Help Wanted Programing, Production, Others

ART DIRECTOR

TV news graphic production and management experience are prerequisites for this excellent opportunity in top ten market. Candidates must possess strong background in design, production and general administration at station level. Salary to $20,000 plus complete benefit package and growth opportunity.

Please send replies in confidence to:

Box B 773, 810 7th Avenue, NYC, 10019

For Fast Action Use
BROADCASTING'S
Classified Ad Order Form

Situations Wanted Announcers

Internationally syndicated television personality, extremely versatile, wants to do local variety, talk or phone show in local situation to keep hand in.

Box G-26, Broadcasting

Situations Wanted News

Anchorman — Chicago radio major — seeks transfer to TV. Strong writer, reporter and interviewer.

Background includes news director, legislative correspondent, overseas reporter, newspaper deskman.

312-475-4311 or Box G-25, Broadcasting.

Situations Wanted News Continued

Radio/TV News Pro
(3 jobs in 12 years) seeks News Director and/or Anchorman position offering challenge and reward in exchange for polished performance, dedication and tenure.
Phone: 309-691-0698

CABLE

Help Wanted Management

CATV MANAGEMENT OPPORTUNITY

We're looking for an engineering oriented manager to coordinate construction and direct growth of new system in one of Ohio's finest small markets.

This is an unusual opportunity for self-starter.

Reply in confidence with full details, including salary requirements (no phone calls, please) to:

President
Cablevision Corporation of Ohio
P. O. Drawer A
Port Clinton, Ohio 43452

"An Equal Opportunity Employer"

BROADCASTING
ORDER FORM
— NEXT PAGE —

Miscellaneous

Here's your . . .

RATING BOOSTER

Run a dynamite summer promotion that will enhance your station's community involvement status. A special close-out purchase allows us to offer you the original, American made, AUTO-GAROE auto burglar alarm clearly marked with the mfg's suggested retail price of $19.95 for just $2.75 each in lots of 100. These 5 transistor electronic alarms are easily installed and fully guaranteed. Just think of the possibilities . . . tie in with stolen car reports, work in cooperation with local police or a client. We will accept only one order per market area so send NOW!

BROADCASTERS' PROMOTIONAL PRODUCTS
P.O. Box 275
Rochester, Mass. 02770
(Individual units $5.95)

MAJOR MARKET STATION OWNERS

Program Problems
Personnel Problems
Payroll Problems
Profit Problems

We offer a proven profit producing successful alternative to major market stations with any or all of the above problems.

All replies strictly confidential

Box G-69, Broadcasting

NOT A TIP SHEET

Information that will interest and/or amuse your listeners about current hits and the people who made them, plus birthday salutes, plus top hits "on this day" from 1955 to 1972. Seven bi-weekly issues: $14. Sample: $2, not available in NYC area. THE SULLIVAN LETTER, 888 SEVENTH AVE., SUITE 400, NEW YORK CITY, NY 10019.

BIG BANDS SWEET SOUNDS

Big Bands of the late '30's, '40's and early '50's from broadcast quality 78 RPM discs.
Literature: Demo tape available
Audio Recording Studios
1144 Darrah Rd.,
Warminster, Pa. 18974
215-675-8089
Recordings for the broadcast industry

Miscellaneous Continued

Wanted to Buy Stations

FOR SALE Stations

FOR SALE Stations Continued

BROADCASTING'S CLASSIFIED AD ORDER FORM

NAME ____________________ PHONE ____________

ADDRESS ________________________________

CITY ____________________ STATE ________ ZIP ________

Indicate desired category: ☐ Radio ☐ Television ☐ Cable

HELP WANTED
☐ Management
☐ Sales
☐ Announcers
☐ Technical
☐ News
☐ Programing Production, Others

SITUATIONS WANTED
☐ Management
☐ Sales
☐ Announcers
☐ Technical
☐ News
☐ Programing Production, Others

WANTED TO BUY
☐ Equipment
☐ Stations

FOR SALE
☐ Equipment
☐ Stations

ADDITIONAL CATEGORIES
☐ Instruction
☐ Comedy Material
☐ Miscellaneous

Insert________time(s). Starting date______________. Box No. ☐ Yes ☐ No ($1 Additional)

☐ Display Inches ———— ☐ Non-Display

COPY: ________________________________

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Portrait of the artist as IVC's chief executive

Mike Moscarello habitually bounds two steps at a time up the carpeted, open stairway to his second-floor executive suite. A big grin creases his face when he enters the reception room. There, covering almost all of the wide, white wall, is a massive abstract red, blue and green painting — his own interpretation of television's primary colors.

Those two characteristics, one the businessman on the go, the other the artist pleased with his work, exemplify the personable, 54-year-old president and chief executive officer of International Video Corp., who was brought in in 1970 to head the then financially ailing firm.

Mr. Moscarello spent seven years getting his engineering degree; he attended his home city's Brooklyn Polytechnic Institute at nights. Undoubtedly it was worth the long journey; he's had a career that brought him to the post of chief engineer of Ford Instrument Co. in New York, to operations manager of Fairchild's space and defense activities, and general manager of Philco-Ford's western development laboratories, both on the West Coast, and a brief tour as vice president and general manager of Philco-Ford's audio and video division in Philadelphia, before joining IVC as its chief —a move that met two of his desires, a return to Santa Clara county, south of San Francisco, which he and his family now call home, and a stake in the company; he owns 40,000 shares (not quite 1.5%) of IVC's 2.7 million shares outstanding.

As to his art, he's a self-taught painter, working often and well with palette and brush. Even his private office is chockablock with his landscapes and seascapes. Painting is relaxing, he says, but the puritan work ethic in him can quickly come to fore: "You've got to know when to turn it off."

It's evident that he is the right man in the right place as far as IVC is concerned. In that bleak 1970 fiscal year, IVC sustained a loss of $3.6 million on sales of $7.8 million. This plunge in earnings was due principally to the cancellation of a long-time Bell & Howell contract that at the time amounted virtually to half of IVC's business. The next fiscal year, however, after Mr. Moscarello's installation as president, the company's picture changed: IVC reported a black-ink net income of $150,000 on sales of $11 million. And it has continued its upward surge; this fiscal year, in the first 39 weeks ended April 28 (IVC's fiscal year runs from Aug. 1 to July 31), the company reported net income of $1.8 million on sales of $19 million.

How did he do it? Planning—and getting that little bit extra out of his staff, he says. Each year the company executives sit down and plan for the year ahead. And each year, Mr. Moscarello asks his men for just a little more. He's a driver, all right, one of his colleagues says, "always asking and getting that little bit extra out of us."

Michael Anthony Moscarello—president and chief executive officer, International Video Corp.; b. Feb. 14, 1919, Brooklyn, N.Y.; U.S. Navy, 1941-46; BEE, Brooklyn Polytechnic Institute, 1951; senior engineer and later chief engineer, Ford Instrument Co. (Sperry Rand), 1952-1962; operations manager, Fairchild Space and Defense Systems, Stanford, Calif., 1962-65; director of aerospace and ground operations and later general manager, Philco-Ford Western Development Laboratories, Palo Alto, Calif., 1965-70; vice president-general manager, audio-video division, Philco-Ford, Philadelphia, March 1970-August 1970; president and chief executive officer, IVC, Sunnyvale, Calif., 1970 to present; m. Jean Joan Casciola, Dec. 25, 1941; children—Gary Michael, 29; Richard, 25.

IVC, which started in 1966 as a maker of low-cost color-TV equipment for the closed-circuit market, now has 20% of its business in broadcasting. Mr. Moscarello is unequivocal about his goal— to make broadcasting 30% of his firm's business. It could well be going that way, too. At the most recent convention of the National Association of Broadcasters, IVC's floor space as an exhibitor was exceeded by only four other manufacturers.

But the complete IVC picture extends beyond domestic broadcasting, CATV and the closed-circuit market. Thirty-five percent of its total business today is in foreign markets. And it is also into data processing.

Back in 1970, IVC's personnel roster had shrunk to around 300 people. Today it employs 615 and occupies 155,000 square feet in five buildings in the Sunnyvale industrial park.

Fundamental to IVC's sales philosophy is what Mr. Moscarello describes as "price-performance ratio." In broadcasting, for example, where price, related to performance, is significant, IVC is engaged in an attempt to revise broadcasters' thinking that holds that quadruplex video-tape recording is the standard. IVC and Mr. Moscarello contend that helical scanning provides the same performance qualities as quadruplex scanning but is less costly. IVC already has over 200 of its one-inch, helical videotape recorders in operation all over the world. And, at the NAB convention last March, it introduced its new IVC-9000, a helical recorder using two-inch tape that, Mr. Moscarello maintains, is one-third the cost of the quad recorders. The IVC-9000, incidentally, was developed with England's Rank Precision Industries and France's Thomson C.S.F. So it can handle the different video standards that are used in those and other countries.

Also at the NAB convention, IVC showed the production model of its BCR-200, a broadcast cartridge video-tape recorder that still uses the helical principle, but is priced, according to Mr. Moscarello, at half the tab of quad machines.

In the color-TV camera field, IVC has more than 350 in broadcast use today.

There is an element of the American dream in Mr. Moscarello's life. Even while he was attending BPI at night, he worked during the day at a variety of jobs. His first was as a "shaper" of the bristles on shaving brushes. Soon, however, he was using his engineering skills for a consulting engineering firm in New York that did performance tests on apartment house master antennas for standard reception. After World War II, when he saw active Navy duty in the Pacific (including Iwo Jima and Okinawa), he was attending BPI in the daytime, but continued busy at night. He taught physics, engineering and electronics at Adelphi College in New York.

But hard work by itself isn't the hallmark of a true executive; it's the ability to motivate men. This Mr. Moscarello has, and in abundance, if the remarks of his colleagues are correct. He admits it too: "I do try to stretch people. Maybe sometimes I try to stretch them too much . . ."

There's a germ of a humane man in those words, and a comment he makes on that side of his responsibilities is revealing: "A chief executive's lot, in my mind, is a damned lonely job. [You're] not only responsible for filling slots, but when a man doesn't measure up it means you have to move him out. That's your failure tco, because you put him there.

"What used to keep me up nights is the fact that for every thing you say or do to a man, there are three or four others in his family that react. That's more than 1,800 people who react to my words or actions at IVC. That's a humbling thing."

Editorials

One that can be won

The recent introduction of a lottery by the state of Maryland is a reminder of the need for modernization of the federal law that prohibits broadcasts of lottery information. As the law and FCC interpretations now stand, broadcasters are absolutely forbidden to carry advertising or promotional material for lotteries and are absurdly restricted in the news accounts they may air. For example, they may identify winners, but not winning numbers—a ruling that matches Orwell's best.

Last year Representative Peter W. Rodino Jr. (D-N.J.), now chairman of the House Judiciary Committee, got a bill reported out to legalize the broadcast of information about authorized lotteries (and the publishing of such information by print organs, now proscribed by an antilottery provision of the postal laws), but the measure was reposing in the Rules Committee when the 92d Congress ended. Mr. Rodino has reintroduced the bill, and there is talk of action aflter the July 4 recess.

Ten days ago, at a meeting of the Maryland, District of Columbia, Delaware Broadcasters Association, the director of the Maryland lottery, John Slicher, wished aloud that he could use radio and television promotion and indicated that his congressional delegation was being importuned to support the necessary legislative relief. Mr. Slicher's counterparts in the dozen other states that are now conducting lotteries or seriously thinking of doing so must be like minded about broadcast use. The sum of their congressional delegations is big enough to guarantee action if broadcasters push for it.

The attack

Like physicians who minister to others while letting their own health drift, many broadcasters are exerting themselves for the benefit of others while their own economic well-being trickles down the drain.

A three-column headline in last week's *Advertising Age* shouts: "Government joins 100 leaders list." The page-one story reports the federal government spent $16.5 million in advertising media, mostly for armed-services recruiting, to join the elite as 79th of the top-100 national advertisers. It didn't say, however, that not a dollar was spent in the broadcast media.

Military recruiters want to use the broadcast media as the most effective in filling enlistment quotas, now that there's no draft. But diehards in Congress of the same stripe as those who fomented the $300-million cigarette (and now little-cigar) advertising hoax have prevailed through the accident of seniority that begets powerful committee chairmanships.

Last year Senator Richard Schweiker (R-Pa.) authored legislation that would end the recruitment discrimination. But it was killed in conference by Chairman Edward Hebert (D-La.) of the House Armed Services Committee. Mr. Hebert has had it in for broadcasters ever since the CBS-TV *Selling of the Pentagon* documentary in 1971. Pentagon brass, no matter what the effect on its manpower quest or the taxpayer's pocketbook, won't buck him.

Loss of $16 million or $60 million, albeit significant in spot dollars, isn't the issue. It is the dangerous precedent of a congressional mandate, issued at the will of a single committee chairman, that subjects broadcasters to pressures for free time while advertising at card rates runs in newspapers, magazines, Sunday supplements and on billboards. Broadcasters have an unblemished record of cooperation in the public-service campaigns cleared by the Advertising Council for all media, without discrimination. They can't be faulted if they reject the passes for free rides for recruitment when the less effective media do business as usual.

There is a genuine opportunity here for the newly elected leadership of the National Association of Broadcasters—without, however, letting up on the first-priority renewal legislation at this session. Broadcasters have learned from the experience on license renewals that if they articulate their grievances, they can get support, no matter what the pressure groups do.

Certainly it is tougher to undo what has been done. (It took almost 14 years to repeal Prohibition.) Before others pick up the free-ride shakedown as a "franchise obligation," broadcasters should foster reintroduction of the Schweiker bill. Fairness, equity and justice are fine but meaningless without attack.

Money machine

The U.S. House of Representatives has voted to give the FCC $3 million more than it requested for a 1974 budget, the extra to be spent on clearing up backlogs and rooting out smut. The backlogs are a real problem, if smut is not, but no extra money is justified for either.

With an efficient reassignment of existing manpower and an abandonment of the make-work projects that infest the place, the commission could quickly get the backlogs down to manageable size. The smut issue has already been resolved with the levying of a fine against the Sonderling station and its *Femme Forum* sex-talk show.

There is a what-the-hell disposition on the Hill to load the FCC with money these days. The idea is that no matter how much the government puts out, at least as much will be returned by the licensing and filing fees the FCC fixes and collects. In the circumstances fiscal irresponsibilities are encouraged—all at the broadcasters' increasing expense. The Senate could restore some sense of proportion by looking for ways to cut $3 million *out* of the FCC's 1974 budget.

Drawn for BROADCASTING by Sid Hix

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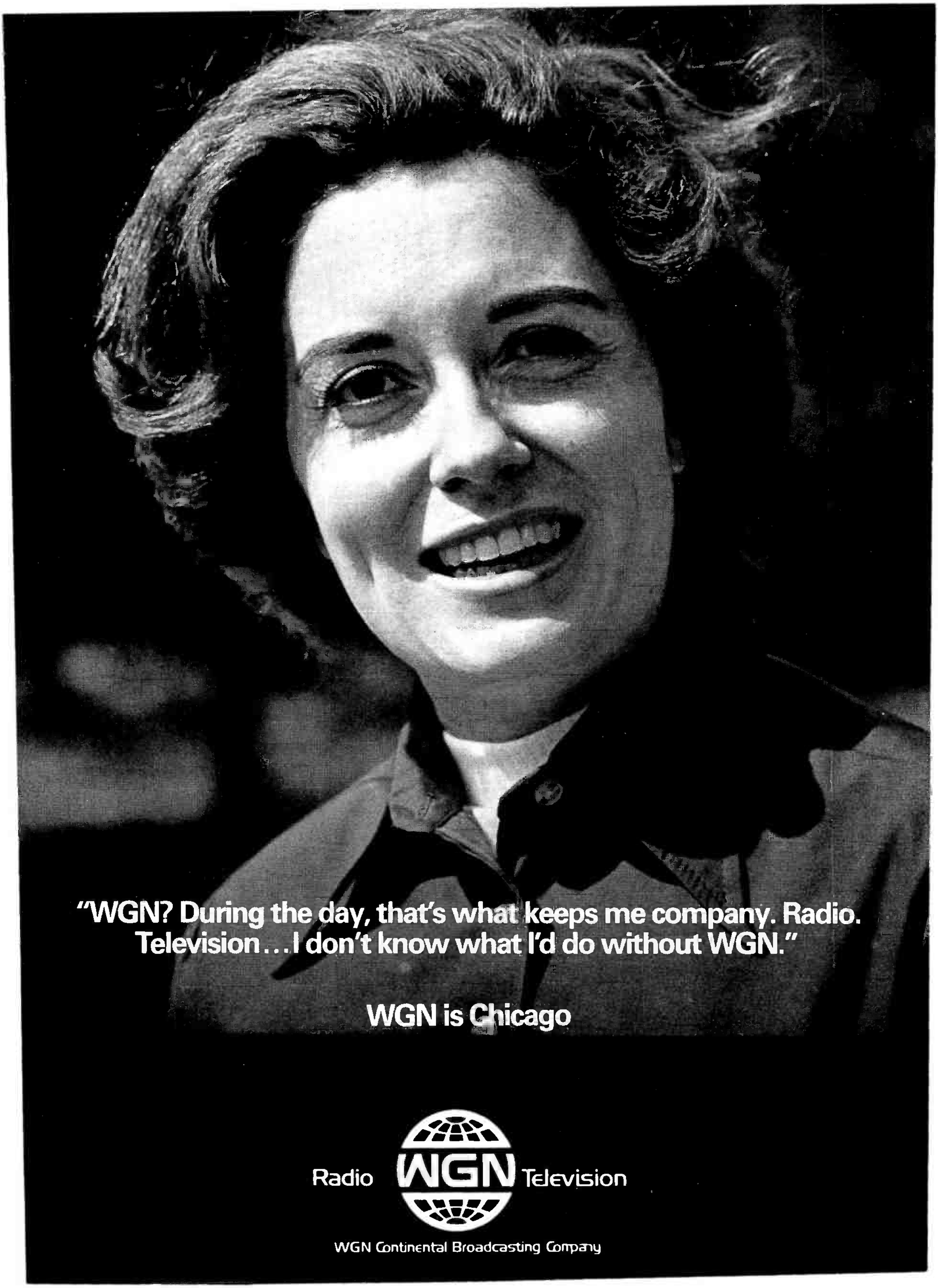
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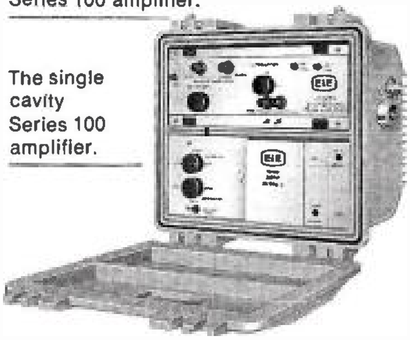

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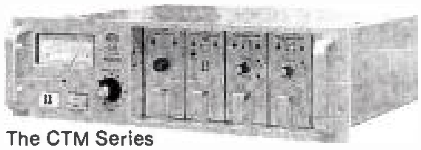

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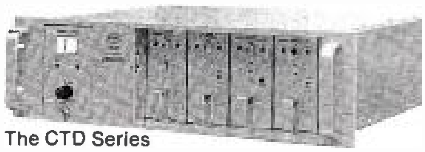

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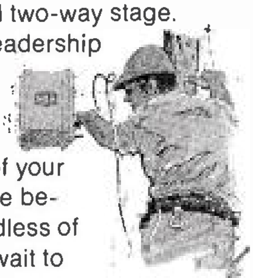

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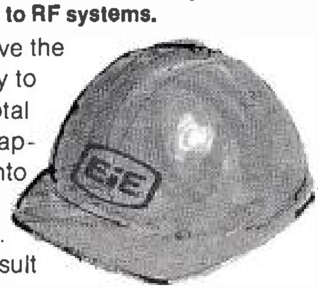

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Those are the facts. Now that you have them, let's talk.

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