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

Broadcasting Sep17

The newsweekly of broadcasting and allied arts

Our 42d Year 1973


Sprite

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

Some of them are selling pressed bits and pieces of random meats as "roast beef."

Some of them are peddling containers of air and chemicals as "milk shakes."

And some of them are serving up hot dogs that have more and more fat and water and less and less nutritional value.

Granted, fast-food places are convenient, time-saving and fun. But the Washington Star Stations felt that none should call their goods what they aren't.

So we recently did an extensive series on food.

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

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

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

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

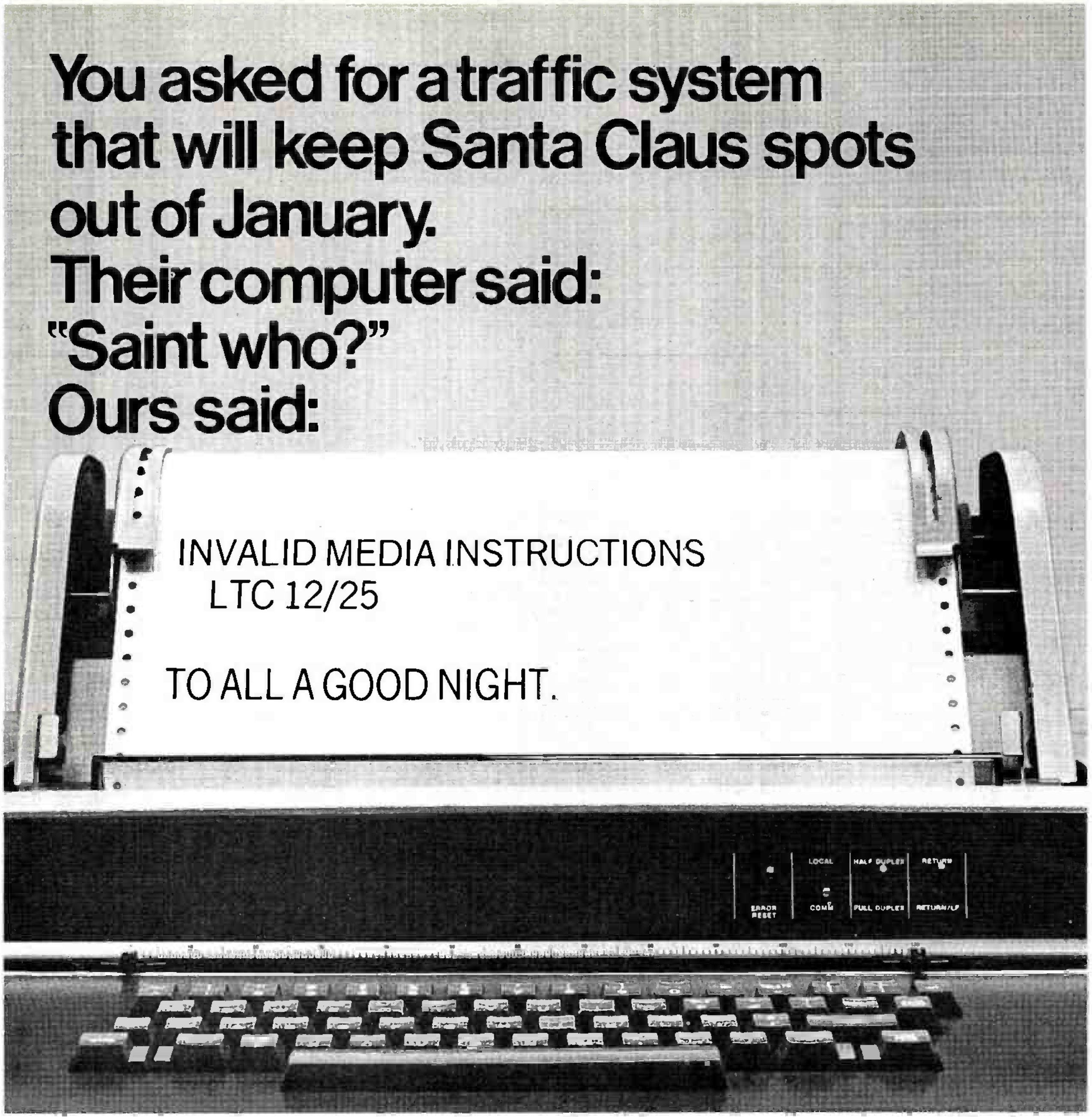
And we're running a weekly news feature that exposes the Washington eateries that are being closed down. And why.

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

More importantly, you get problems out in the open.

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

Washington Star Station Group
WMAL AM, FM, TV.



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

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

We also handle spot inventory and rating information.

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Closed Circuit

Beginning of a bill

Outlines of probable legislation for license-renewal relief may be read in speech FCC Chairman Dean Burch made last Friday in New York (see page 6). His advocacy of quantitative standards for local programing, news and public affairs is answer to demand by Chairman Torbert Macdonald (D-Mass.) of House Communications Subcommittee for way to measure "substantial service" that would entitle licensee to reasonable protection against challenge. It's learned that Mr. Burch, before making speech, informally advised Mr. Macdonald of intention to present legislative proposal that included standards and that Mr. Macdonald was pleased.

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

Fatter numbers

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

Short term

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

Watergate revisited

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

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

Off block

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

Screen Gems, Columbia's subsidiary, which is doing well in syndication, was not offered along with stations, nor were stations available individually. Group-owned stations are WVUE-TV New Orleans; KCPX-AM-FM-TV Salt Lake City; WNJU-TV Linden, N. J.; WAPA-TV San Juan and WOLE-TV Aguadillo, P. R. (latter 33 1/3%); WYDE-AM Birmingham, Ala., and WWVA-AM-FM Wheeling, W. Va. Whether stations will be placed on market again will presumably depend upon fortunes of parent company, stock of which has been depressed.

Newsprint windfall?

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

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

Build-up

Having bolstered its government-relations staff with addition of Donald Z. Zeifang effective Sept. 24 ("Headliners," Aug. 20, 1973), National Association of Broadcasters will soon name another legislative-liaison person to work under Senior Executive Vice President Grover C. Cobb. Hollis M. Seavey, on NAB legislative staff since July 1960, intends to retire at year end and is expected to move to native New England. Mr. Seavey was once Washington newsman for Mutual Broadcasting System, and, before joining NAB, was owner-operator of radio station in Cumberland Md.

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

Moving up

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

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The Week in Brief

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

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

The speech offered a preview of testimony Mr. Burch will give tomorrow (Sept. 18), when he appears at the House Communications Subcommittee's resumption of hearings on license-renewal legislation. It also constitutes a rebuff to the director of the Office of Telecommunications Policy, Clay T. Whitehead, whose proposed license-renewal bill would expressly forbid the commission from prescribing any kind of quantitative standard for programing.

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

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

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

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

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

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

Congress lifts curtain on sports blackouts

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

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

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

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

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

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

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

More grist for the mill on prime-time access

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

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

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

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

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

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

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

Marvin Josephson lifts weights to clear his mind of the pressures that go with being "unquestionably the leading representative in the television program packaging field." Broadcasting *profiles the man and his business.* Page 65.

NAB asks CLC to lift yoke of Phase IV

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

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

Across the Board

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

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

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

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

Pole talk. National Cable Television Association's negotiating committee on pole-attachment arrangements had first meeting last week with representatives of AT&T, in what is hoped to be forum for settlement of differences between cable and utilities over issue. (FCC has threatened to assert jurisdiction if matter isn't resolved internally.) Committee Chairman Stephen Marlowe, Spectrum Communications, West Springfield, Mass., called meeting "encouraging," but wouldn't discuss details at this time. Next meeting is scheduled for Sept. 25.

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

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

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

Headliners


Mr. Reinsch

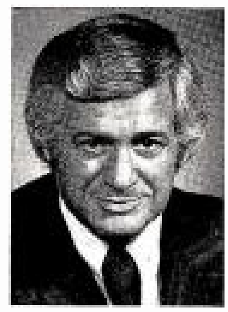

Mr. Kirtland


Mr. Hauser


Mr. Wearn


Mr. Rivers


Mr. Salzman


Mr. Lawrence

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

Gustav M. Hauser, executive VP of Western Union International, and before that corporate VP of General Telephone and Electronics International, named president and chief operating officer of Warner Cable Corp., New York. **Alfred Stern** continues as chairman and chief executive officer of Warner Communications Inc. subsidiary.

Wilson C. Wearn, president of Multimedia Broadcasting Co., elected executive vice president and member of management committee of parent Multimedia Inc., Greenville, S.C. **J. Kelly Sisk**, who remains chairman and chief executive officer of parent company, relinquishes presidency to VP **Edmund A. Ransaur.**

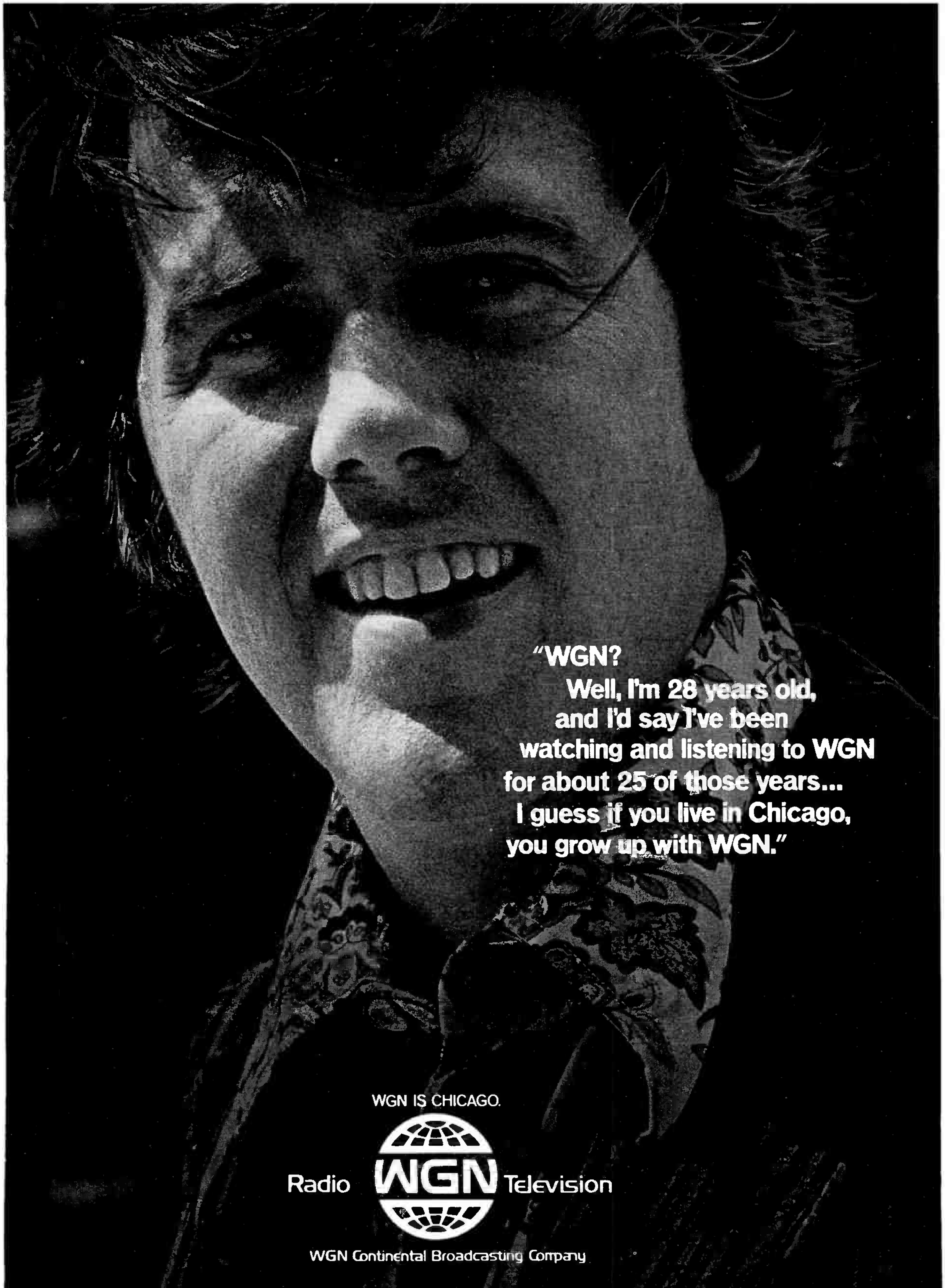
John M. Rivers Jr. has been elected president of WCSC Inc., licensee of WCSC-AM-TV and WXTC(FM) Charleston, S.C., and parent of MIA Background Music and Studio Charleston subsidiaries. He succeeds **John M. Rivers Sr.**, who assumes duties of chairman of board, treasurer and chief executive officer.

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

Dick Lawrence, executive VP in charge of syndication for Independent Television Corp., New York, named executive VP in charge of U.S. syndication for Paramount Television, with headquarters in New York. He succeeds **Robert Newgard**, who resigned last month.

Index to Departments

	Changing Hands 38	Fates & Fortunes 53	Music 49
	Closed Circuit 5	Finance 44	Open Mike 10
Broadcast Advertising . 18	Datebook 11	For the Record 55	Playlist 50
Broadcast Journalism . 43	Editorials 66	Media 38	Profile 65
Cablecasting 40	Equip. & Engineering . 48	Monday Memo 14	Programing 20


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

EDITOR: I found the [special report on television journalism, Aug. 20] to be extremely interesting and in agreement with many elements I have found to be true from personal experience. I am proud to say that all the television stations in Dallas have excellent news staffs and are diligent in their investigation and presentation of the news. I would not like to see their reporting hampered, so I will continue to support shield laws to protect the members of the press in their search of the facts.—*Alan Steelman (R-Tex.), House of Representatives, Washington.*

EDITOR: You and your staff have succeeded in compiling quite a complete resume of the innovative news activities of scores of stations around the country.

The brief articles were indeed interesting and I am pleased to see the tremendous amount of effort that energetic news people all across the country are putting forth to further improve this growing and most important medium.

I would have been interested, however, in reading a more lengthy, general single article comparing and contrasting different techniques and innovations of stations around the country.—*Peter V. Domenici (R-N.M.), U.S. Senate, Washington.*

EDITOR: I found your issue on how news is collected, assembled and presented most interesting.

I must confess I am concerned about the extent to which competition drives our media into dreadful lengths as far as exposés are concerned. We know there is far more good in our country than there is bad. We also know the good is not news.

However, we must never forget that in the past the messenger bearing the bad news was frequently killed.—*Jack Williams, governor of Arizona.*

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

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

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

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

Both for one

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

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

Programing included video-taped appearances by local bands, tapes of the workers at the contribution desks and outside, shots of the parking lots where a kettle was set up. Most of the on-air and Telecable people worked the full 20 hours.

Not only was it fun, and a great experience, but we all learned a lot about how much the media can do for each other, as well as a great cause.—*Penelope Pooler, promotions/public service, WAKC(AM) Normal, Ill.*

Datebook®

■ Indicates new or revised listing.

This week

Sept. 14-Oct. 26—Plenipotentiary conference of *International Telecommunication Union*. Malaga-Torremolinos, Spain.

Sept. 16-18—*Nebraska Broadcasters Association* annual convention. Speakers include: FCC Commissioner Benjamin Hooks, FCC General Counsel John W. Pettit and Washington communications attorney Erwin Krasnow. Holiday inn, Kearney, Neb.

Sept. 17—Extended date for filing comments with *FCC* in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773).

Sept. 17—New deadline for entries in *Broadcasters Promotion Association/Television Information Office* promo spot awards competition.

Sept. 17-19—Electronics and Aerospace Systems Conference, sponsored by *Institute of Electrical and Electronics Engineers*. Marriott Twin Bridges Motor hotel, Arlington, Va.

Sept. 17-20—*Washington Journalism Center* conference, "The Media: Mirror or Torch?" dealing with role of the press in Watergate, First Amendment rights of newsmen, shield laws, news councils, government secrecy and broadcast regulation. Speakers include: Clay T. Whitehead, Office of Telecommunications Policy; William Arthur, National News Council, among others. Watergate hotel, Washington.

Sept. 17-20—85th annual convention, *National Association of Regulatory Utility Commissioners*. Speakers include FCC Commissioner Benjamin L. Hooks. Olympic hotel, Seattle.

Sept. 17-20—Annual convention of *National Association of Theatre Owners*, with motion picture and concessions industries trade show. Hilton hotel, San Francisco.

Sept. 18—Meeting, Secondary Market TV Committee of *NAB*. NAB headquarters, Washington.

Sept. 18—Seminar, "CATV tax shelters" at Essex House, New York. Sponsored by Paul Kagan Associates. Luncheon speaker: Sol Schildhause, chief, Cable Television Bureau, FCC.

Sept. 18—*Radio Advertising Bureau* sales clinic. Colonnade, Boston.

Sept. 18—*Radio Advertising Bureau* sales clinic. Prom-Sheraton motor inn, Kansas City, Mo.

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

Sept. 19—Annual stockholders meeting, *MCI Communications Corp.* New York Hilton hotel, New York.

Sept. 19—*Radio Advertising Bureau* sales clinic. Sheraton Cadillac, Detroit.

Sept. 19—*Radio Advertising Bureau* sales clinic. Sheraton Oak Brook, Chicago.

Sept. 19-21—Video Publishing Year IV, conference in conjunction with Video Expo IV. Commodore hotel, New York.

Sept. 19-21—Annual meeting, *Minnesota Broadcasters Association*. Kahler hotel, Rochester.

Sept. 19-21—Cable television seminar, sponsored by *Ohio Council of Churches* and *National Council of Churches*. Sheraton Inn-Downtown, Cleveland.

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

Sept. 20—Annual joint meeting, *Association of Federal Communications Consulting Engineers* and *Institute of Electrical and Electronics Engineers*. Luncheon speaker: Henry Goldberg, general counsel, Office of Telecommunications Policy, speaking on "Future Directions of Government Communications Policy." Hotel Washington, Washington.

■ **Sept. 20**—Monthly luncheon meeting, *Southern California Broadcasters Association*. Fog Cutter restaurant, Hollywood.

Sept. 20—*Radio Advertising Bureau* sales clinic. Sheraton motor inn-Bloomington, Minneapolis.

Sept. 20—*Radio Advertising Bureau* sales clinic. Sheraton Valley Forge, Philadelphia.

Sept. 20-21—1973 broadcast symposium, *Institute of Electrical and Electronics Engineers*. Washington hotel, Washington.

Sept. 21-23—*American Women in Radio and Television* Southern area conference. Holiday inn, Rivermont, Memphis.

Sept. 21-23—Annual meeting, *Maine Association of Broadcasters*. Sebasco Estates, Sebasco.

Also in September

■ **Sept. 24**—Annual fall meeting, *Associated Press Broadcasters Association* board of directors. AP headquarters, New York.

Sept. 23-25—Annual meeting, *Louisiana Association of Broadcasters*. Marriott hotel, New Orleans.

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

Sept. 25—*Radio Advertising Bureau* sales clinic. Sheraton Jet Port inn, Orlando, Fla.

Sept. 26—*Radio Advertising Bureau* sales clinic. Sheraton Biltmore, Atlanta.

Sept. 27—*Radio Advertising Bureau* sales clinic. Sheraton motor inn, Greensboro, N.C.

Sept. 27-29—Joint fall meeting, *Missouri and Illinois Broadcasters Associations*. Speakers: Benjamin Hooks, FCC commissioner and Frank Reynolds, ABC News. Stouffers Riverfront inn, St. Louis.

Sept. 28-30—*American Women in Radio and Television* West Central area conference. Eddie Webster's inn, Des Moines, Iowa.

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

Sept. 30-Oct. 2—Annual convention, *Nevada Broadcasters Association*. Kings Castle, Lake Tahoe.

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

October

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

Oct. 1—Deadline for entries in *U.S. Television Commercials Festival*. Contact: 4415 West Harrison Street, Suite 230B, Hillside, Ill. 60162.

Oct. 1—Deadline for entries in Morgan O'Leary award for political reporting, sponsored by *University of Michigan department of journalism*. Contest is open to Michigan members of public print or broadcast media. Contact: department of journalism, University of Michigan, Ann Arbor 48104.

Oct. 2—Fall conference, *Premium Advertising Association of America*. Speaker: Victor G. Bloede, chairman, American Association of Advertising Agencies. McCormick Place, Chicago.

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.

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

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.

April 21-24, 1974—23d annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.

May 8-12, 1974—Annual convention, *American Women in Radio and Television*. New York Hilton, New York.

NAB fall conference schedule:
Oct. 15-16, Hilton hotel, Hartford, Conn.; **Oct. 17-18**, Marriott hotel, Chicago, **Oct. 22-23**, Monteleone hotel, New Orleans; **Oct. 24-25**, Sheraton Biltmore hotel, Atlanta; **Oct. 29-30**, Brown Palace hotel, Denver; **Oct. 31-Nov. 1**, Stanford Court hotel, San Francisco.

Oct. 2—*Radio Advertising Bureau* sales clinic. Sheraton Inn Airport, Pittsburgh.

Oct. 2-3—Beginning television production seminar, sponsored by *Telemation Inc.* Dayton, Ohio.

Oct. 3—*Radio Advertising Bureau* sales clinic. Sheraton Gibson, Cincinnati.

Oct. 4—*Radio Advertising Bureau* sales clinic. Sheraton International conference center, Reston, Va.

Oct. 4—*Association of National Advertisers* workshop on TV advertising: "Is Television at the Crossroads?" Speakers include network, agency and advertiser executives and FCC Commissioner Richard Wiley. Plaza hotel, New York.

Oct. 4-5—Advanced television production seminar, sponsored by *Telemation Inc.* Dayton, Ohio.

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

Oct. 5-7—Annual fall convention, *Illinois News Broadcasters Association*. Keynote speaker: Elmer Lower, president, ABC News. Holiday Inn, Decatur, Ill.

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

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

Oct. 8-13—Annual International conference, *Radio Television News Directors Association*. Keynote Speaker: Bill Small, VP, CBS News, Washington. Olympic hotel, Seattle.

Oct. 9—*Radio Advertising Bureau* sales clinic. Hilton inn, Dallas.

Oct. 10—*Radio Advertising Bureau* sales clinic. Sheraton Inn Airport, Denver.

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

Oct. 11—*Radio Advertising Bureau* sales clinic. Benson hotel, Portland, Ore.

■ **Oct. 12**—Fall management seminar, *Kansas Association of Broadcasters*. Washburn University, Topeka.

Oct. 12-14—*American Women in Radio and Television* Midwest area conference. Key Bridge Marriott, Rosslyn, Va.

Oct. 12-14—*American Women in Radio and Television* Southwest area conference. Sheraton Crest hotel, Austin, Tex.

Oct. 14-17—Western region convention, *American Association of Advertising Agencies*. Santa Barbara Biltmore, Santa Barbara, Calif.

Oct. 14-19—*Society of Motion Picture & Television Engineers* technical conference. Americana hotel, New York.

Oct. 15-16—Fall conference, *National Association of Broadcasters*. Hilton hotel, Hartford, Conn.

Oct. 15-18—Northeast regional expo, *National Cable Television Association*. Granit 2 hotel, Kerhonkson, N.Y.

Oct. 16—*Radio Advertising Bureau* sales clinic. Sheraton Renton Inn Airport, Seattle.

Oct. 16-17—Beginning television production seminar, sponsored by *Telemation Inc.* Minneapolis.

Oct. 17—*Radio Advertising Bureau* sales clinic. Burlingame Hyatt House, San Francisco.

Oct. 17-18—Fall conference, *National Association of Broadcasters*. Marriott hotel, Chicago.

Oct. 17-18—Sixth AM Directional Antenna Seminar of *National Association of Broadcasters*. Cleveland Engineering and Scientific center, Cleveland.

Oct. 18—*Radio Advertising Bureau* sales clinic. Sheraton Inn Airport, Los Angeles.

Oct. 18-19—Advanced television production seminar, sponsored by *Telemation Inc.* Minneapolis.

Oct. 18-19—Fall convention, *Kentucky Broadcasters Association*. Holiday inn, Frankfort.

Oct. 18-20—*American Advertising Federation* 10th district meeting. Fairmont Mayo hotel, Tulsa.

Oct. 19—Regional convention, *Society of Broadcast Engineers*. Owego Treadway inn, Owego, N.Y.

Oct. 19-21—*American Women in Radio and Television* Western area conference. Olympic hotel, Seattle.

Oct. 19-21—Annual meeting, *Massachusetts Broadcasters Association*. Sheraton Islander hotel, Goat Island, Newport, R.I.

Oct. 19-21—*American Advertising Federation* 2d district meeting. Pocono Manor Inn, Mt. Pocono, Pa.

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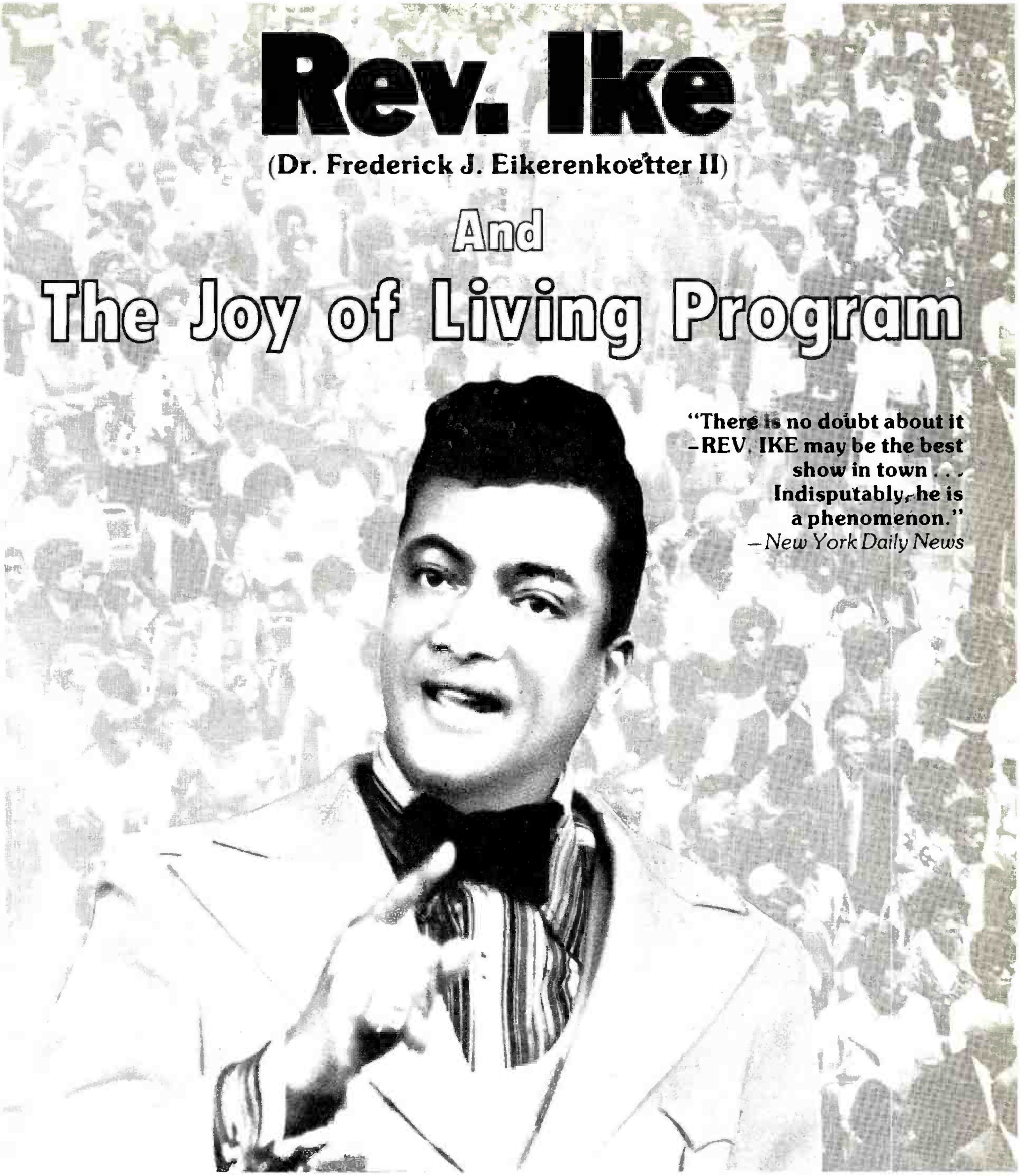

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Monday Memo®

A broadcast advertising commentary from Bill Brennan, executive vice president, Halpern/McDevitt & Associates, New York

Back to the good old days by creating a TV show specifically for an advertiser

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

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

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

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

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

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

The Halpern/McDevitt advertising focus was projected by creative director

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

Bob Kirschbaum on the use of *psychographics*—the science of qualifying and quantifying behavioral factors that affect product usage. More simply, if we could affect the prospect's attitude favorably, we could expect favorable behavior in purchasing.

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

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

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

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

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

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

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

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

What are the new names at Republicsteel?

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

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

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

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

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

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

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

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

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

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

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Broadcasting Sep 17
Vol. 85 No. 12

Perspective on the News

A beleaguered Whitehead and battered OTP

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

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

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

The two houses of Congress appear to be competing with each other to make deeper cuts in the President's relatively modest budget request for OTP for 1974. (The House would cut the $3.2 million proposal to $2 million; the Senate, to $1.5 million. The appropriations committees in both houses cited research support provided OTP by the Commerce Department's Office of Telecommunications; but the Senate cut would not only eliminate study contracts; it would require a sharp reduction in personnel.)

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

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

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

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

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

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

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

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

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

In February, at an oversight hearing of the Senate Communications Subcommittee that was intended as an over-all review of OTP's activities, Senator Pastore and other members of the panel grilled him mercilessly on the Indianapolis speech, which they appeared to feel was an effort to intimidate the networks. They showed little warmth for the license-renewal bill. Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, denounced the speech as an effort by the Nixon administration to control news programing. And it probably played a part in ABC's decision to lobby at the White House against the proposed FCC nomination of Professor Glen Robinson of the University of Minnesota, who was said to be Mr. Whitehead's choice (despite OTP's protestations that he was "not Whitehead's man.") The President eventually settled on a Detroit ex-broadcaster, James H. Quello.

But the speeches are not the only sources of complaint cited by critics of Mr. Whitehead. There are those in Congress and at the FCC who feel OTP is simply not doing its job. At least there is a difference of opinion as to what that job is.

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

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

For his part, Mr. Whitehead, recalling —accurately—that he had told Senator Pastore at the confirmation hearing that it would be difficult to establish a national telecommunications policy, said last week he does not believe such an effort would be "fruitful." OTP's job, as he sees it, is to review the whole range of telecommunications activity, focus on problem areas that show up and devise policy proposals for them. He noted that in his speech before the International Radio and Television Society in October 1971 ("the only time I was invited there," he comments), he had cited three areas of broadcast regulation he felt required attention —the fairness doctrine (he proposed its elimination, but later retreated from an absolutist position to a proposal that adherence to the doctrine be included in the license-renewal bill as a criterion an applicant would be expected to meet; he still says he would like to see its elimination, however, and may propose legislation to that end), AM radio (he recommended its deregulation on an experimental basis) and the license-renewal relief (BROADCASTING, Oct. 11, 1971).

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

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

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

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

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

He puts a substantial amount of the blame for his problems on the press, too —despite his decision to project the high profile that attracts coverage. "The press has focused so much attention on broadcast-related activities of the office that people on the Hill aren't aware of OTP's other responsibilities," he said. "They wonder why OTP needs that budget just to make speeches. It's hard to get through, given all the clamor of the press."

The OTP and Tom Whitehead: Come upon hard times.

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

And he is bitter about the treatment the media have accorded his license-renewal bill. "The whole goddam press corps rose up in arms against a bill that any broadcaster or newspaper that owns a TV station would think is a damn good bill." And if the bill dies, and the principles it contains die with it, he said, it will be due to the failure of those who own and manage the media to focus "on the real issues." It will demonstrate, he feels, that newspapers and broadcasters are principally interested in seeking the defeat of a measure simply because it was advancd by him.

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

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

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

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

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

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

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

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

Broadcast Advertising

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

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

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

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

Both House and Senate bills (H.R. 7482 and S. 1165) would amend the law that has prohibited TV and radio advertising of cigarettes since Jan. 2, 1971, to include little cigars (defined as "any roll of tobacco wrapped in tobacco or any substance containing tobacco, other than any roll of tobacco which is a cigarette, and as to which 1,000 units weigh not more than three pounds."). The amendment would become effective 30 days after enactment.

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

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

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

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

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

Betty Furness isn't so sure any more

She tells ANA workshop that claims of superiority are counterproductive

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

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

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

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

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

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

Interpublic reshuffles

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

Business Briefs

Rep appointments. WHN(AM) New York: Buckley Radio Sales, New York. ■ WTRY(AM) Troy, N.Y., and WHSH-FM Albany, N.Y.: McGavern-Guild, New York.

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

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

BAR reports television-network sales as of Aug. 12

CBS $399.322.500 (34.9%), NBC $392,428,800 (34.3%), ABC $352.535,400 (30.8%)

Day parts	Total minutes week ended Aug. 12	Total dollars week ended Aug. 12	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	76	$ 443,800	2,303	$ 14,875,900	$ 14,348,900
Monday-Friday 10 a.m.-6 p.m.	880	6,196,100	29,215	235,620,000	220,787,200
Saturday-Sunday Sign-on-6 p.m.	237	2,469,500	8,783	110,759,600	110,461,100
Monday-Saturday 6 p.m.-7:30 p.m.	91	1,425,400	3,025	58,726,300	55,096,700
Sunday 6 p.m.-7:30 p.m.	16	349,400	440	9,914,500	9,061,600
Monday-Sunday 7:30 p.m.-11 p.m.	394	15,065,600	12,559	639,149,000	569,628,500
Monday-Sunday 11 p.m.-Sign-off	161	2,029,500	5,113	75,241,400	60,667,600
Total	**1,855**	**$27,979,300**	**61,438**	**$1,144,286,700**	**$1,040,051,600**

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

BAR reports television-network sales as of Aug. 19

CBS $408,897,700 (34.9%), NBC $401,976,300 (34.3%), ABC $360,955,700 (30.8%)

Day parts	Total minutes week ended Aug. 19	Total dollars week ended Aug. 19	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	74	$ 435,400	2,379	$ 15,311,300	$ 14,724,500
Monday-Friday 10 a.m.-6 p.m.	1,011	7,150,000	30,226	242,770,000	226,523,500
Saturday-Sunday Sign-on-6 p.m.	230	2,090,100	9,013	112,849,700	114,131,100
Monday-Saturday 6 p.m.-7:30 p.m.	88	1,273,900	3,114	60,000,200	56,456,400
Sunday 6 p.m.-7:30 p.m.	11	110,600	451	10,025,000	9,187,600
Monday-Sunday 7:30 p.m.-11 p.m.	359	13,733,300	12,918	652,882,300	582,085,200
Monday-Sunday 11 p.m.-Sign-off	173	2,749,700	5,286	77,991,100	63,265,800
Total	**1,946**	**$27,543,000**	**63,387**	**$1,171,829,700**	**$1,066,374,700**

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

BAR reports television-network sales as of Aug. 26

CBS $418,870,400 (34.9%); NBC $411,592,900 (34.3%), ABC $370,541,800 (30.8%)

Day parts	Total minutes week ended Aug. 26	Total dollars week ended Aug. 26	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	68	$ 427,800	2,447	$ 15,739,100	$ 15,099,000
Monday-Friday 10 a.m.-6 p.m.	970	6,777,500	31,198	249,547,500	232,855,300
Saturday-Sunday Sign-on-6 p.m.	238	1,935,400	9,253	114,785,100	118,405,500
Monday-Saturday 6 p.m.-7:30 p.m.	94	1,342,200	3,208	61,342,400	58,125,900
Sunday 6 p.m.-7:30 p.m.	10	104,000	461	10,129,100	9,313,600
Monday-Sunday 7:30 p.m.-11 p.m.	387	15,816,900	13,308	668,699,200	598,757,600
Monday-Sunday 11 p.m.-Sign-off	165	2,771,600	5,452	80,762,700	64,973,500
Total	**1,932**	**$29,175,400**	**65,327**	**$1,201,005,100**	**$1,097,530,400**

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

utive vice president; John Gunn remains as VP, account services, and Barry Rosenberg assumes new duties as art director.

Where to. New York publicist Morton D. Wax has formed Location Finders, new company specializing in supplying accurate and accessible locations for TV-commercial productions. John Longhi, formerly producer with MPI, New York, will head new operation. *Address: 200 West 51 Street/New York 10019. Phone: (202) 247-2159.*

Agency appointment. Gordon Foods, producer of Gordon's Potato Chips, has named Zimmer-McClaskey-Lewis Advertising, Louisville, Ky., as agency to handle its products in nine-state region of Midwest and upper South.

Listening in. GE Lamps (through BBDO, New York) will sponsor weekend-long radio special, *An Ear to the Sounds of Our History*, with commentator Eric Sevareid on CBS Radio Network. Special, scheduled for Sept. 22-23, consists of series of five-minute program segments. BBDO prepared eight commercials to run 30 times during special. Important events in American history will be documented with actual recordings.

Heard again. Metropolitan Life is spending 45% of its 1973 $7-million advertising budget on a fall campaign in TV and radio. Theme of the campaign, prepared by Young & Rubicam, New York, is "Metropolitan Life—where the future is now." The 30- and 60-second TV commercials began running last week primarily on NBC and ABC, and will continue through mid-December. Using a flash-forward technique, the spots begin with a slow-motion rendition of a couple kissing, a wedding band slipping onto the bride's finger and mother and little boy waiting for the bus on his first day of school. That opening shot is then intercut with quick glimpses of future events that extend into middle age. The commercial ends by returning to the present. An up-tempo song is used for TV and radio spots. The radio campaign marks Metropolitan's return to the medium after a 10-year absence. Metropolitan Executive Vice President Darrell Eichhoff admits the radio had not been a part of the original campaign but when they heard the song on the TV commercials they decided it would be strong on radio as well. About 15% of the budget is going into the radio campaign in 80 major markets.

New season staggers off starting line

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

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

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

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

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

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

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

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

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

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

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

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

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

A sample of the reaction:

Chase (NBC, Tuesday, 8-9 p.m.)

". . . sort of a salt-free *Mod Squad* about yet another hip undercover police unit. . . . The Jack Webb works should retool this model and give it better lines


Diana


Lotsa Luck


Chase

In Los Angeles: RKO Television's KHJ-TV reaches out by naming Stephanie Rank as the first woman news director in a major market.

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

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

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

RKO
TELEVISION
DIVISION OF RKO GENERAL, INC.
WOR-TV New York/KHJ-TV Los Angeles
WNAC-TV Boston/WHBQ-TV Memphis

REPRESENTED NATIONALLY BY RKO TELEVISION REPRESENTATIVES INC.
RTVR

In Boston: RKO Television's WNAC-TV reaches out to the public with Mass. Reaction.

Growth and TV "firsts" have characterized WNAC-TV during its 25-year telecasting history. The TV firsts have included the Joe Louis/ Jersey Joe Walcott fight, the Boston Marathon and the inauguration of a Massachusetts Governor.

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

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

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WOR-TV New York/KHJ-TV Los Angeles
WNAC-TV Boston/WHBQ-TV Memphis

REPRESENTED NATIONALLY BY RKO TELEVISION REPRESENTATIVES INC.
RTVR

In New York: RKO Television's WOR-TV reaches out to the public with Consumer on the Warpath.

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

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

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

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WOR-TV New York/KHJ-TV Los Angeles
WNAC-TV Boston/WHBQ-TV Memphis

REPRESENTED NATIONALLY BY
RKO
TELEVISION
REPRESENTATIVES
INC.
RTVR

In Memphis: RKO Television's WHBQ-TV reaches out to the public with a special on the Memphis City Council.

Like every big city, Memphis is a city of problems, hope and potential. To spotlight all three, Public Affairs Director Gorden Lawhead and News Director Don Stevens hit upon the idea of bringing the elected members of the Memphis City Council to the people of Memphis via a prime time telecast special.

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

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

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

RKO TELEVISION
DIVISION OF RKO GENERAL, INC.

WOR-TV New York/KHJ-TV Los Angeles
WNAC-TV Boston/WHBQ-TV Memphis

RTVR

before sending it out again to uphold the law. . . . Still, *Chase* may catch on if there's a great deal of improvement in the acting and writing departments. It has action a-plenty, including some wild helicopter flying that will be an integral part of the series." Jay Sharbutt, AP.

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

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

"They said it could never happen but Jack Webb's trusty police pump has finally run dry . . . *Chase* in the motorized mod squad, suitable only for the Saturday morning kiddy ghetto—with cartoon-sized characters, dummy dialogue and background music to bust the ear . . ."

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

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

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

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

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

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

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

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

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

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

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

"The humor is persistently low, running to bizarre situations and rapid-fire wisecracks. . . . At times. however, it verges uneasily on being cruel toward its lower-class characters. Otherwise, *Lotsa Luck* got off to a funny, often hilarious start." John J. O'Connor, *New York Times.*

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

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

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

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

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

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

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

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

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

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

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

Continues on page 31

Credibility gap. Television critics on U.S. newspapers are in some respects a frustrated lot. Over a third (37%) think their TV criticism has "little or no effect" on programing, and while 60% believe it has "some effect," only 3% think it has "considerable effect." They have a somewhat higher opinion of their ability to influence their readers' taste: Almost half (45%) think they do have an effect on taste, but 31% believe their effect is slight and 10% think it's nonexistent. Three out of four (74%) think movie reviews have greater reader impact than TV reviews.

These were among the findings reported last week by Dr. Charles S. Steinberg, former CBS-TV vice president who is now professor of communications at Hunter College of the City University of New York. He drew them from a survey he developed covering 73 newspaper-TV critics in 40 major cities across the country. The survey, in two parts, had response rates of 77% and 79%.

The study also found that most of the critics (86%) disagree with the contention of Clay T. Whitehead, director of the White House Office of Telecommunication Policy, that network news dispenses "elitist gossip" and "ideological plugola," and 84% believe Mr. Whitehead's objective was to control and direct news content. But they're split on Mr. Whitehead's proposal for five-year broadcast licenses, with 54% con, 43% pro and the rest undecided.

RCA PrimeTime

Special Fall Planning Guide: Doing the most good with your 1974 equipment dollar.

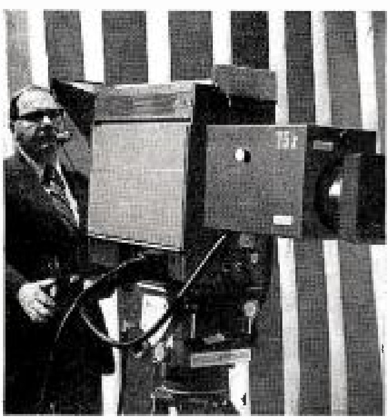
A survey of today's broadcast station with an eye to helping you get more overall performance at less overall cost.

In the studio

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

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

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



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

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

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

What it all means is fewer *technical manipulations* and greater consistency of performance. Production people pay attention to production values. And you get noticeably better results to please the most demanding client.

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

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

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

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

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

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

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

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

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

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

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

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

And we made it easy to operate as well.

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

In the tape room

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

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

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

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

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

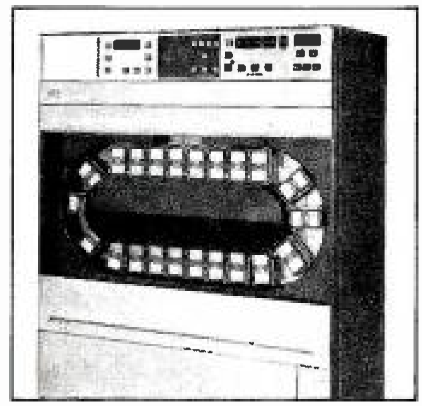
> "Our Cart/ reel-to-reel package can at times replace a whole bank of conventional machines."

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

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

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

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



In the film room

Plan for better film reproduction, more automation.

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

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

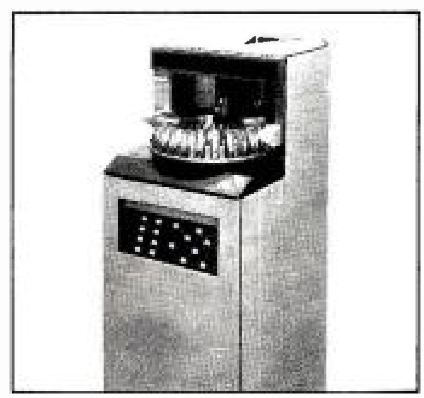
The next generation of film automation is our new TCP-1624 Cartridge Film Projector.

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

> "The next generation of film automation is our new Cartridge Film Projector."

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

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



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

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

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

At the transmitter site

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

How old is the transmitter you're now using?

If you can't answer that question precisely, you're not alone. Most managers can't.

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

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

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

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

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

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

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

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

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

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

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

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

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

Action form

Get in touch with the man with a plan.

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

In the meantime, we have a selection of literature to help you formulate those plans.

Please check off the items which most interest you, and we'll dispatch your literature packet by return mail.

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

Attention: Editor, Prime Time

☐ Please have my local RCA representative call me for an appointment to discuss my equipment needs for the coming year.

Send me more information on the following equipment:

In the studio

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

In the tape room

- ☐ TCR-100 Cartridge Recorder
- ☐ TR-60 Highband Video Tape Recorder
- ☐ TR-70C Highband Video Tape Recorder

In the film room

- ☐ TK-28 Color Film Camera
- ☐ TK-610B Midpriced Color Film Camera
- ☐ TCP-1624 Cartridge Film Projector

At the transmitter site

- ☐ RCA "F" Line of Automated VHF Transmitters

Other interests ____________________

____

Name/Title ____________________

Company ____________________

Address ____________________

City __________ State __________ Zip __________

Telephone ____________________

Continued from page 26
Diana (NBC, Monday, 8:30-9 p.m.)

"The writing is competent, but no more. . . . Miss Rigg has little more to do than recite ho-hum lines and look amused." Jay Sharbutt, AP.

"The resemblances to CBS's *The Mary Tyler Moore Show* are inescapable, but tall, beauteous, British-accented Miss Rigg provides a distinctive—and delightful—difference." Harry Harris, *Philadelphia Inquirer*.

"The premiere episode . . . apparently intended to be truly sophisticated and oh-so-with-it, but it failed badly on each count. Although it sought to reflect some of today's life styles in a humorous way, it succeeded in being far-fetched and unoriginal. . . . It was all very familiar, very forced and not very funny." Anthony LaCamera, *Boston Herald-American*.

"Whatever charm and sex appeal she [Diana Rigg] possesses (and it is conceded to be much), they were neutralized numbingly by the series' banal concept and an especially atrociously written and produced premiere script. . . . The thing is just a bad scene for Miss Rigg." Rex Polier, *Philadelphia Bulletin*.

". . . A delightful little half hour that showed promise of more good things to come. . . . *Diana* may well become a comedy of the ilk of *The Mary Tyler Moore Show*." Barbara Holsopple, *Pittsburgh Press*.

"[Diana Rigg] is being totally wasted in this series. . . . Aside from lacking an elemental touch of believability, the program is also short on pacing, style and wit. The result is as light and frothy as a large glass of prune juice." John J. O'Connor, *New York Times*.

"I've heard of people being miscast before, but never a whole show that was miscast. Even the writers, who are so determined to be titillating and coy that they succeed only in being offensive and juvenile. . . . Nobody looks like the person he or she is supposed to be, not even Diana Rigg, who talks too fast with her British accent and seems lost in this kind of mindless comedy." Percy Shain, *Boston Globe*.

". . . terribly loose-jointed and not particularly entertaining. It was like dropping in late on a large party and trying to figure out who everybody was and what it's about." Kay Gardella, *New York Daily News*.

". . . what makes the Diana Rigg character so refreshing on television is her very calm and womanly independence. . . . *Diana* will make it because everybody is going to love Diana and the way she deals with the world." Louise Lague, *Washington Star-News*.

". . . a considerable waste of Diana Rigg's talent and beauty. . . . She never should have gotten out of the leather outfit she wore in *The Avengers*." Norman Mark, *Chicago Daily News*.

". . . the story idea of the absent brother's New York pad with all his pals charging through remains the hoariest plot in situation comedies. . . . Miss Rigg, who is a fine actress in her own right, deserves better." John Carmody, *Washington Post*.

". . . [Diana] is as cool, as suave, as sophisticated and as elegant as its star. I admit prejudice . . . Diana Rigg . . . is to me as good a reason as any to be alive in this haphazard century. . . .Cecil Smith, *Los Angeles Times*.

"Ever since Diana Rigg, as Lady Emma Peel, bowed out of that marvelous British-made series, *The Avengers*, I have been hoping Miss Rigg would make a return to the home screen in something worthy of her talents. *Diana* has returned her to TV: We must still wait for a show worthy of her talents. . . . *Diana* is a shapeless comedy that tries to make Miss Rigg something of a Mary Tyler Moore, but falls far short of its mark." Bob Brock, *Dallas Times-Herald*.

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

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

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

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

Special icing for the networks' new season cake

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

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

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

ABC-TV

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

Saturday, Sept. 22 (8:30-11:10)—*Rosemary's Baby*, theatrical movie.

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

Thursday, Sept. 27 (8-9)—*The Rock and Roll Years*, with Dick Clark as host.

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

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

Friday, Nov. 16 (9-10)—First of three *Julie Andrews specials*, this one with Perry Como and the Muppets (General Telephone & Electronics).

Wednesday, Nov. 21 (8-11)—*Doctor Doolittle*, theatrical movie.

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

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

Tuesday, Nov. 27 (9-10)—*60th Anniversary of Milton Berle in Show Business*.

Thursday, Nov. 29 (8-9)—First of four Jacques Cousteau specials: *South to Fire and Ice* (DuPont and Hartford Life Insurance).

Friday, Nov. 30 (8-9)—Repeat of *Santa Claus Is Coming to Town*.

Sunday, Dec. 2 (7:30-8:30)—Part one of four-part series tentatively titled *The Primal Man*.

Tuesday, Dec. 4 (10-11)—First of three *Allan King Specials*.

Friday, Dec. 14 (8-8:30)—*A Very Merry Cricket*.

Friday, Dec. 14 (8:30-9)—Repeat of *Christmas Carol*.

Friday, Dec. 14 (9-10)—*Second* Julie Andrews special.

Saturday, Dec. 15 (8-8:30)—Repeat of *The Night the Animals Talked*.

Monday, Dec. 17 (9 to conclusion)—Liberty Bowl football.

Saturday, Dec. 29 (8:50 to conclusion)—Gator Bowl football.

Monday, Dec. 31 (8 to conclusion)—Sugar Bowl football.

CBS-TV

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

Thursday, Oct. 11 (9-10)—*Jackie Gleason Special* (General Electric).

Monday, Oct. 15 (8-8:30)—Repeat of *You're Not Elected Charlie Brown* (Coca-Cola, Interstate Brands).

Monday, Oct. 15 (8:30-9)—*Dr. Seuss on the Loose* (Nestle, Burger King).

Monday, Oct. 15 (10-11)—*Country Music Awards* (Kraft Foods).

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

Friday, Nov. 2 (9-10)—*Barbra Streisand and Other Musical Instruments* (Singer).

Monday, Nov. 5 (9:30-11)—*Carroll O'Connor Special* (various).

Friday, Nov. 9 (9-11:30)—*Sunshine* (various).

Sunday, Nov. 18 (8-9:30)—*Thanksgiving Treasure*.

Tuesday, Nov. 20 (8-8:30)—*Charlie Brown's Thanksgiving* (Coco-Cola, Interstate Brands).

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

Thursday, Nov. 29 (9:30-11)—*Catholics*.

Thursday, Dec. 8 (8-8:30)—Repeat of *Charlie Brown's Christmas* (Coca-Cola, Interstate Brands).

Thursday, Dec. 8 (8:30-10)—Repeat of *House Without a Christmas Tree* (various).

Friday, Dec. 7 (8-9)—Repeat of *Rudolph the Red-Nosed Reindeer* (General Mills).

Friday, Dec. 7 (9-11)—Repeat of *The Homecoming* (MacDonald's).

Monday, Dec. 10 (8-8:30)—Repeat of *How the Grinch Stole Christmas* (various).

Monday, Dec. 10 (8:30-9)—Repeat of *Frosty the Snowman* (Ideal Toy).

Monday, Dec. 10 (9-10)—*Perry Como Special* (Kraft).

Friday, Dec. 14 (9-11)—*Miracle on 34th Street* (various).

Tuesday, Dec. 18 (9:30-11)—*GE Theater* (General Electric).

NBC-TV

Wednesday, Sept. 26 (8:30-9:30)—*Bob Hope Special* (Ford).

Tuesday-Thursday, Oct. 16-18 (8-11)—World Series night games (various)

Monday, Oct. 22 (8-9)—*Timex Presents: Opryland U.S.A.* (Timex).

Sunday, Oct. 28 (8:30-9:30)—*Peggy Fleming Visits the Soviet Union* (AT&T).

Sunday, Oct. 28 (9:30-10:30)—Repeat of *Ann-Margaret: When You're Smiling* (various)

Tuesday, Nov. 13 (8-9)—*Snoopy Directs the Ice*

Catholics on CBS

South to Fire and Ice on ABC

My Fair Lady on NBC

Follies (American Gas Association)

Tuesday, Nov. 13 (9-10)—*Bob Hope Special* (RCA).

Wednesday, Nov. 14 (8:30-10)—Repeat of *Elvis: Aloha From Hawaii* (various).

Friday, Nov. 16 (8:30-9:30)—*General Electric Presents Sammy Davis Jr.* (General Electric).

Sunday, Nov. 18 (8:30-9:30)—*Frank Sinatra* (Magnavox).

Sunday, Nov. 18 (9:30-10:30)—Dinah Shore special, *What Every Woman Should Know About the Ideal Man* (Timex).

Monday, Nov. 19 (8-8:30)—*B.C.—The First Thanksgiving* (General Mills).

Monday, Nov. 19 (8:30-9)—Repeat of *Clerow Wilson and the Miracle of P.S. 14.* (Ideal Toy).

Thursday, Nov. 22 (8-11:15)—*My Fair Lady*, theatrical movie (Eastern Airlines and J. C. Penney).

Wednesday, Nov. 28 (8-8:30)—*Winnie the Pooh and the Blustery Day* (Sears & Roebuck).

Wednesday, Nov. 28 (8:30-10)—*Lisa, Bright and Dark* (Hallmark).

Friday, Nov. 30 (9-11)—*Dr. Frankenstein Special* (part I) (various).

Saturday, Dec. 1 (9-11)—*Dr. Frankenstein Special* (part II).

Tuesday, Dec. 4 (8-10)—Repeat of *Hans Brinker* (Timex).

Sunday, Dec. 9 (7:30-8)—Repeat of *The Little Drummer Boy* (American Gas Association).

Sunday, Dec. 9 (8-9)—*Bing Crosby Sun Valley Show* (AT&T).

Sunday, Dec. 9 (9-10)—*Bob Hope Special* (Timex).

Friday, Dec. 14 (8:30-10)—*The Borrowers* (Hallmark).

Monday, Dec. 17 (8-8:30)—*The Bear Who Slept Through Christmas* (Florist Telegraph Delivery).

Monday, Dec. 31 (8-9)—*King Orange Jamboree Parade* (various).

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

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

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

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

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

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

In response to requests by CBS and WISH-TV Indianapolis, the commission also continued, until March 31, 1974, the existing waiver of the rule permitting TV outlets in the top-50 markets to carry a half-hour of network news at 7 p.m. when preceded by an hour of local news or public-affairs programing. Stations wishing to operate under this waiver must notify the chief of the Broadcast Bureau by Oct. 1, the commission said.

In the same action the commission authorized WPVI-TV Philadelphia to carry ABC's *Reasoner Report* at 7 p.m. on Saturdays without counting it toward the three-hour limit, provided the program is preceded and followed by a half-hour of local news or public-affairs programing. The waiver also runs until March 31. The commission emphasized that the waiver applies only to WPVI-TV; other stations wishing similar waivers must apply to the commission.

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

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

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

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

Nielsen grinding out new fast nationals

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

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

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

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

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

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

Protests increase against 25-mile exclusivity rule

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

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

Others submitting the latest challenges included Belo Broadcasting Corp., Dallas, WAPA-TV San Juan, P.R.; KCGR-TV Cedar Rapids, Iowa; Corinthian and Orion Stations; Kaiser Broadcasting Corp.; WSLS-TV Roanoke, Va.; WKAQ-TV San Juan, P.R.; KCRA-TV Sacramento, Calif.; McGraw-Hill Broadcasting Co.; WRIX-TV Ponce, P.R.; KRAD-TV Wichita, Kan.; WCIA(TV) Champaign, Ill.; WGN Continental Broadcasting Co.; WSPA-TV Spartanburg, S.C.; and WLOS-TV Asheville, N.C. A joint petition was also filed by King Broadcasting Co., Mount Mansfield Television Inc., Poole Broadcasting Co. and Times-Herald Printing Co.

THE MAKING OF 'LA RAZA'

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

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

Why we are producing "La Raza"

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

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

The scope of "La Raza"

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

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

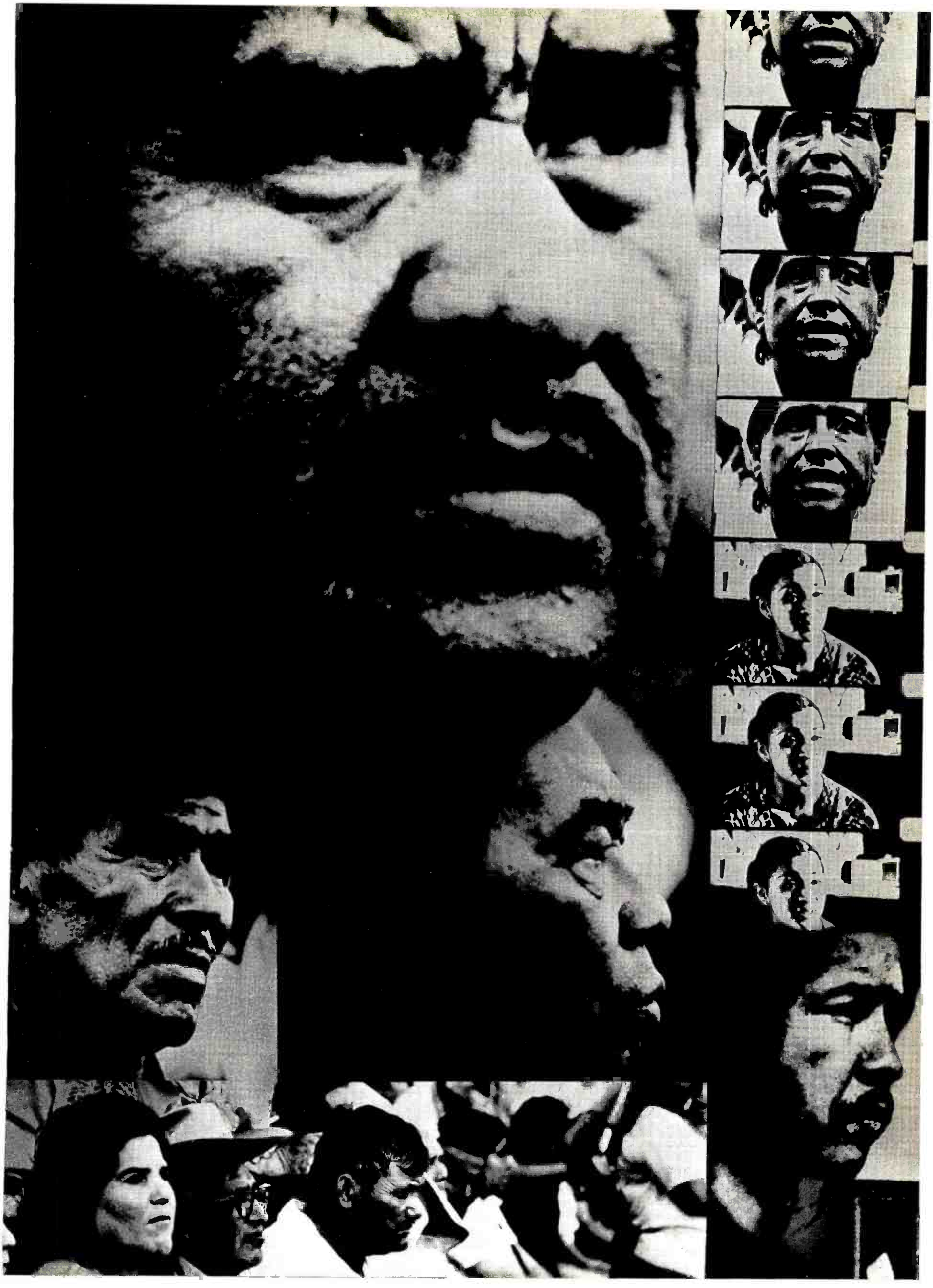
Who is making "La Raza"?

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

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

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

McGraw-Hill Broadcasting Company, Inc.
1221 Avenue of the Americas, N.Y., N.Y. 10019
KERO-TV, Bakersfield, KMGH-TV, Denver, WRTV, Indianapolis, KGTV, San Diego.



Program Briefs

Gleason jumps. Jackie Gleason, comedy star on CBS-TV for 20 years, has signed "a long-term exclusive agreement" with NBC-TV. Sources at NBC say that Mr. Gleason will shift from comedy to drama and star in two-hour made-for-TV movie during 1974-75 season, which will serve as pilot for proposed "continuing dramatic vehicle," either mini-series or weekly series. CBS reportedly pays Mr. Gleason $100,000 yearly on contract that expires Sept. 30, 1974.

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

Piling up markets. Viacom Entertainment reports that *Hogan's Heroes* has expanded its line-up to 107 stations with addition of WLVA-TV Lynchburg, Va.; WCEE-TV Rockford, Ill.; KSBW-TV Salinas, Calif.; WEAT-TV West Palm Beach, Fla.; KJTV(TV) Bakersfield, Calif., and KGGM-TV Albuquerque, N.M.

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

Pay the man. Peter Falk, star of high-rated NBC-TV rotating series "Columbo," has signed new agreement with network that his agent claims is "largest contract ever negotiated by an actor in a continuing series." Spokesman for Robinson & Associates, which represents Mr. Falk, said contract will net actor "more than $100,000 per episode." Mr. Falk will do eight "Columbo" episodes for 1973-74 season as part of *NBC Sunday Mystery Movie* (8:30-10 p.m., NYT). Sources at NBC-TV and Universal refused to comment on reports.

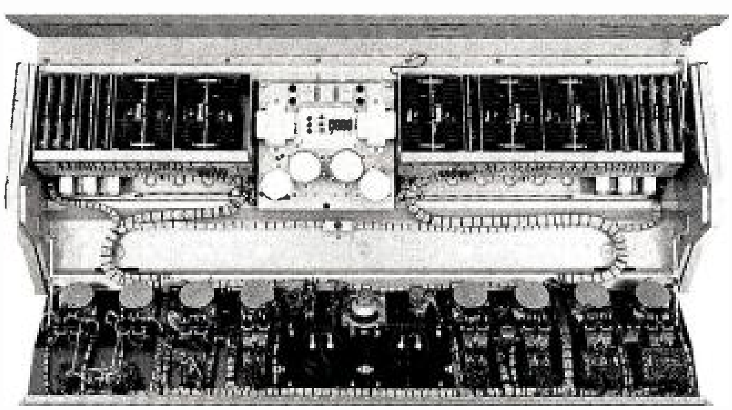
Production pact. Harry Ackerman Productions has signed contract with Paramount Television to develop TV series, specials and motion pictures on co-production basis. Mr. Ackerman, who has spent more than 30 years in television and films, has developed and served as executive producer on such series as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

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

Sign-language TV. The Christophers reports that on-camera sign interpreter will be introduced this fall on *Christopher Closeup*, half-hour weekly public-affairs show, to assist deaf persons who may be watching program. Jean Tipton, who teaches sign language at New York University, will appear on programs which will be syndicated to 18 stations this fall, another 13 in late December, and seven more in late March 1974.

Bible stories. American Bible Society has produced *Story Line II*, new series of 14 Bible stories, each five and a half minutes long, featuring artist Annie Vallotton as storyteller and illustrator. Designed for children's television, *Story Line II* video tapes and video cassettes are available from *Broadcasting and Film Commission of National Council of Churches, 475 Riverside Drive, N.Y. 10027.*

Nursing-home information. Series of transcribed public-service announcements from American Nursing Home Association is available to stations. Sixty-second radio spots answer questions about nation's 20,000 nursing homes, government aid programs including medicare and medcaid, suggestions in selecting nursing homes, family physician's responsibilities in seeking such facilities and other facts about patient care. *ANHA, 1200 15th Street, N.W., Washington 20005 or local ANHA member.*



Lingual mix for telecasts

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

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

Comments are due by Oct. 26 with reply comments due Nov. 5.

Saturation. Avco Broadcasting took over the Ohio state fair earlier this month—or so it must have seemed to Governor John Gilligan, who said that "12 sunny days, bell-ringer attractions and Avco Broadcasting's magnificent television-and-radio support is the unbeatable combination that resulted in the most popular state fair Ohio has ever had." The Ohio TV stations (WLWT Cincinnati, WLWD Dayton and WLWC Columbus) of that group originated three of their daily live series from the fairgrounds—*Bob Braun's 50-50 Club, The Paul Dixon Show* and the syndicated *Phil Donahue Show*—as well as four prime-time hours and a 15-minute nightly wrap-up by Mike Darow (above). The fair's manager credited Avco with "the most important part" of an 18% increase in attendance.

Changing Formats

- KFNB(FM) Oklahoma City is now offering a "fine arts" format to replace its MOR programing. The new format consists of classical and light classical along with "standard pops" selections. In addition to its new musical programing, the station plans to observe a new 12-minute commercial limit and a reduction in public-service announcements to provide longer segments of uninterrupted music.
- KKOP(FM) Redondo Beach, Calif., formerly offering easy-listening MOR, has switched to contemporary soft rock.
- WBUS-FM Miami Beach last month adopted a musical fusion of jazz, rock and blues, including some of the big-band sounds of the 1930's and 40's. Music consultant for the new format is Alan Grant, recently with KJAZ(FM) Alameda, Calif., the only all-jazz station in the San Francisco area.
- WINX(AM) Rockville, Md., has adopted its own version of nostalgia radio with a new format that sticks strictly to "big" hits, records that made the top 15 over the past 20 years.
- WLYT(FM) Cleveland Heights, Ohio, which was programing a "top 60" format, is now featuring "standard pops" favorites from the past 18 years.

Rozelle does win something

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

Pa. fairness verdict stands

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

Media

Kirtland gets Cox presidency to succeed retiring Reinsch

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

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

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

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

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

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

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

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

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

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

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

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

WLAS fined, but renewed

FCC backs McClenning's proposal, despite Broadcast Bureau protest

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

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

Changing Hands

Announced

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

- WENK(AM) Union City, Tenn.: Sold by Union City Broadcasting Co. to WENK of Union City Inc. for $626,000. Union City Broadcasting is owned by Harold L. Simpson, Frank M. Davis and trustees of estate of Aaron B. Robinson. Robinson estate and Messrs. Simpson and Davis also own WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris, WDXI(AM) Jackson and WDXN(AM) Clarksville, all Tennessee, and WCMA(AM) Corinth, Miss. James L. Rippy, William P. Burnett Jr., E. B. Tanner and others are principals of WENK of Union City. Purchasing group has various business interests in Union City area. WENK operates full-time on 1240 khz with 1 kw day and 250 w at night. Broker: Hamilton-Landis & Associates.

▪ WAZE(AM) Clearwater-St. Petersburg-Tampa, Fla.: Sold by Radio Clearwater to Carl J. Marcocci for $500,000. Charles H. Adams and Gene A. Robinson are principals of Radio Clearwater. Mr. Marcocci has interests in WESA(AM) Charleroi and WWGO(AM)-WCCK(FM) Erie, both Pennsylvania, and CATV franchises in Robinson township and Kennedy township, both Pennsylvania. WAZE is daytimer on 860 khz with 500 w. Brokers: Blackburn & Co. and Beckerman Associates, Madeira Beach, Fla.

▪ KYTE(FM) Livermore, Calif.: Sold by Peer Broadcasting Co. to Gerald D. McLevis and James A. Fosdick for $75,000. Ralph Peer is president of Peer Broadcasting. Messrs. McLevis and Fosdick also own KOBO(AM) Yuba City, Calif. KYTE operates on 101.7 mhz with 3 kw and antenna 150 feet below average terrain. Broker: Blackburn & Co.

▪ WIPS(AM) Ticonderoga, N.Y.: Sold by Ticonderoga Community Service Broadcasting Corp. to Motsinger Communications Inc. for $210,000. Philip Spencer, president of Ticonderoga, also operates WCSS(AM) Amsterdam and WALY(AM) Herkimer, both New York. John K. Motsinger is sole owner of buying firm. WIPS is daytimer on 1250 khz with 1 kw. Broker: Blackburn & Co.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 55):

▪ KIXL(AM) Dallas: Sold by Crescent Communications to Crawford Broadcasting Co. for $600,000. Robert Stuart is principal owner of Crescent, which also operates KETZ(FM) Dallas. Donald B. Crawford, Richard T. Crawford and Ruth Porter Crawford are principal owners of purchasing firm. Members of Crawford family have interests in KFMK-(FM) Houston; WWGM(AM) Nashville; WYCA(AM) Hammond, Ind.; WDJC(FM) Birmingham, Ala.; WMUZ(FM) Detroit; WDAC(FM) Lancaster, Pa.; WDCX(FM) Buffalo, N.Y.; WPEO(AM) Peoria, Ill., and KELR(AM) El Reno, Okla. KIXL is daytimer on 1040 khz with 1 kw.

Media Briefs

No go. Signal Companies, Beverly Hills, Calif., 49.9% owner of group broadcaster Golden West Broadcasting Co., has terminated its plans to merge with United Aircraft Corp., East Hartford, Conn. (BROADCASTING, July 16). Spokesmen of both companies attributed action to "unexpected complications"; it was unofficially stated, however, that termination was result of Signal's desire to improve agreed-to stock-exchange provisions in deference to its improved financial outlook resulting from firm's discovery of oil reserves off coast of Great Britain. Company spokesmen denied that action had anything to do with attempts by group led by Canadian investment firm, Cemp Investments Ltd., to assume control of 1.5 million of Signal's 19.7 million outstanding shares.

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

Westen wants look into FCC's hiring procedures

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

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

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

Mr. Westen's letter was written several days after stories began appearing in the press regarding the relatively high percentage of new FCC attorneys who failed their bar exams on the first try (BROADCASTING, Sept. 3). The same stories quoted a congressional investigator as suggesting that political factors may be involved in the selection of commission lawyers—a charge hotly denied by Mr. Torbet.

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

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

Killian stays put

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

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

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

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

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

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

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

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

From Down East to way down South

AWRT to follow Boston series opener with Memphis session featuring Hooks

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

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

The Saturday morning round-table discussions covered station finances, advertising, program formats and production techniques, while the afternoon was devoted to an affirmative action workshop conducted by Mary Jean Parson, president of the New York chapter and associate director of planning, ABC. This workshop is to be repeated at each of the other area conferences "since equal job and pay opportunities are of particular interest to our members," according to AWRT president, Elaine Pitts.

Cox-LVO merger: sixth largest MSO in the making

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Time Inc. absorbing Sterling

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

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

More blasts on pay-cable trumpets

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

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

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

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

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

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

One justification for state commission action, NATO contended, is the argument that pay cable "seriously threatens the development of free cable program origination." Pay cable, it claimed, "presents the cable franchisee with the temptation to shift the best programing provided as a part of its regular monthly subscription service to a pay-TV channel, where the very same programs will generate substantial amounts of additional revenue." This temptation, NATO said, "may prove to be irresistible, especially in the cable system's formative years before the system realizes its full subscriber revenue potential."

But the essential argument of the NATO pleading was that pay cable has the potential to destroy the motion picture theater industry. As an example of the damage that can be done, NATO cited a situation in Olean, N.Y., where a cable system owned by Warner Communications recently introduced a pay-cable channel. For $5 a month (in addition to the regular $5.50 monthly subscriber fee) the Olean cable customers can view eight current motion pictures over a 30-day period. Already, NATO asserted, the Olean system has proved its competitive advantage over the local movie theaters. Earlier this year, the association noted, an Olean theater exhibited the animated film "Charlotte's Web." On the same day the film opened, the cable system ran a full-page ad in the local newspaper announcing that "Charlotte's Web" would soon be available over the pay channel. "As a consequence of that ad," NATO said, "the film did not come close to realizing its financial potential and was in fact an economic disaster for the theater."

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

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

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

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

GE Cablevision may quit San Antonio

Recapture provision in '68 franchise is basis of disagreement; CPI-local group waits on sidelines

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

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

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

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

"We are studying our alternatives," Samuel Balenger, vice president of GE Cablevision, said. GE Cablevision officials met Sept. 7 with representatives of the parent General Electric Corp. And Mr. Balenger said last week the firm's present position is that "it would be difficult to recommend going ahead with the franchise." He said the prospect of operating under the present recapture provision presents a particular dilemma.

One local entity which hopes GE will pull out of San Antonio is the Bilingual, Bicultural Coalition on Mass Media, a Mexican-American citizen group that has been active in the franchise controversy since last November. The coalition two weeks ago delivered a list of recommendations to the city council, including a proposal to establish a citizens-advisory panel on cable which would have certain powers over the cable franchise, such as the freedom to file complaints, and which would be financed by 2% of the system's gross revenues.

There is interest in this area from at least one multiple-system operator. Communications Properties Inc., Austin, Tex., has agreed to form a joint venture with 13 local residents, four of whom are minority-group members, called San Antonio Cable Communications Inc. The new company is to be 80% owned by CPI (which has announced its intentions to merge with Viacom International) and 20% by the local group. However, CPI Vice President Benjamin Conroy said last week that the new firm will await GE's decision before it acts. "I think our posture at this point is, if GE indeed does elect to pull out, we're certainly interested." But, Mr. Conroy cautioned that his firm would also have reservations over the San Antonio's position on the recapture issue.

Meanwhile, other minority elements of San Antonio have been looking toward the GE situation as a possible catalyst for a community-controlled CATV system there. Bill Wallace, a local black leader, is reported to be making a trip to Washington to confer with officials of the Cablecommunications Resource Center, a black-oriented cable research firm, to explore the feasibility of minority-owned cable in San Antonio. Mr. Wallace is expected to file a report on his findings with the city council.

TVN to introduce news show for cable

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

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

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

Broadcast Journalism

RTNDA to seek solutions in Seattle

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

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

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

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

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

Other matters to be brought up during business sessions include a report by the freedom-of-information committee headed by Tom Frawley. The report will review efforts directed toward the enactment of both federal and state shield laws and RTNDA positions on the fairness doctrine and courtroom sketching. He will also recommend RTNDA support of the newsmen's privilege bill (H.R. 5928) pending before the House Judiciary Committee.

A major emphasis of the conference will be workshops—with 10 sessions on the agenda that will examine both the practical and theoretical aspects of news presentation. "How to" radio sessions will deal with formats, newsroom operations and preplanning for natural disasters while the TV workshops will focus on film and equipment, presentation of election returns and "showbiz" in the newscast. Issue-oriented workshops will take a look at the pro and con of press councils, handout newsfilms and tapes from government, objectivity vs. advocacy and self-censorship.

On Friday afternoon members will have an opportunity to participate in a unique "problem-solving" session. Working groups of eight or ten will tackle journalistic issues such as libel, fairness and personnel management, and propose solutions which will later be offered to the entire convention.

Breakfasts will be hosted during the convention by the Canadian division, networks, wire services and Sigma Delta Chi for their members. A Wednesday luncheon will feature Washington Governor Dan Evans while a Thursday luncheon has been planned in honor of Canadian RTNDA members.

The 1973 RTNDA awards will be presented at a Friday luncheon and the Paul White award will be made at a Friday evening banquet capping the convention.

The convention will be held at the Olympic hotel.

Women to analyze shield law

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

No politics found in ABC News break-in

The possibility that the burglary of an ABC newsman's office in Washington might have been related to Watergate-type activity has evaporated with the arrest by metropolitan police of two youths in connection with the break-in.

The 17- and 15-year-old boys were apprehended by an ABC security guard on the second floor of ABC's Washington office, on Saturday, Aug. 25, and turned over to police. The subsequent investigation turned up a number of items that ABC had reported missing from the third-floor office of correspondent Bill Gill in the earlier break-in (BROADCASTING, Aug. 27).

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

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

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

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

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

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

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

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

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

Finance

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

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

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

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

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

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

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

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

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

The analysis, prepared by Dennis B. McAlpine, said that "by the end of 1973 Teleprompter will have utilized the majority of its existing credit lines and interest coverage will be substantially reduced," and, "with profit under pressure, equity financing, in terms of dilution, will be costly."

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

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

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

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

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

As for the SEC inquiry, Teleprompter is withholding formal comment pending resolution of the situation. Representatives of the company, including Chairman Shafer and President William Bresnan, journeyed to Washington last Monday (Sept. 10) to confer with SEC staffers connected with the inquiry. One cable analyst queried by BROADCASTING last week cited the significance of the fact that the case has been assigned to commission's stock list division rather than the compliance arm, indicating that the concern in Washington is with accounting procedures rather than any unethical practices. "There have been some rumors that their accounting has been somewhat inaccurate," the observer stated, and "as soon as [the SEC] hear rumors of this sort, they have to react to it."

Mr. Shafer, contacted by BROADCASTING last week, downplayed the significance of the SEC inquiry. "The inquiry was purely based on statements made in our Sept. 4 release," the Teleprompter chairman claimed. "We are working closely with the SEC to satisfy any questions they might have and will issue a statement in conjunction with the SEC at the proper time."

Mr. Shafer denied two rumors with respect to Teleprompter's finances that were being widely circulated last week. One speculated that the SEC query was based on a presumption that Teleprompter's accounting procedures have not made adequate provision for depreciated assets. "That simply isn't true," Mr. Shafer said. Regarding the other, to the effect that Teleprompter is currently laying off a number of its employes in all areas of operation, Mr. Shafer commented: "What we are doing is streamlining our operations in connection with the cutback in construction. Our regions are all cooperating in this matter." But he emphasized that "streamlining" as opposed to "blanket dismissals" is the key phrase here. He said he did not know how many Teleprompter personnel are affected.

Teleprompter has stated that its cutback in construction is due to both the present record prime-interest rate and the fact that the rise in new subscribers has not sufficiently corresponded with the number of new homes passed by its cable. That statement led some industry figures to conclude that Teleprompter had moved too fast in the past, adhering to its belief that the procurement of subscribers is inevitable, and that emphasis should be placed on obtaining the physical plant to serve them as soon as possible.

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

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

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

While some cable observers have expressed fear that the Teleprompter cutback in construction is indicative of a trend for the entire industry, none of the MSO representatives contacted last week by BROADCASTING found this to be the case. "It hasn't really changed our plans. Ours were made much later than Teleprompter's" was the reaction of one, with which others concurred. "As far as we're concerned, we always have been a rather conservatively operated company with a planned rate of growth," said another. "Therefore, there's no chance that we would be making any cutback."

But the reaction was less optimistic as to how the present national economic crunch will affect cable's financing. "There may be some belt-tightening simply because of the economic situation," said one MSO representative, who added that cable's dilemma here is no different from that of any other industry that is dependent on substantial outside financing.

One of cable's major problems aside from the tight-money situation, some observers feel, is the fact that, in the absence of pay cable in many markets (and pay cable itself, they point out, is still a virtually untested commodity) many systems currently lack a salable product. "When you come right down to it," said one source, "there are an awful lot of cable systems that are not going to be viable for the next two or three years. They just don't have anything to sell in some markets."

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

Pay cable, of course, could be the answer. But even as cable entrepreneurs were easing their minds with that reality, other communications interests and particularly the National Association of Broadcasters and the National Association of Theater Owners last week were actively seeking government limitations that would quash the pay possibility in its infancy (see page 41).

What IBFM plans for New Orleans

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

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

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

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

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

Broadcasting's index of 143 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Sept. 12	Closing Wed. Sept. 5	Net change in week	% change in week	1973 High	1973 Low	Approx. Shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	28 3/4	29 3/8	- 5/8	- 2.12	31 1/2	21	17,029	489,583
ASI COMMUNICATIONS						.00	1 1/2	1	1,815	1,815
CAPITAL CITIES COMM.	CCB	N	44 1/4	47 1/2	- 3 1/4	- 6.84	62 1/2	35	7,074	313,024
CBS	CBS	N	30 1/4	30 1/2	- 1/4	- .81	52	30 1/4	28,315	856,528
CONCERT NETWORK		O	3/8	1/4	+ 1/8	+ 50.00	5/8	1/4	2,200	825
COX	COX	N	25	26 1/2	- 1 1/2	- 5.66	40 1/4	21 1/4	5,828	145,700
FEDERATED MEDIA		O	5	4 1/2	+ 1/2	+ 11.11	5	2	820	4,100
GROSS TELECASTING	GGG	A	13	13 3/8	- 3/8	- 2.80	18 3/8	12 1/2	800	10,400
LIN	LINB	O	6 1/8	6 1/8		.00	14 3/4	5 3/8	2,296	14,063
MOONEY	MOON	O	4 7/8	5 1/4	- 3/8	- 7.14	10 1/4	4 7/8	385	1,876
PACIFIC & SOUTHERN	PSOU	O	9 1/2	8 3/4	+ 3/4	+ 8.57	13 3/4	7	1,930	18,335
RAHALL	RAHL	O	5	5		.00	12 1/4	4 1/4	1,297	6,485
SCRIPPS-HOWARD	SCRP	O	18 1/4	17 1/2	+ 3/4	+ 4.28	21 1/4	17 1/2	2,589	47,249
STARR	SBG	M	11	12 7/8	- 1 7/8	- 14.56	24 1/2	9	1,166	12,826
STORER	SBK	N	19 5/8	22	- 2 3/8	- 10.79	44	15 7/8	4,391	86,173
TAFT	TFB	N	30 3/4	30 1/4	+ 1/2	+ 1.65	58 5/8	22	4,219	129,734
WHDH CORP.		O	23 1/2	21	+ 2 1/2	+ 11.90	24	14	589	13,841
WOODS COMM.		O	3/4	3/4		.00	1 5/8	3/4	292	219
								TOTAL	83,035	2,152,776
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	2 5/8	2 3/4	- 1/8	- 4.54	5 3/8	2 5/8	1,259	3,304
AVCO	AV	N	9 1/8	9 1/2	- 3/8	- 3.94	16	8	11,478	104,736
BARTELL MEDIA	BMC	A	1 3/4	1 1/2	+ 1/4	+ 16.66	3 1/2	1 3/8	2,257	3,949
CHRIS-CRAFT	CCN	N	4 1/8	4	+ 1/8	+ 3.12	6 5/8	3 5/8	4,161	17,164
COMBINED COMM.	CCA	A	24 3/8	23	+ 1 3/8	+ 5.97	44	15	3,439	83,825
COWLES	CWL	N	6 3/4	6 1/2	+ 1/4	+ 3.84	9 5/8	4 3/4	3,969	26,790
DUN & BRADSTREET	DNB	N	37 1/2	39 1/2	- 2	- 5.06	41 1/4	32 3/4	26,042	976,575
FAIRCHILD INDUSTRIES	FEN	N	5 5/8	5 5/8		.00	13 3/8	5 1/4	4,550	25,593
FUQUA	FQA	N	12 3/4	12 3/4		.00	20 3/8	9 1/2	9,741	124,197
GABLE INDUSTRIES	GBI	N	16 1/4	18 1/4	- 2	- 10.95	25	15	2,605	42,331
GENERAL TIRE	GY	N	19 1/8	19 1/2	- 3/8	- 1.92	28 3/4	17 3/8	20,663	395,179
GLOBETROTTER	GLBTA	O	5 1/8	5 1/8		.00	8 1/8	4 3/4	2,820	14,452
GRAY COMMUNICATIONS		O	9 1/2	10 1/2	- 1	- 9.52	12 7/8	9	475	4,512
HARTE-HANKS	HHN	N	10 1/2	10 5/8	- 1/8	- 1.17	29 1/4	8	4,335	45,517
JEFFERSON-PILOT	JP	N	34	33 7/8	+ 1/8	+ .36	34 7/8	27	24,068	818,312
KAISER INDUSTRIES	KI	A	6 3/4	7 3/8	- 5/8	- 8.47	7 3/8	4	27,487	185,537
KANSAS STATE NETWORK	KSN	O	4 5/8	4 5/8		.00	6 1/8	4 5/8	1,741	8,052
KINGSTIP	KTP	A	6 3/4	6 1/2	+ 1/4	+ 3.84	14 1/4	6 3/8	1,155	7,796
LAMB COMMUNICATIONS		P				.00	2 5/8	1 3/4	475	831
LEE ENTERPRISES	LNT	A	14 7/8	13	+ 1 7/8	+ 14.42	25	12 1/2	3,366	50,069
LIBERTY	LC	N	17 1/8	17	+ 1/8	+ .73	23 7/8	15 3/4	6,760	115,765
MCGRAW-HILL	MHP	N	9 1/8	9 1/8		.00	16 7/8	7 1/2	23,525	214,665
MEDIA GENERAL	MEG	A	34 7/8	34 3/4	+ 1/8	+ .35	43 1/2	31 3/4	3,546	123,666
MEREDITH	MDP	N	13	12 3/8	+ 5/8	+ 5.05	20 1/2	11 3/8	2,827	36,751
METROMEDIA	MET	N	13 1/2	13 1/8	+ 3/8	+ 2.85	32 1/4	11 1/8	6,517	87,979
MULTIMEDIA		O	20	20 1/4	- 1/4	- 1.23	30 1/4	18	4,388	87,760
OUTLET CO.	OTU	N	12	10 5/8	+ 1 3/8	+ 12.94	17 5/8	10 3/8	1,379	16,548
POST CORP.	POST	O	12	10	+ 2	+ 20.00	17	10	893	10,716
PSA	PSA	N	11 1/8	12 1/2	- 1 3/8	- 11.00	21 7/8	10 3/8	3,768	41,919
PUBCO CORP.	PBCO	O	1 3/4	1 3/4		.00	2	7/8	1,771	3,099
REEVES TELECOM	RBT	A	1 3/4	1 3/4		.00	3 1/4	1 1/2	2,376	4,158
RIDDER PUBLICATIONS	RPI	N	16 1/2	17	- 1/2	- 2.94	29 7/8	12 1/2	8,312	137,148
ROLLINS	ROL	N	22	24 1/4	- 2 1/4	- 9.27	36 1/2	14 1/4	13,372	294,184
RUST CRAFT	RUS	A	14	14 1/4	- 1/4	- 1.75	33 3/4	13 3/8	2,366	33,124
SAN JUAN RACING	SJR	N	16 3/8	15	+ 1 3/8	+ 9.16	23 3/4	14	2,153	35,255
SCHERING-PLOUGH	SGP	N	74 3/4	74 3/4		.00	87 5/8	71 3/4	52,590	3,931,102
SONDERLING	SDB	A	11 3/8	11 1/4	+ 1/8	+ 1.11	16 3/8	7 5/8	1,006	11,443
TECHNICAL OPERATIONS	TO	A	7 1/4	7 5/8	- 3/8	- 4.91	13 1/2	5 1/8	1,376	9,976
TIMES MIRROR CO.	TMC	N	18 3/8	18	+ 3/8	+ 2.08	25 7/8	16 1/2	31,145	572,289
TURNER COMM.		O		4 1/4		.00	6	4 1/4	1,486	6,315
WASHINGTON POST CO.	WPO	A	20 1/8	20 1/2	- 3/8	- 1.82	37	18 5/8	4,749	95,573
WOMETCO	WOM	N	11 1/8	11 1/8		.00	19 3/8	11	6,042	67,217
								TOTAL	338,433	8,875,373
Cablecasting										
AMECO	ACO	O	5/8	5/8		.00	3	5/8	1,200	750
AMERICAN ELECT. LABS	AELBA	O	1 3/4	1 3/4		.00	3 5/8	1 3/8	1,673	2,927
AMERICAN TV & COMM.	AMTV	O	25 1/2	26	- 1/2	- 1.92	39	21	2,859	72,904
ATHENA COMM.		O				.00	5 1/2	1	2,126	3,189
BURNUP & SIMS	BSIM	O	27	26 1/2	+ 1/2	+ 1.88	31 3/4	20 3/8	7,510	202,770
CABLECOM-GENERAL	CCG	A	3 1/4	3 3/8	- 1/8	- 3.70	8 7/8	3 1/4	2,498	8,118
CABLE FUNDING CORP.	CFUN	O	7 3/4	7 1/2	+ 1/4	+ 3.33	9 3/4	4 1/2	1,233	9,555
CABLE INFO. SYSTEMS		O				.00	2 1/2	1	663	663

	Stock symbol	Exch.	Closing Wed. Sept. 12	Closing Wed. Sept. 5	Net change in week	% change in week	1973 High	1973 Low	Approx. Shares out (000)	Total market capitalization (000)
CITIZENS FINANCIAL	CPN	A	4	4 3/8	- 3/8	- 8.57	9 1/2	3 7/8	2,676	10,704
COMCAST		O	3	3 1/4	- 1/4	- 7.69	5 3/8	3	1,280	3,840
COMMUNICATIONS PROP.	COMU	O	4	4 3/8	- 3/8	- 8.57	9 3/4	3 5/8	4,435	17,740
COX CABLE	CXC	A	16 3/4	18 3/4	- 2	- 10.66	31 3/4	16 3/4	3,560	59,630
ENTRON	ENT	O	1 1/8	1	+ 1/8	+ 12.50	9 1/4	1/4	1,358	1,527
GENERAL INSTRUMENT	GRL	N	20 1/8	21 1/8	- 1	- 4.73	29 1/2	13 1/4	6,790	136,648
GENERAL TELEVISION		O	3			.00	4 1/2	2 1/2	1,000	3,000
HERITAGE COMM.		O	8	7	+ 1	+ 14.28	17 1/2	7	345	2,760
LVO CABLE	LVOC	O	5 5/8	4 1/8	+ 1 1/2	+ 36.36	11 1/4	4	1,656	9,315
SCIENTIFIC-ATLANTA	SFA	A	9 3/8	9	+ 3/8	+ 4.16	15 3/8	6 1/4	917	8,596
STERLING	STER	O		2 3/8		.00	4 1/4	1 1/4	2,162	5,134
TELE-COMMUNICATIONS	TCOM	O	8 1/2	9 1/8	- 5/8	- 6.84	21	7 1/8	4,616	39,236
TELEPROMPTER	TP	N	9 5/8	9 1/8	+ 1/2	+ 5.47	34 1/2	8 3/4	16,482	158,639
TIME INC.	TL	N	37	38	- 1	- 2.63	63 1/4	29 1/2	7,298	270,026
TOCOM	TOCM	O	5 1/4	5 5/8	- 3/8	- 6.66	12 1/8	5 1/4	596	3,129
UA-COLUMBIA CABLE	UACC	O	7	7		.00	15	7	1,832	12,824
VIACOM	VIA	N	8	8		.00	20	8	3,851	30,808
VIKOA	VIK	A	4 1/8	4 3/8	- 1/4	- 5.71	9 1/8	4	2,591	10,687
								TOTAL	83,207	1,085,119
Programing										
COLUMBIA PICTURES	CPS	N	4 1/2	4 3/8	+ 1/8	+ 2.85	9 7/8	4 3/8	6,335	28,507
DISNEY	DIS	N	79 1/4	83 1/2	- 4 1/4	- 5.08	123 7/8	70 1/8	28,552	2,262,746
FILMWAYS	FWY	A	2 3/4	2 7/8	- 1/8	- 4.34	5 3/8	2 1/8	1,832	5,038
GULF + WESTERN	GW	N	25	24 3/8	+ 5/8	+ 2.56	35 3/4	21 3/8	16,385	409,625
MCA	MCA	N	25 5/8	25 5/8		.00	34 1/4	18 1/2	8,367	214,404
MGM	MGM	N	16 1/8	16 3/4	- 5/8	- 3.73	24	13 5/8	5,958	96,072
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE		O	3/4	3/4		.00	1 3/4	5/8	2,190	1,642
TELETRONICS INTL.		O	5 1/2	5	+ 1/2	+ 10.00	10 1/2	3 3/4	724	3,982
TRANSAMERICA	TA	N	11 7/8	11 7/8		.00	17 5/8	10 3/4	66,449	789,081
20TH CENTURY-FOX	TF	N	7 1/2	8 1/8	- 5/8	- 7.69	12 3/8	6 1/2	8,562	64,215
WALTER READE	WALT	O	7/8	7/8		.00	1 3/8	3/4	2,203	1,927
WARNER	WCI	N	12	12 1/8	- 1/8	- 1.03	39 1/8	10 3/4	17,064	204,768
WRATHER	WCO	A	6 7/8	8 5/8	- 1 3/4	- 20.28	16 5/8	6 7/8	2,229	15,324
								TOTAL	167,384	4,098,732
Service										
JOHN BLAIR	BJ	N	6 3/4	6 7/8	- 1/8	- 1.81	13	6 3/8	2,411	16,274
COMSAT	CQ	N	49 1/4	52 1/8	- 2 7/8	- 5.51	64 1/2	42 1/4	10,000	492,500
CREATIVE MANAGEMENT	CMA	A	6 3/8	6 7/8	- 1/2	- 7.27	9 1/2	4	1,056	6,732
DOYLE DANE BERNBACH	DOYL	O	13 1/4	12 1/2	+ 3/4	+ 6.00	23 1/2	12	1,884	24,963
ELKINS INSTITUTE	ELKN	O	5/8	5/8		.00	1 1/4	1/2	1,664	1,040
FOOTE CONE & BELDING	FCB	N	11 3/4	11 7/8	- 1/8	- 1.05	13 3/8	8 1/8	2,129	25,015
CLINTON E. FRANK		O	10 3/8	10 3/8		.00	11 1/2	5	720	7,470
GREY ADVERTISING	GREY	O	9 3/4	9	+ 3/4	+ 8.33	17 1/4	8 1/4	1,263	12,314
INTERPUBLIC GROUP	IPG	N	14 1/4	14 3/8	- 1/8	- .86	25 3/8	12 1/8	2,464	35,112
MARVIN JOSEPHSON	MRVN	O	10 1/2	10 1/2		.00	18 1/2	8	1,085	11,392
MCCAFFREY & MCCALL		O	7	7		.00	10 3/4	7	585	4,095
MCI COMMUNICATIONS	MCIC	O	5 5/8	5 3/8	+ 1/4	+ 4.65	8 3/4	4 5/8	12,825	72,140
MOVIELAB	MOV	A	1 1/2	1 1/4	+ 1/4	+ 20.00	1 7/8	1 1/8	1,407	2,110
MPO VIDEOTRONICS	MPO	A	2 5/8	2 3/4	- 1/8	- 4.54	4 7/8	2	540	1,417
NEEDHAM, HARPER	NDHMA	O	11	10 3/4	+ 1/4	+ 2.32	26 1/4	9	916	10,076
A. C. NIELSEN	NIELB	O	34 7/8	35 1/4	- 3/8	- 1.06	40 1/2	29 1/2	10,598	369,605
OGILVY & MATHER	OGIL	O	20 1/2	20 1/2		.00	32 1/2	14 1/2	1,777	36,428
PKL CO.	PKL	O		7/8		.00	2 5/8	3/4	778	680
J. WALTER THOMPSON	JWT	N	13 3/4	13 5/8	+ 1/8	+ .91	24 3/4	12 3/4	2,659	36,561
UNIVERSAL COMM.		O	2 1/4	2	+ 1/4	+ 12.50	12 1/4	2	715	1,608
WELLS, RICH, GREENE	WRG	N	11 1/2	12	- 1/2	- 4.16	21 1/8	9 1/2	1,568	18,032
								TOTAL	59,044	1,185,564
Electronics										
ADMIRAL	ADL	N	10 1/4	10 5/8	- 3/8	- 3.52	18	7 1/4	5,817	59,624
AMPEX	APX	N	4 1/2	4 3/4	- 1/4	- 5.26	6 7/8	3 1/4	10,878	48,951
CARTRIDGE TV†		O				.00	16 1/2	1 3/4	2,083	5,207
CCA ELECTRONICS	CCAE	O	1	1 1/4	- 1/4	- 20.00	3	1	881	881
COLLINS RADIO	CRI	N	25 1/4	25 1/8	+ 1/8	+ .49	25 7/8	15 1/4	2,968	74,942
COMPUTER EQUIPMENT	CEC	A	1 7/8	1 7/8		.00	2 7/8	1 7/8	2,366	4,436
CONRAC	CAX	N	14 1/2	15 3/4	- 1 1/4	- 7.93	31 7/8	14 1/4	1,261	18,284
GENERAL ELECTRIC	GE	N	56 5/8	59	- 2 3/8	- 4.02	75 7/8	55	182,348	10,325,455
HARRIS-INTERTYPE	HI	N	29 1/2	30 1/8	- 5/8	- 2.07	49 1/4	24 1/2	6,308	186,086
INTERNATIONAL VIDEO	IVCP	O	8 1/2	8 3/4	- 1/4	- 2.85	14 3/4	6	2,745	23,332
MAGNAVOX	MAG	N	10	11 1/8	- 1 1/8	- 10.11	29 5/8	8 5/8	17,806	178,060
3M	MMM	N	82 3/8	82 3/4	- 3/8	- .45	88 7/8	76 1/4	113,051	9,312,576
MOTOROLA	MOT	N	54 7/8	56 1/2	- 1 5/8	- 2.87	59	41 1/4	27,570	1,512,903
OAK INDUSTRIES	OEN	N	12 1/2	13 1/4	- 3/4	- 5.66	20 1/2	10 3/4	1,639	20,487
RCA	RCA	N	24 1/4	23 5/8	+ 5/8	+ 2.64	39 1/8	22 1/8	74,531	1,807,376
RSC INDUSTRIES	RSC	A	2 1/4	2 1/4		.00	2 1/4	1 3/8	3,458	7,780
SONY CORP	SNE	N	44 1/2	47 1/2	- 3	- 6.31	57 1/4	38 3/4	66,250	2,948,125
TEKTRONIX	TEK	N	45 3/4	42 5/8	+ 3 1/8	+ 7.33	53 7/8	29 7/8	8,162	373,411
TELEMATION	TIMT	O	2 5/8	2 3/4	- 1/8	- 4.54	4 3/4	2 5/8	1,050	2,756
TELEPRO INDUSTRIES		O	7/8	7/8		.00	2 1/2	7/8	1,717	1,502
WESTINGHOUSE	WX	N	32 1/4	34 3/8	- 2 1/8	- 6.18	47 3/8	31 1/8	88,595	2,857,188
ZENITH	ZE	N	33 1/8	34 3/4	- 1 5/8	- 4.67	56	33 1/8	19,043	630,799
								TOTAL	640,527	30,400,161
								GRAND TOTAL	1,371,630	47,797,725

	Closing Wed. Sept. 12	Closing Wed. Sept. 5	Net change in week
Standard & Poor's Industrial Average	115.58	117.56	−1.98

A-American Stock Exchange
M-Midwest Stock Exchange
† In bankruptcy proceeding

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

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

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.

Five domsat firms get FCC approval to head for space

Full range of satellite services promised by the chosen venturers

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

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

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

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

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

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

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

AT&T was authorized to build five earth stations for use in the satellite service it will lease from Comsat. But in authorizing a new Comsat subsidiary, Comsat General, to build four satellites—one to be held in reserve—and two tracking stations, the commission granted a waiver of its rules rather than the requested construction permits, because of concern over the financing arrangements provided for the new corporation.

The ASC proposal approved by the commission could lead to the initiation of television transmission by domestic satellite this year. It involves the construction of four earth stations—at New York, Chicago, Dallas, and Los Angeles—and leases of one year and less on two Canadian satellite transponders. And the commission authorization requires ASC to complete construction of the earth stations by next Dec. 1.

The interim ASC system will cost about $18 million, and is part of a three-stage program that involves the launching of three 12-transponder satellites and then 24-transponder birds for use with at least eight earth stations. ASC has already contracted to purchase its Phase II satellites from Hughes Aircraft Co. for some $25 million.

The RCA companies' agreement with Canada's Telesat involves the lease of a minimum of one transponder—about 600 one-way voice circuits—for $2.5 million for one year and a minimum of 300 hours of occasional television service at the rate of $800 per hour. The companies, which plan to provide service to Alaska as well as the contiguous 48 states, will build earth stations at New York, Los Angeles, San Francisco, and Juneau and Anchorage, both Alaska. The commission directed the companies to complete the earth stations within 18 months.

The RCA companies, which expect to invest about $10.3 million in the interim system, intend to use their own satellites in a second phase. They have applied to the commission for construction permits for four satellites. RCA Board Chairman Robert W. Sarnoff told a dinner meeting of business and civic leaders in Anchorage last week that RCA has earmarked an additional $100 million for its proposed satellite system.

The combined costs of the GTE and NSS proposals, which are interdependent, are estimated at more than $90 million—$52.3 million by GTE and $42 million by NSS. GTE's investment involves the construction of earth stations in Hawaii, California, Florida, Indiana, and Pennsylvania, to provide interstate message toll telephone service. Its private-line services will be provided only to the U.S. government. NSS's costs include tracking and control ground-equipment and launch services as well as the three satellites.

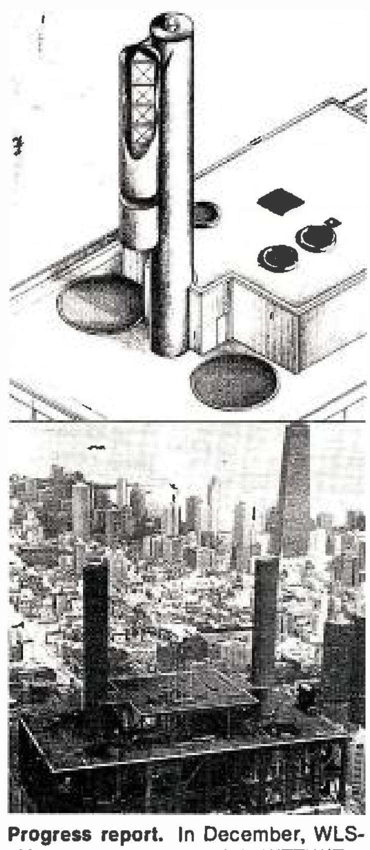
The commission authorization requires NSS to permit other independent program suppliers reasonable and nondiscriminatory access to the available program transmission capacity. It also set a 24-month deadline for construction of the satellites and the earth stations.

AT&T, barred by the commission for an initial period of up to three years from engaging in services in which it does not now have a monopoly—like private line, including television transmission—expects to spend $32 million on the earth stations it will build near Hawley, Pa.; at DeLuz, Calif., near Los Angeles; Hanover, Ill., near Chicago; Woodbury, Ga., near Atlanta; and Three Peaks, Calif., near San Francisco. The commission said AT&T is to complete construction within 18 months.

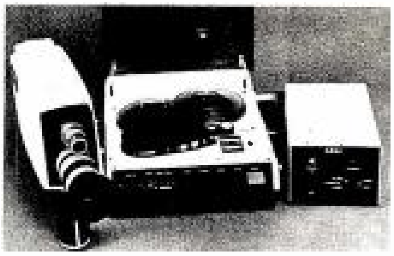
Comsat's proposal was the most expensive approved by the commission last week. It is expected to cost some $181 million, which includes $71.1 million for the three satellites and another $97.4 million for launch costs.

The hitch that developed in connection with Comsat's proposal grew out of the commission order requiring Comsat, the nation's link in the international communications satellite system, to establish a new corporation to engage in domestic satellite service, including that for which AT&T had contracted. The commission said financing arrangements for the new venture were unacceptable because all risks would be borne by Comsat.

But with the contract-expiration deadline hanging over it, the commission said it would temporarily waive the requirement for a construction permit so that construction of the satellites could proceed. However, it directed Comsat to submit a revised financing plan within 60 days.



Progress report. In December, WLS-TV and noncommercial WTTW(TV) Chicago will begin broadcasting from the top of the world's highest building, the 1,454-feet-high Sears tower. The stations' antennas, enclosed in radomes (see sketch), will be temporarily attached to one of the building's "chimneys," the 86-feet-high structures that will eventually serve as bases for permanent antenna masts. The structures are scheduled for completion in mid-1975.



Now in color. Akai America Ltd., Compton, Calif., will begin marketing this month this portable, color video-tape recorder-camera system that weighs 22 pounds. Akai has been marketing a portable quarter-inch system, but in monochrome. New unit will retail for $6,000.

Technical Briefs

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

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

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

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

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

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

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

No pegging. Auditronics Inc., Memphis, has announced new solid-state, dual-active program equalizer, model PEQ-82. Two independent equalizers are transformer-isolated and operate at levels from −20dbm to −4dbm. Circuits operate at unity gain with maximum output level of +24dbm and controls can be infinitely adjusted from −12 to +12 db simultaneously at each of four frequencies. Unit is priced at $325.

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

Music

Breaking In

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

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

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

"Redneck Friends" starts out high with a fuzz, slide-guitar intro and is a fast-moving country rocker. The record was released only two weeks ago and reports on airplay are scattered, mostly from the West.

Stations playing this new Jackson Browne single last week included: KYA(AM) San Francisco, KLIV(AM) San Jose, Calif., KDAY(AM) Santa Monica, Calif., KUDL(AM) Kansas City, Mo., WICE(AM) Providence, R.I., WCAR(AM) Detroit and KUPD(AM) Phoenix.

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

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

Continues on page 52

Tracking the "Playlist." Those nine bulleted records in the midchart positions last week promised an active chart this week. Seven records enter the top 40 positions this week and 13 records are bulleted. The new number-one record this week, replacing Stories' "Brother Louie" (two), is Marvin Gaye's "Let's Get It On." And "We're An American Band" by Grand Funk (seven) enters the top 10 for the first time, also Grand Kunk's first top-10 hit record. New to the top 40 this week are Art Garfunkel's "All I Know" (31), in only its second week ("Breaking In," Sept. 3), "Yes We Can Can" by the Pointer Sisters (32) ("Breaking In," Aug. 27), "Heartbeat, It's a Love Beat" by the DeFranco Family (33), "Freedom For the Stallion" by the Hues Corp. (34), "Theme from Cleopatra Jones" by Joe Simon (36), "Knockin' On Heaven's Door" by Bob Dylan (38) and "Rhapsody in Blue" by Deodato (40) ("Breaking In," Aug. 20). Two records new to the chart are bulleted: Ed Kendrick's "Keep on Truckin' " (47) and Cheech and Chong's "Basketball Jones" (60). Four other records are also new this week: "We May Never Pass This Way Again" by Seals & Crofts (68), "Paper Roses," a country song by a new Osmond sibling, Marie (71), "Rubber Bullets" by 10 C.C. (73) and "Space Race" by Billy Preston (75) (see "Breaking In," p. 49).

The Broadcasting Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears. • Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
3	1	**Let's Get It On** (3:58) Marvin Gaye—Tamla	1	3	1	2
1	2	**Brother Louie** (3:55) Stories—Kama Sutra	2	5	4	1
4	3	**Delta Dawn** (3:08) Helen Reddy—Capitol	3	4	2	4
7	4	**My Sweet Gypsy Rose** (2:51) Dawn—Bell	6	1	3	7
6	5	**Touch Me in the Morning** (3:51) Diana Ross—Motown	5	2	5	6
5	6	**Loves Me Like a Rock** (3:32) Paul Simon—Columbia	4	6	6	5
14	7	**We're an American Band** (3:25) Grand Funk—Capitol	10	7	8	3
2	8	**Live and Let Die** (3:10) Paul McCartney and Wings—Apple	7	8	7	11
9	9	**Half Breed** (2:42) Cher—MCA	9	10	11	10
8	10	**The Morning After** (2:14) Maureen McGovern—20th Century	8	9	12	13
19	11	**Higher Ground** (3:10) Stevie Wonder—Tamla	14	12	9	8
13	12	**Feelin' Stronger Every Day** (4:13) Chicago—Columbia	12	11	13	12
11	13	**Saturday Night's Alright for Fighting** (4:55) Elton John—MCA	16	14	10	9
10	14	**Get Down** (2:38) Gilbert O'Sullivan—Mam	13	13	16	19
29 •	15	**Here I Am** (4:10) Al Green—Hi	11	17	22	21
16	16	**My Maria** (2:32) B. W. Stevenson—RCA	15	15	15	20
17	17	**Ramblin' Man** (3:36) Allman Brothers—Capricorn	19	16	14	14
26	18	**That Lady** (3:09) Isley Brothers—T-Neck	17	23	17	18
15	19	**Gypsy Man** (5:22) War—United Artists	20	20	21	16
23	20	**Uneasy Rider** (3:53) Charlie Daniels—Kama Sutra	18	18	23	22
20	21	**Monster Mash** (3:00) Bobby Boris Pickett—Parrot	22	22	19	23
25	22	**China Grove** (3:14) Doobie Brothers—Warner Bros.	26	21	18	15
18	23	**Bad Bad Leroy Brown** (3:02) Jim Croce—ABC/Dunhill	21	19	24	25
24	24	**Free Ride** (3:05) Edgar Winter Group—Epic	30	24	20	17
12	25	**I Believe in You** (3:58) Johnnie Taylor—Stax	25	25	25	26
35	26	**Angie** (4:30) Rolling Stones—Rolling Stones Records	27	26	27	24
22	27	**If You Want Me To Stay** (2:58) Sly and the Family Stone—Epic	24	27	28	27
30	28	**Jimmy Loves Maryann** (3:25) Looking Glass—Epic	23	29	26	28
37	29	**In the Midnight Hour** (3:14) Cross Country—Atco	29	28	29	29
21	30	**Are You Man Enough** (3:24) Four Tops—ABC/Dunhill	28	30	30	31
75 •	31	**All I Know** (3:48) Art Garfunkel—Columbia	31	31	31	30

Over-all rank			Rank by day parts			
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p
47	• 32	**Yes We Can Can** (3:55) Pointer Sisters—Blue Thumb	37	32	32	32
41	33	**Heartbeat, It's a Love Beat** (2:59) DeFranco Family—20th Century	36	34	33	33
45	• 34	**Freedom for the Stallion** (3:45) Hues Corp.—RCA	32	33	35	38
38	35	**Angel** (3:34) Aretha Franklin—Atlantic	33	35	41	44
44	36	**Theme from Cleopatra Jones** (3:45) Joe Simon—Spring	44	36	36	35
31	37	**Believe in Humanity** (3:22) Carole King—Ode	35	44	39	42
58	• 38	**Knockin' on Heaven's Door** (2:28) Bob Dylan—Columbia	38	38	40	43
40	39	**Ghetto Child** (3:47) Spinners—Atlantic	48	39	37	34
42	40	**Rhapsody In Blue** (3:45) Deodato—CTI	42	42	38	41
56	• 41	**You Got Me Anyway** (2:53) Sutherland Brothers and Quiver—Capitol	43	40	45	37
60	• 42	**Rocky Mountain Way** (3:39) Joe Walsh—ABC/Dunhill	59	47	34	36
61	• 43	**Let Me In** (3:38) Osmonds—MGM	45	41	44	40
52	44	**Summer (The First Time)** (4:37) Bobby Goldsboro—United Artists	40	37	50	49
39	45	**Young Love** (2:18) Donny Osmond—MGM	34	51	43	45
27	46	**The Hurt** (4:16) Cat Stevens—A & M	39	45	48	51
—	• 47	**Keep on Truckin'** (3:21) Eddie Kendricks—Tamla	62	43	42	39
34	48	**How Can I Tell Her** (3:59) Lobo—Big Tree	41	46	49	46
50	49	**Muskrat Love** (3:03) America—Warner Brothers	46	53	47	57
32	50	**Sweet Charlie Babe** (2:38) Jackie Moore—Atlantic	47	54	51	53
64	• 51	**Ashes to Ashes** (3:30) Fifth Dimension—Bell	52	50	57	55
59	52	**Loving Arms** (2:50) Dobie Gray—MCA	53	49	58	52
53	53	**That's Why You Remember** (2:12) Kenny Karen—Big Tree	57	48	59	47
68	• 54	**Sister James** (2:53) Nino Tempo & the 5th Ave Sax—A & M	55	55	56	54
46	55	**Yesterday Once More** (3:50) Carpenters—A & M	51	52	53	69
33	56	**A Million to One** (2:38) Donny Osmond—MGM	50	56	60	56
36	57	**Diamond Girl** (3:29) Seals and Crofts—Warner Bros.	49	59	54	62
28	58	**Smoke on the Water** (3:48) Deep Purple—Warner Bros.	71	63	46	50
48	59	**Shambala** (3:27) Three Dog Night—ABC/Dunhill	54	60	52	64
—	• 60	**Basketball Jones** (4:04) Cheech & Chong—Ode	65	70	55	48
57	61	**Why Me** (3:25) Kris Kristofferson—Monument	60	57	64	58
55	62	**Everyone's Agreed** (3:12) Stealers Wheel—A & M	58	64	63	60
70	63	**Get It Together** (2:47) Jackson Five—Motown	64	67	62	59
—	• 64	**Behind Closed Doors** (2:55) Charlie Rich—Epic	56	66	66	70
63	65	**The Last Thing on My Mind** (3:31) Neil Diamond—MCA	67	58	61	*
67	66	**Evil** (3:09) Earth, Wind & Fire—Columbia	63	65	71	63
54	67	**Bongo Rock** (2:36) Incredible Bongo Band—Pride	61	72	67	68
69	68	**You've Never Been This Far Before** (2:56) Conway Twitty—MCA	66	61	73	73

continues on next page

Over-all rank: Last week	This week	Title (length) Artist—label	Rank by day parts: 6-10a	10a-3p	3-7p	7-12p
—	69	**We May Never Pass This Way Again** (3:50) Seals & Crofts—Warner Bros.	67	71	65	*
62	70	**Show Biz Kids** (3:59) Steely Dan—ABC/Dunhill	*	62	*	61
—	71	**Paper Roses** (2:39) Marie Osmond—MGM	*	68	68	75
71	72	**I've Got So Much To Give** (3:27) Barry White—20th Century	69	75	70	72
—	73	**Rubber Bullets** (3:50) 10 C.C.—U.K.	73	74	*	67
72	74	**Just Don't Want To Be Lonely** (2:55) Ronnie Dyson—Columbia	72	*	74	*
—	75	**Space Race** (3:21) Billy Preston—A & M	70	*	72	*

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

All I Know (31), Angel (35), Angie (26), Are You Man Enough (30), Ashes to Ashes (51), Bad Bad Leroy Brown (23), Basketball Jones (60), Behind Closed Doors 64), Believe in Humanity (37), Bongo Rock (67), Brother Louie (2), China Grove (22), Delta Dawn (3), Diamond Girl (57), Everyone's Agreed (62), Evil (66), Feelin' Stronger Every Day (12), Free Ride (24), Freedom for the Stallion (34), Get Down (14), Get It Together (63), Ghetto Child (39), Gypsy Man (19), Half Breed (9), Heartbeat, It's a Love Beat (33), Here I Am (15), Higher Ground (11), How Can I Tell Her (48), The Hurt (46), I Believe In You (25), If You Want Me To Stay (27), I've Got So Much To Give (72), In the Midnight Hour (29), Jimmy Loves Maryann (28), Just Don't Want To Be Lonely (74), Keep on Truckin' (47), Knockin' on Heaven's Ooor (38), The Last Thing on My Mind (65), Let Me In (43), Let's Get It On (1), Live and Let Die (8), Loves Me Like a Rock (6), Loving Arms (52), A Million to One (56), Monster Mash (21), The Morning After (10), Muskrat Love (49), My Maria (16), My Sweet Gypsy Rose (4), Paper Roses (71), Rambin' Man (17), Rhapsody In Blue (40), Rocky Mountain Way (42), Rubber Bullets (73), Saturday Night's Alright for Fighting (13), Shambala (59), Show Biz Kids (70), Sister James (54), Smoke on the Water (58), Space Race (75), Summer (The First Time) (44), Sweet Charlie Babe (50), That Lady (18), That's Why You Remember (53), Theme from Cleopatra Jones (36), Touch Me in the Morning (5), Uneasy Rider (20), We May Never Pass This Way Again (69), We're an American Band (7), Why Me (61), Yes We Can (32), Yesterday Once More (55), You Got Me Anyway (41), You've Never Been This Far Before (68), Yuong Love (45).

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

From page 50

- MAKE MY LIFE A LITTLE BIT BRIGHTER, Chester (Bell).
- MIDNIGHT TRAIN TO GEORGIA, Gladys Knight & the Pips (Buddah).
- MR. SKIN, Spirit (Epic).
- NOBODY WANTS YOU, Bobby Womack (United Artists).
- NUTBUSH CITY LIMITS, Ike and Tina Turner (United Artists).
- OUTLAW MAN, Eagles (Asylum).
- THE PEACEMAKER, Albert Hammond (Mums).
- SHADY LADY, Shepstone & Dibbens (Buddah).
- SMALL, SMALL WORLD, Mike Curb Congregation (MGM).
- STONED OUT OF MY MIND, Chi-Lites (Brunswick).
- SUCH A NIGHT, Dr. John (Atco).
- THEY'RE COMING TO TAKE ME AWAY, Napoleon IV (Warner Bros.).
- THIS TIME IT'S REAL, Tower of Power (Warner Bros.).
- TO KNOW YOU IS TO LOVE YOU, B. B. King (ABC/Dunhill).
- TONIGHT, Raspberries (Capitol).
- TOUCH OF MAGIC, James Leroy (Janus).
- TWISTIN' THE NIGHT AWAY, Rod Stewart (Mercury).
- WALKING ON BACK, Edward Bear (Capitol).
- WEST COAST WOMAN, Painter (Elektra).
- WOMAN FROM TOKYO, Deep Purple (Warner Brothers).
- YOU'RE THE BEST THING THAT EVER HAPPENED TO ME, Ray Price (Columbia).

Music Briefs

Country tops. Watermark Inc., Hollywood, announces syndication of new three-hour radio music series, *American Country Countdown*, with RCA recording artist Don Bowman as host. Top-40 country music hits will be featured as well as commentary on hits and artists who wrote or recorded them. New show said to have been sold to 50 radio stations so far. Watermark also syndicates *American Top 40* radio series, now on 225 stations.

Listen back. Music from fifties and sixties is featured on *American #1 Music*, weekly, three-hour syndicated radio program hosted by Chicago radio personality Bill Bailey. Program is offered by Number One Productions, 70 West Burton Place, Suite 705, Chicago 60611.

To produce. Lee Abrams and Sonny Fox announce formation of Abrams/Fox, Chicago-based radio programing firm for FM's. Mr. Abrams will specialize in music and audience research; Mr. Fox will be involved in production and image control. Two East Oak, Chicago 60611.

'Country schoolin'.' What is billed as first college curriculum dedicated to study of country music, is being offered by Claremore Junior College, Claremore, Okla., beginning this fall. Chief adviser and guest lecturer will be Hank Thompson, country singer and songwriter. School will award associate of arts degrees in either of two areas of emphasis: artist major, for those interested in performing, or business major for those interested in publishing, booking agencies and management. Course offerings include technical aspects of stage and television performance and production, contemporary American music, and history of country music. Contact: *Larry Fowler, dean of information and development, Claremore Junior College, College Hill, Claremore, Okla. 74017.*

Mobile DJ charged in extortion scheme

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

Maynard H. Williams, afternoon-drive personality on WGOK, along with a local club owner, the operator of a local chain of drug stores and the auditorium manager were named in an indictment dated Aug. 17. The four were partners in Soul Productions Inc. and were charged with shaking down performers, their managers and booking agents in exchange for favorable dates at the auditorium and to prevent the obstruction of radio and placard advertising, as well as organized boycotts and picketing of the performances. Artists reportedly threatened, as stated in the indictment, were Isaac Hayes, the Staple Singers, Joe Simon, the Jackson Five, Al Green, Curtis Mayfield and James Brown. The alleged extortion scheme took place from mid-1970 through last February.

Additional indictments were also handed down against the four on charges of conspiracy to manufacture and distribute heroin. All pleaded not guilty at a Sept. 5 arraignment and were released on bail. No trial date has been set.

MGM Records' Curb quits

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

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

Fates & Fortunes®

Media

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

James H. Manion, general sales manager, WEHT(TV) Evansville, Ind., named general manager.


Mr. Kilcrease

Clarence E. Kilcrease, former program director, WVOL(AM) Berry Hill (Nashville), Tenn., named VP and general manager.

LaRue M. (Bud) Courson, production manager, National Association of Broadcasters, promoted to special projects manager, with primary responsibility for arrangements for conventions and meetings.

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

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

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

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

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

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

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

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

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

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

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

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

Broadcast Advertising


Mr. Zagrecki


Mr. Kennedy

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

John A. Powers, president, McCann-Erickson, New York, resigns to become chairman and executive officer of United Vintners Inc., San Francisco, subsidiary of Heublein Inc., an M-E client.

One of the B's in CBS. Albert H. Bryant (l) tried to stop Bill Paley at the door when the latter came around to buy what is now the Columbia Broadcasting System. Now, retiring as director of office services after 46 years service, Mr. Bryant receives a brass "B" from the chairman of the board who got past him. The letter came from the old CBS headquarters at 485 Madison Avenue in New York. It is mounted on a piece of black granite from the new building, at 51 West 52d Street.

Robert J. Duffy, former senior VP and eastern regional sales manager, Robert E. Eastman Co., New York, joins Henry I. Christal Co., New York, in newly created post of VP-general sales manager.

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

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

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

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

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

Alan P. Gross, copy supervisor, Leo Burnett, Chicago, appointed associate creative director. **Walter M. Maes,** art supervisor, named senior art director. **Barbara J. Fallon, F. Nelson Howard** and **Robert A. Simon,** copywriters, appointed copy supervisors there.

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

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

Dick Brown, New York lion manager, Tele-Rep, appointed general sales manager, lion group. **Jerry Puccio,** New York tiger manager, named general sales manager, tiger group. **Len Tronick,** wildcat group manager, appointed director of sales development there. **Doug Barker.** Detroit office manager, Tele-Rep, named Midwest manager.

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

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

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

Earl McNulty and **David Romano,**

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

Programing

Frank Furino, executive producer, Diamond P Enterprises, Hollywood, radio program syndication and distribution firm, named executive VP. **Merrill Barr,** sales manager, Diamond P, named senior VP with headquarters in Hollywood.

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

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

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

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

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

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

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

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

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

Broadcast Journalism

Mitchell Krauss, CBS News correspondent, named correspondent for economics, finance, business and labor, CBS News.

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

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

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

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

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

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

Michael Buchanan, reporter with United Press International, named reporter, WTOP-TV Washington.

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

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

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

Cablecasting

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

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

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

Equipment & Engineering

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

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

Carmen D'Elio, chief engineer, Warner Cable Corp., New York, appointed director of operations of its Gridtronics Inc., New York, subsidiary.

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

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

Allied Fields

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

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

Pierre Megroz, VP-marketing and research, Henry I. Christal Co., named VP-television sales, Arbitron. American Research Bureau, New York.

Robert S. Kniffin, account executive, C. E. Hooper Inc., Mamaroneck, N.Y.-based audience research firm, appointed sales manager.

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

Deaths


Mr. Harrington

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

Francis Colt de Wolf, 78, State Department telecommunications chief for 20 years, died Sept. 9 of apparent heart attack. A lawyer, Mr. de Wolf entered legal staff of State Department early in his career. He served on secretariat of League of Nations in early 1930's and later returned to State Department on telecommunications staff. In 1944 he was named chief of telecommunications there and retained that position until retirement in 1964. He is survived by two sons.

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

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

For the Record®

As compiled by BROADCASTING Sept. 4 through Sept. 10, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary CARS—community antenna relay station. CH— critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. 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.

New TV stations

Final actions

■ Detroit—FCC denied request by Association of Maximum Service Telecasters Inc. for reconsideration of May 31 grant of application of W.G.P.R. Inc., for CP for new UHF to operate on ch. 62 at Detroit. Action Sept. 6.

■ *Boonville, Miss.—Mississipi Authority for Educational Television. Broadcast Bureau granted UHF ch. 12 (204-210 mhz); ERP 44.7 kw vis., 8.91 aur. HAAT 750 ft.; ant. height above ground 574 ft. P.O. address Drawer 1101, Jackson, Miss. 39205. Estimated construction cost $423,651; first-year operating cost $90,000; revenue none. Geographic coordinates 34° 40' 00" north lat.; 88° 45' 05" west long. Type trans. G.E. TT-515-D. Type ant. G.E. TY 70-R. Legal counsel Schwartz & Woods, Washington; consulting engineer David J. Wilson, assistant director of engineering, Mississippi Authority for Educational Television. Principals: Forrest L. Morris is acting executive director of Mississippi Authority for Educational T.V. Action Aug. 27.

Initial decision

■ Demopolis, Ala.—Administrative Law Judge Chester F. Naumowicz Jr., in initial decision, proposed grant of applications by the Alabama Educational Television Commission for UHF ch. 41 (632-638 mhz); ERP 447 kw vis., 44.7 kw aur. HAAT 1080 ft.; ant. height above ground 999 ft. P.O. address 2101 Magnolia Avenue, Birmingham, Ala. 35205. Estimated construction cost $388,035; revenue none. Geographic coordinates 32° 22' 01" north lat.; 87° 52' 03" west long. Type trans. General Electric TT-57B. Type ant. G.E. TY-106D. Consulting engineer General Electric Co., Syracuse, N.Y. Principals: Raymond D. Hurlbert is general manager of Alabama Educational Television Commission (Doc. 19430). Ann. Aug. 22.

Action on motion

■ Administrative Law Judge Forest L. McClenning in Anaheim, Calif. (Orange County Broadcasting Co. et al.), TV proceeding, denied request by Golden Orange Broadcasting Co. for postponement of hearing date (Docs. 18295, 18297-8, 18300). Action Aug. 23.

Rulemaking actions

■ Ann Arbor, Mich.—FCC amended TV table of assignments to assign channel 31 to Ann Arbor as first commercial television ch. in community (Doc. 19718). In order to make assignment, commission exchanged ch. 28 for ch. 31 at Flint; ch. 38 for ch. 22 at Mount Clemens; ch. 46 for ch. 44 at Port Huron; and ch. 45 for ch. 42 at Saginaw, all Michigan. Educational ch. 58 is already assigned at Ann Arbor. Changes were proposed in rulemaking notice adopted April 4 in response to petition by Wolverine-Morningstar Broadcasting Inc., for assignment of ch. 29 to Ann Arbor. Action Sept. 6.

■ Myrtle Beach, S.C.—FCC, in response to petition by Greater Myrtle Beach Television Corp., proposed amendment of TV table of assignments by assigning ch. 43 to Myrtle Beach (RM-2153). Action Sept. 6.

Call letter action

■ Gulfshore Television Corp., Naples, Fla.—Granted WEVU(TV).

Existing TV stations

Final actions

■ WISH-TV Indianapolis—FCC, in response to request by Indiana Broadcasting Corp., redesignated hours between 7 and 11 p.m. Eastern time, as prime time for WISH-TV Indianapolis, for period between Sept. 10 and Oct. 28. Action Sept. 6.

■ Boston—FCC granted request by Boston Broadcasters Inc., permittee of WCVB-TV Boston, for declaratory ruling that it be substituted for WHDH-TV Boston on cable TV list of significantly viewed signals. Action Sept. 6.

■ *WOUC-TV Cambridge, Ohio—Broadcast Bureau rescinded Aug. 16 action which granted license covering permit for new noncommercial UHF (BLET-338). Action Aug. 29.

■ WCPO-TV Cincinnati—FCC denied petition by Penny Manes, Democratic party nominee for congress in 2d congressional district of Ohio in 1972 election, for reconsideration of Nov. 1, 1972, action denying her fairness doctrine complaint against WCPO-TV Cincinnati. Action Sept. 6.

■ FCC denied request of National Football League Players Association for ruling on certain provisions in network-National Football League contracts as to selection, approval and removal of TV sports announcers. Action Sept. 6.

Initial decision

■ Montgomery, Birmingham, et al., all Alabama—Administrative Law Judge Chester F. Naumowicz Jr. in initial decision, proposed grant of applications by Alabama Educational Television Commission for renewal of licenses for following educational television stations: *(WAIQ(TV) Montgomery, *WBIQ(TV) Birmingham, *WCIQ(TV) Mt. Chesha State Park, *WDIQ(TV) Dozier, *WEIQ(TV) Mobile, *WFIQ(TV) Florence, *WGIQ(TV) Louisville and *WHIQ(TV) Huntsville, all Alabama (Docs. 19422-19430). Ann. Aug. 22.

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, denied petition by Southern to amend application with respect to other stock interests held by one of its stockholders, without prejudice to subsequent refiling with complete information required; by separate action granted petition by Furniture City to amend application to reflect transfer by Herman W. Bernard to his children of his interest in Springfield Development Co. and transfer by Mrs. W. H. Slane to her children and grandchildren of her interest in Slane Hosiery Mills Inc. (Docs. 18906-7). Action Aug. 8.

■ Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.), TV proceeding, denied petition to dismiss filed by Birmingham Broadcasting Co. directed to application of Birmingham Television Corp. (WBMG[TV]) and by separate action denied request of Chapman for consent to appeal interlocutory ruling for petition to amend Chapman application (Docs. 15461, 16761, 16758). Action Aug. 30.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted motion by WPIX(TV) to amend application to reflect release of opinion of U.S. District Court in civil action affecting its parent organization and others; in separate action, granted motion by Forum to amend application to reflect exercise of option agreement which may affect broadcast interest of stockholder (Docs. 18711-2). Action Aug. 6.

Call letter application

■ KORN-TV Mitchell, S.D.—Seeks KXON-TV.

Call letter action

■ *KLGC(TV) Eagle Butte, S.D.—Granted *KPSD-TV.

New AM stations

Applications

■ Buffalo, Ky.—Lincoln Broadcasting Co. Seeks 1430 khz, 500 w. P.O. address Box 63, Hodgenville, Ky. 42748. Estimated construction cost $27,778; first-year operating cost $31,470; revenue $60,000. Principles: Joseph A. Myers, Joseph R. Jones and James L. Jones (each 33⅓%). Messrs. Jones own and operate supermarkets in Bradnenburg and Elizabethtown, both Kentucky. Mr. Myers has worked as engineer for several radio stations in Pennsylvania. Ann. Sept. 6.

■ BuenaVista, Va.—WANV Inc. Seeks 1270 khz, 1 kw. P.O. address Box 97, Waynesboro, Va. 22980. Estimated construction cost $50,000; first-year operating cost $50,000; revenue none. Principals: Mr. Robert Rogers, president, et al (100%). WANV Inc. is licensee of WANV(AM Waynesboro, Va. Ann. Sept. 4.

Actions on motions

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, on request of parties extended to Sept. 24 time in which to file proposed findings of fact and to Oct. 9 time in which to file replies (Doc. 18888). Action Aug. 24.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Blackstone, Va. (Blackstone Broadcasting Corp.), AM and FM proceeding, on request of Broadcast Bureau scheduled hearing for Aug. 31 (Docs. 19774-5). Action Aug. 29.

■ Administrative Law Judge James F. Tierney in Yabuccoa, Puerto Rico (Lucas Tomas Muniz and James Calderon), AM proceeding, granted *nunc pro tunc* petition by James Calderon to amend application concerned with ascertainment of community problems (Docs. 19056-7). Action Aug. 21.

Call letter applications

■ Robert Cowan Wagner, Pineville, La.—Seeks KPAL.

■ Angel M. Rivera, Barceloneta, Puerto Rico—Seeks WENA.

Summary of broadcasting

According to the FCC, as of Aug. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,368	4	18	4,390	46	4,436
Commercial FM	2,417	0	41	2,450	123	2,581
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	189	0	3	192	42	245
Total commercial TV	694	1	9	704	49	765
Educational FM	590	0	21	611	82	693
Educational TV-VHF	87	0	4	91	3	95
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	8	238

* *Special temporary authorization.*

Call letter actions

▪ Collier Broadcasting Co., Marco Island, Fla.—Granted WRGI.

▪ Bay Broadcasting Corp., Bay St. Louis, Miss.—Granted WPUP.

Existing AM stations

Applications

▪ KDHI Twenty-nine Palms, Calif.—Seeks CP to change ant.-trans. site to Northwest corner of intersection of California Highway 62 and Montanya Road and change main studio location to 73464 Didsbury Road, Twenty-nine Palms; operate trans. by remote control from studio location. Ann. Sept. 4.

▪ WYZE Atlanta—Seeks CP to change ant.-trans. site to northeast of Woodcliffe Drive and Wildwood Road, Atlanta, and decrease ant. height to 166 ft. Ann. Sept. 4.

▪ WSWG Greenwood, Miss.—Seeks CP to change trans. site to 1.5 miles east of city limits on Browning Road, Greenwood. Ann. Sept. 6.

▪ WEGA Vega Baja, Puerto Rico—Seeks CP to change hours of operation from D to U with 500 w, DA-2; main studio location changed to RTZ RM 39 H1, Vega Baja. Ann. Sept. 4.

Final actions

▪ KPSE(AM) San Diego and KPSA(AM) Los Angeles—FCC affirmed staff actions of June 22 and 26 which granted applications of PSA Broadcasting Inc., licensee, to change call letters of KPSE(AM) to KEZL(AM) and KPSA(AM) to KEZM(AM). Motion for stay and application for review by KEZY Radio Inc., licensee of KEZY-AM-FM Anaheim, Calif., requesting reversal of staff actions were denied. Action Sept. 6.

▪ WPRT-AM-FM Prestonsburg, Ky.—Broadcast Bureau rescinded grant of applications for renewal of licenses. Action Aug. 30.

▪ KDOV Medford, Ore.—FCC denied reconsideration of decision released May 24, 1972 denying application for renewal of license of KDOV(AM) Medford and dismissing application for transfer of control of station from Medford Broadcasters Inc.; to W. H. Hansen (Docs. 18349-51). Action Sept. 6.

▪ WGCB Red Lion and WXUR Media, both Pennsylvania—FCC denied application by WGCB and WXUR for review of June 8 ruling of Broadcast Bureau that stations did not meet obligations under personal attack rule following Jan. 27, 1972 broadcast "Life Line" program. Action Sept. 7.

Initial decisions

▪ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBB], AM proceeding, on request of Carrollton extended until Sept. 4 and Sept. 18 respectively, dates for filing proposed findings of fact and conclusions of law and replies thereto (Docs. 19636-7). Action Aug. 9.

▪ Administrative Law Judge David I. Kraushaar in Carrollton, Ga. (Radio Carrollton and Faulkner Radio Inc. [WLBB]), AM proceeding, on request of Broadcast Bureau extended to Sept. 18 time in which to file proposed findings of fact and conclusions of law and to Oct. 2 time in which to file replies (Docs. 19636-7). Action Aug. 28.

▪ Administrative Law Judge David I. Kraushaar in Columbia, S.C. (WOIC Inc.), AM proceeding, granted petition by WOIC to amend application to report contract for sale of WOIC(AM) Columbia (Doc. 19674). Action Aug. 28.

▪ Chief, Office of Opinions and Review, in Indianapolis (Star Stations of Indiana Inc., renewal of license proceeding for WIFE-AM-FM Indianapolis et al., granted request by Indianapolis Broadcasting Inc. and extended to Sept. 17 time in which to file reply exceptions to initial decision and supplemental initial decision (Docs. 19122-25). Action Aug. 28.

Call letter application

▪ KGUD Santa Barbara, Calif.—Seeks KTYD.

Call letter actions

▪ KHFH Sierra Vista, Ariz.—Granted KTAN.

▪ KBVM Lancaster, Calif.—Granted KKZZ.

▪ WBYG Savannah, Ga.—Granted WQQT.

▪ WHIL Medford, Mass.—Granted WWEL.

▪ WHER Memphis—Granted WWEE.

New FM stations

Applications

▪ Breckenridge, Colo.—Breckenridge Broadcasting Co. Seeks 102.3 mhz, 3 kw. HAAT 230 ft. P.O. address Box 37, Breckenridge 80424. Estimated construction cost $50.500; first-year operating cost $62,580; revenue $40,000. Principals: Robert A. Theobald (40%) and Robin G. Theobald (60%). Mr. Robert A. Theobald is Breckenridge attorney. Messrs. Theobald have real estate and other business interests in Breckenridge. Ann. Aug. 28.

▪ Waynesboro, Ga.—Burke Broadcasting Corp. Seeks 100.9 mhz, 3 kw. HAAT 300 ft. P.O. address Suite 3, Johnson Building, Augusta, Ga. 30904. Estimated construction cost $36,387; first-year operating cost $50,224; revenue $69,000. Principals: James H. Drew III, Christopher G. Nicholson, Robert L. Hunnicutt Jr. and Hubert F. Roberts (each 25%). Mr. Hunnicutt is vice-president of J. B. Broadcasting of Augusta Ltd., licensee of WRDW(AM) Augusta, WEBB(AM) Baltimore and WJBE(AM) Knoxille, Tenn. Mr. Drew has restaurant motel and other business interests in Georgia. Mr. Roberts is chief engineer at WRDW(AM) Augusta and Mr. Nicholson is student. Ann. Aug. 31.

▪ Chicago—Board of Trustees of University of Illinois. Seeks 88.1 mhz, 10 w. HAAT 350 ft. P.O. address 601 South Morgan Street, Box 4348, Chicago 60680. Estimated construction cost $6,500; first-year operating cost $70,000; revenue none. Principals: Earl M. Hughes is president, Board of Trustees of University of Illinois. Ann. Aug. 31.

▪ Chicago—Illinois Institute of Technology. Seeks 88.9 mhz, 10 w. HAAT 257 ft. P.O. address 3300 South Federal Street, Chicago 60616. Estimated construction cost $3,850; first-year operating cost $3,500; revenue none. Principals: Robert J. Bonthron is dean of students at Illinois Institute of Technology. Ann. Aug. 31.

▪ Brookhaven, Miss.—Wilhelmina G. Miller. Seeks 92.1 mhz, 3 kw. HAAT 300 ft. P.O. address Box 202, Route 1, Brookhaven 39601. Estimated construction cost $37,000; first-year operating cost $44,770; revenue $45,000. Principals: Mrs. Miller operates cattle and dairy farm with husband at Brookhaven. Ann. Sept. 4.

▪ Brownwood, Tex.—Brown County Broadcasting Co. Seeks 101.5 mhz, 100 kw. HAAT 489 ft. P.O. address Box 280, Brownwood 76801. Estimated construction cost $73,495; first-year operating cost $19,700; revenue $30,000. Principals: William Jamar Jr. (50.5%) and Jane Ellen Jamar (49.5%). Jamars own KBWD(AM) Brownwood and KXOL-AM-FM Fort Worth. Mr. Jamar also has 17.5% interest in KSNY (AM) Snyder, Tex. Ann. Aug. 28.

▪ Laramie, Wyo.—Rocky Mountain Broadcasting Corp. Seeks 96.1 mhz, 25 kw. HAAT 147 ft. P.O. address 2118 19th Avenue, Greeley, Colo. 80631. Estimated construction cost $43,772; first-year operating cost $32,165; revenue none. Principals: LeRoy Wolfe (40%), Howard Lundblade Sr. (20%) and Marcia Hildebrand (20%) et al. Mr. Wolfe owns hairdressing salon at Greeley. Mrs. Hildebrand is employe of U.S. Department of Agriculture at Tempe, Ariz. and Mr. Lundblade is retired. Ann. Sept. 4.

Final actions

▪ Searcy, Ark.—Initial decision released July 10, proposing grant of application of Horne Industries Inc., for new FM on ch. 257A, 99 mhz, at Searcy, became effective Aug. 29 in accordance with rules (Doc. 18989). Ann. Sept. 5.

▪ Ogallala, Neb.—FCC denied petition for rule making filed by Ogallala Broadcasting Co., licensee of KOGA(AM) Ogallala for assignment of FM channel 224A to Ogallala (RM-1970). Ogallala Broadcasting and Industrial Business Corporation, which opposed petition, have competing applications in hearing, each seeking use of ch. 228A, only FM ch. now assigned to Ogallala. Action Sept. 6.

▪ Dallas—Agape Broadcasting Foundation Inc. Broadcast Bureau granted 90.9 mhz, 41 kw. HAAT 461 ft. P.O. address 3520 Cedar Springs, Dallas 75219. Estimated construction cost $9,550; first-year operating cost $23,062; revenue none. Principals: Dennis Gross is president of non-profit Agape Broadcasting Foundation Inc. Action Aug. 24.

▪ El Paso—KHEY Inc. FCC granted 96.3 mhz, 59 kw, HAAT 225 ft. P.O. address 2419 North Piedras Street, El Paso 79930. Estimated construction cost $59,955; first-year operating cost $48,000; revenue $50,000. Principals: Jim R. Phillips (60%), Charles B. Jordan Jr. (25%) et al. Mr. Phillips is general manager and owns 51% of KHEY(AM) El Paso. He also has minority interest in KPUR(AM) Amarillo, Tex. Mr. Jordan is president and manager and owns 33⅓% of KPUR. He also has minority interest in KHEY (BPH-8156). Action Sept. 6.

Actions on motions

▪ Administrative Law Judge Frederick W. Denniston in Grandview and Sunnyside, both Washington (Prosser-Grandview Broadcasters Inc. and Bennett Broadcasting Co.), FM proceeding, granted joint request for approval of agreement by applicants; approved agreement; authorized reimbursement of $1,623.29 by Bennett Broadcasting to Prosser-Grandview; granted application of Bennett Broadcasting for new FM at Grandview on 96.7 mhz, 3 kw. HAAT 85 ft. P.O. address 638 Decatur, Sunnyside 98944. Esitmated construction cost $17,800; first-year operating cost $3,600; revenue $5,000. Principals: Don G. Bennett (100%). Mr. Bennett owns KREW(AM) Sunnyside (Docs. 19655-6). Action Aug. 23.

▪ Administrative Law Judge John H. Conlin in Winchester, Ky. (WWKY Inc. and Clark Communications Co.), FM proceding, granted petition by Clark to amend application by further clarifying certain information affecting financial qualifications of certain principals (Docs. 19748-9). Action Aug. 29.

▪ Administrative Law Judge Basil P. Cooper in Albuquerque, N.M. (ZIA Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, corrected contents page of July 31 hearing to reflect fact that certain ZIA exhibits were offered in evidence and that administrative law judge sustained objections to said exhibits; proposed findings if fact and conclusions of law are to be filed on or before Oct. 5 and reply findings on or before Oct. 29; closed record in proceeding (Docs. 19178-9). Action Aug. 30.

▪ Administrative Law Judge William Jensen in Williamson and Matewan, W. Va. (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, rescheduled further prehearing conference for Sept. 19 (Docs. 18456-7). Action Aug. 28.

▪ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, granted joint petition for approval of agreement filed by Duncan Broadcasting Co. and William S. Hagara; approved agreement; dismissed application of Hagara with prejudice; and retained in hearing application of Duncan Broadcasting Co. (Docs. 19651-2). Action Aug. 30.

▪ Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.). FM proceeding, rescheduled evidentiary hearing for Oct. 30 (Docs. 19709-10). Action Aug. 29.

▪ Administrative Law Judge James F. Tierney in Oklahoma City (All American Broadcasting Corp.), FM proceding, set certain procedural dates; scheduled hearing for Sept. 18 (Doc. 18954). Action Aug. 7.

▪ Chief, Office of Opinions and Review, in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted motion by Fine Arts and extended through Aug. 31 time in which to file opposition to application for review filed by Resort Broadcasting Co. (Docs. 18956, 18958). Action Aug. 30.

▪ Chief, Office of Opinion and Review, in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, granted petition by Lexington County Broadcasters and extended from July 27 to July 30, time in which to file application for review of review board memorandum opinion and order (Docs. 19568-9). Action Aug. 9.

Other action

▪ Review board in Sacramento, Calif. (Royce International Broadcasting and Intercast Inc.), FM proceeding, denied petition by Edward Royce Stolz II to add legal qualifications and other issues

Professional Cards

Service Directory

against Intercast Inc. in proceeding involving applications of Intercast and Royce International for new FM to operate on ch. 293, at Sacramento (Docs. 19515, 19516, 19611). Action Sept. 4.

Rulemaking petitions

■ St. Helena, Calif.—Young Radio Inc. seeks amendment of FM table of assignments to assign ch. 269A to St. Helena. Ann. Sept. 7.

■ Aguada, Puerto Rico—Aurio Matos seeks amendment of FM table of assignments to assign ch. 288A to Aguada. Ann. Sept. 7.

Rulemaking actions

■ Melbourne, Fla.—FCC, in rulemaking notice, proposed amendment of FM table of assignments by assignment of ch. 292A to Melbourne, as third FM channel in city (RM-2013). Action was in response to petition by Radio Melbourne Inc., licensee of WMEL(AM) Melbourne. Action Sept. 6.

■ East Moline, Ill.—FCC amended FM table of assignments with assignment of class B ch. 267 to East Moline (Doc. 19762). Action Sept. 6.

■ Columbus, Ind.—FCC amended FM table of assignments with assignment of ch. 285A to Columbus (Doc. 19764). Assignment was proposed in rulemaking notice adopted June 6 in response to petition by Rush County Broadcasting Co. Action Sept 6.

■ Yorktown, Va.—FCC amended FM table of assignments with assignment of class B ch. 231 to Yorktown as first commercial assignment there (Doc. 19698). Assignment was proposed in rulemaking notice adopted March 2 in response to request by William H. Eacho Jr. and William Schwartz. Action Sept. 6.

Call letter applications

■ Taconite Broadcasting Co., Ishpeming, Mich.—Seeks WMQT(FM).

■ Cecil W. and James R. Roberts, Chillicothe, Mo.—Seeks KCHI-FM.

■ B.B.C. Inc., Reno—Seeks KRNO(FM).

Call letter actions

■ Capital Community Broadcasting Inc., Juneau, Alaska—Granted *KTOO(FM).

■ Sterling Radio & T.V. Inc., Sterling, Colo.—Granted KIAG(FM).

■ Brannen and Brannen, Key West, Fla.—Granted WIAB(FM).

■ Spokane Student Broadcast Enterprise, Spokane, Wash.—Granted *KMSI-FM.

■ Four Star Broadcasters Inc., Keyser, W. Va.—Granted WKLP-FM.

Existing FM stations

Call letter application

■ WQUD(FM) Rossville, Ga.—Seeks WOWE(FM).

Call letter actions

■ KSVA(FM) Sierra Vista, Ariz.—Granted KTAN-FM.

■ KVOY-FM Yuma, Ariz.—Granted KJOK(FM).

■ KKEE(FM) San Francisco—Granted KFRC-FM.

■ KTYD(FM) Santa Barbara, Calif. — Granted KTYD-FM.

■ KVML-FM Sonora, Calif.—Granted KROG(FM).

■ WSEB-FM Sebring, Fla.—Granted WSKP-FM.

■ KGMB-FM Honolulu—Granted KGMQ(FM).

■ WPRS-FM Paris, Ill.—Granted WACF(FM).

■ WFXM(FM) Jackson, Miss.—Granted WLIN-(FM).

■ KDNA(FM) St. Louis—Granted KEZK(FM).

■ KFRN-FM Brownwood, Tex.—Granted KLSN-(FM).

■ KBOC(FM) Ogden, Utah—Granted KQPD(FM).

■ WVNY(FM) Burlington, Vt.—Granted WEZF-(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: KFMV(FM) Magnolia and KNEA(FM) Jonesboro, both Arkansas; WBLO-(AM) Evergreen, Ala.; WBRT(AM) Bardstown, Ken.; WGNS(AM) Murfreesboro, Tenn.; WHOD-AM-FM Jackson, Ala.; WIFN(FM) Franklin, Ind.; WIRV(AM) Irvine, Ken.; WJOB(AM) Hammond, Ind.; WKOA(AM)-WKOF(FM) Hopkinsville, Ken.; WLIJ(AM) Shelbyville and WMQM(AM) Memphis, Tenn.; WMST-AM-FM Mt. Sterling, Ken.; WQYK(AM) Tampa, WQYK-FM St. Petersburg, both Florida; WULA-AM-FM Eufaula, Ala.; WVOL(AM) Berry Hill, Tenn.; WWHC(FM) Hartford City, Ind.; WYTM-FM Fayetteville, Tenn.; WYWY(AM) Barbourville, Ken. and WFPR(AM) Hammond, La. Actions Aug. 31.

■ Broadcast Bureau granted renewal of license for international station KGEI(AM) Belmont, Calif. Action Aug. 31.

Modification of CP's, all stations

■ K11FI Meeker, Wilson Oil Camp and rural areas, all Colorado—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Mar. 2, 1974 (BMPTTV-789). Action Aug. 30.

■ K05BZ Piceance Creek area and White River Canyon, both Colorado—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Mar. 2, 1973 (BMPTTV-788). Action Aug. 30.

■ K13LZ McGill and Ely, both Nevada—Broadcast Bureau granted mod. of CP to change type of trans. of VHF translator; make changes in ant. system; correct trans. location; change input (BMPTTV-782). Action Aug. 30.

Other action, all services

■ FCC, in combined inquiry and rulemaking notice, proposed extension of formal ascertainment requirements, currently applicable only to commercial broadcast applicants, to educational broadcast applicants (RM-1851, 1874). Action Sept. 6.

Ownership changes

Application

■ WENK(AM) Union City, Tenn.—Seeks assignment of license from Union City Broadcasting Co. to WENK of Union City Inc. for $626,000. Sellers: National Bank of Commerce of Jackson, Tenn. as trustee of estate of late Aaron B. Robinson (70%), Harold L. Simpson (20%) and Frank M. Davis (10%). Grant contingent on pending assignment of Mr. Robinson's estate to National Bank of Commerce. Late Mr. Robinson and Messrs. Simpson and Davis also own WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris, WDXI(AM) Jackson and WDXN(AM) Clarkesburg, all Tennessee. and WCMA(AM) Corinth, Miss. Buyers: James L. Rippy Jr., William P. Burnett Jr., E. B. Tanner, Robert G. Terrell, Garland Bennett (each 15%) et al. Group has various independent business interests in Union City. Ann. Sept. 6.

Actions

■ KALN(AM) Iola, Kan. — Broadcast Bureau granted assignment of license from Lloyde C. McKenney tr/as Iola Broadcasting Co. to Iola Broadcasting Inc. for $135,000. Seller: Lloyde C. McKinney (100%). Mr. McKenney owns KRMO(AM) Monnet, Mo. He also has 50% interest in KBHM-(AM) Branson, Mo. and 25% interest in KMDO-(AM) Fort Scott, Kan. Buyers: Michael P. Russell (40%), Howard B. Chapman (34.8%) and Robert B. Cole (25.2%). Mr. Russell is field representative for New York chemical manufacturer, Messrs. Cole and Chapman have management and real estate interests in Houston (BAE-7926). Action Aug. 31.

■ WFPR(AM) Hammond, La.—Broadcast Bureau granted transfer of control of Airweb Inc. from Robert, Katherine and Richard Boeker (as group, 66⅔% before, none after) to John A. Chauvin (33⅓% before, 100% after). Consideration: $327,-725. Principal: Mr. Chauvin is manager of WFPR. (BTC-7113). Action Aug. 31.

■ KWKC(AM) Abilene, Tex.—Broadcast Bureau granted 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 (BAL-7914, BALRE-2529). Action Aug. 31.

■ KCAN(AM) Canyon, Tex. — Broadcast Bureau granted assignment of license from Courtesy Broadcasting Inc. to Palo Duro Broadcasting Co. for $80,000. Sellers: Wesley E. Ninemire, president, et al. Buyers: Ernest Coker Jr. (75%) and Joe W. Cooper (25%). Mr. Coker is attorney with Coker, Field & Moxcey in Conroe, Tex. Mr. Cooper is station manager of KRGV(AM) Weslaco, Tex. (BAL-7905). Action Aug. 29.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Sept. 4 (stations listed are TV signals proposed for carriage):

■ Quincy Community TV Association Inc., Box 834, 81 Bradley Street, Quincy 95971 proposes for Quincy (CAC 2986), to add KVIE Sacramento, KGSC-TV San Jose, KGO-TV and KBHK-TV, both San Francisco, all California.

■ Teleprompter Corp., 1087 Monroe Street, Santa Clara, Calif. 95050 proposes for Santa Clara (CAC-2965), to add KMST Monterey, Calif.

■ Clearview Cable TV, Box 311, Panama City, Fla. 32401 proposes for Tallahassee (CAC-2989), Panama City (CAC-2990), Callaway (CAC 2991), Parker (CAC-2992), Springfield (CAC-2993) and Cedar Grove (CAC-2994), all Florida, to add WDTB-TV Panama City.

■ Communication Properties Inc., Box 666, Cordele, Ga. 31015 proposes for Cordele (CAC-2980) and Vienna (CAC-2981), both Georgia, to add: WTCG Atlanta.

■ Multi-Pix of Idaho Inc., Box 309, Burley, Idaho 83318 proposes for Burley (CAC-2982), Heyburn (CAC-2983), Rupert (CAC-2984) and Paul (CAC-2985), all Idaho, to add KPTO Pocatello, Idaho.

■ Full V.U. Television, 1029 North Fourth Street, Vincennes, Ind. 47591 proposes for Knox county, unincorporated parts surrounding Vincennes (CAC-2987), to add WIIL-TV Terre Haute, Ind.

■ Crawfordsville Community Cable Corp., 112 South Washington Street, Crawfordsville, Ind. 47933 proposes for Crawfordsville (CAC-2979), to add WIIL Terre Haute, Ind.

■ Teleprompter of Portsmouth Inc., 2748 Scioto Trail Portsmouth, Ohio 45662 proposes for unincorporated area of Greenup county (CAC-1085) and South Shore (CAC-2087), both Kentucky, to add WKMR Morehead, Ky.

■ Cable TV Inc., 1031 West Patterson Street, Kalamazoo, Mich. 49007 proposes for White Pigeon (CAC-2966) and Constantine (CAC-2967), both Michigan, to add WGVC-TV and WZZM-TV, Grand Rapids and WUHQ-TV Battle Creek, both Michigan and WSNS-TV Chicago.

■ See-Mor Cable TV of New Madrid Inc., 217 Tanner, Box 983, Sikeston, Mo. 63801 proposes for New Madrid (CAC-2961), Howardville (CAC-2962), Lilbourn (CAC-2963) and Marston(CAC-2964), all Missouri, to add KPLR-TV and KDNL-TV, both St. Louis.

■ Long Island Cablevision Corp. of Riverhead; Route 58 and Osprey Avenue, Riverhead, N.Y. 11901 proposes for Aquebogue (CAC-2971), Riverhead (CAC-2972), Calverton (CAC-2973), Jamesport (CAC-2974), South Jamesport (CAC-2975), Laurel (CAC-2976), Flanders (CAC-2977) and Mattituck (CAC-2978), all New York, to add WABC-TV New York.

■ Pocono CATV Inc., 217 East Ninth Street, Hazelton, Pa. proposes for East Side borough (CAC-2968), Dennison Township (CAC-2969) and Kidder Township (CAC-2970), all Pennsylvania, WDAU-TV, WNEP-TV and WVIA-TV, all Scranton, WBRE-TV Wilkes-Barre, and WPHL-TV Philadelphia, all Pa.; WOR-TV and WPIX, both New York.

■ Community Television of Utah Inc., 1251 Wilmington Avenue, Salt Lake City 84106 proposes for Utah county, unincorporated areas (CAC-2960), KUTV, KSL-TV, KCPX-TV and KUED-TV, all Salt Lake City, and KBYU-TV Provo, both Utah; KWGN-TV Denver; KTXL-TV and KMUV-TV, both Sacramento, Calif.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Jackson Community Antenna Inc., Jackson, Tenn. (CAC-1513); Storer Cable Communications Inc., Camilla (CAC-1629) and Pelham (CAC-1630, both Georgia; Gladewater Cable Television Inc., Gladewater, Tex. (CAC-1683); Central California Communications Corp., Capitola (CAC-1723) and Watsonville (CAC-1724), both California; Blue Ridge Cable Television Inc., Pocono Township, Pa. (CAC-1755); Paragould Cablevision Inc. Paragould (CAC-1764) and Center Hill (CAC-1765), both Arkansas; Bootheel Video Inc., Caruthersville (CAC-1766) and Hayti (CAC-1767), both Missouri; Mount Cities TV Cable Inc., Mount Vernon (CAC-1768) and Mount Pleasant (CAC-1763), both Texas; Northeast Texas Video Inc., Pittsburg, Tex. (CAC-1770); Outer Banks Video Inc., Manteo, N.C. (CAC-2382) and Metro Cable Co., Loves Park, Ill. (CAC-2523). Action Aug. 30.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Lake County Cable TV Inc. (CAC-1057) and Gary Communication Group Inc. (CAC-1547), both Gary, Ind. Actions Sept. 6.

■ Perris, Calif.—FCC denied petition by Video Communications Inc., operator of cable TV system at Perris, requesting that Riverside Cable Corp., competing operator in same community, be directed to show cause why it should not be ordered to cease and desist cable/television operations (CSC-37). Action Sept. 6.

Action on motion

■ Administrative Law Judge Ernest Nash in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), order to cease and desist, dismissed request by Service Electric for condition that it be reimbursed for expenses; granted motion by WBRE-TV Wilkes-Barre, Pa. to cancel hearing and close record; closed record; ordered that parties file proposed findings of fact and conclusions of law on or before Sept. 11 and that parties may file replies to proposed findings and conclusions on or before Sept. 25 (Doc. 19321). Action Aug. 9.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Excellent future for a bright, creative, production-talented individual who knows station operation, modern-day programing techniques, how to direct people, and who sincerely expects to eventually earn a top management opportunity. Send tape and resume R-U-S-H. Equal Opportunity Employer. Box J-17, BROADCASTING.

New AM radio, Boulder Colorado, now hiring sales manager with station management potential; news director; program staff. Salaries plus incentives. Send confidential resume to Box J-175, BROADCASTING.

Help Wanted Sales

50 KW Northeast has established list for knowledgeable professional. Box J-127 BROADCASTING.

Successful medium market MOR-AM needs aggressive experienced salesman with proven track record. Opportunity to become sales manager. Commissions and benefits. Box J-164, BROADCASTING.

Country oriented salesman. Work small market in fast growing area. Adding FM soon. Not looking for snow bird. Possible investment opportunity. We'll send complete details by return mail. Write WAPR, P.O. Box 1390, Avon Park, Fla. 33825.

WBUD-Trenton needs local retail sales manager—No desk jockey—Call Theresa Rose at 609-882-7193.

Experienced Radio Time Salesman. Highest Family Income County in USA, Montgomery County, suburb of Washington, D.C. Write WDON, Wheaton, Md. 20902 or call 301-946-0900 for interview.

Experienced, aggressive, competent Radio Sales Person to handle northeastern Wisconsin, including Green Bay area for new expanded WDOR AM & FM. Contact Ed Allen, Jr., for personal interview, 414-743-4411.

Illinois: WSMI AM-FM Litchfield. Immediate. Sales and light news as branch manager city of 5000.

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

Help wanted radio sales: Top pay, fringes, and stability for successful, hardworking radio sales professional, with experience in New England. Call WINF 203-646-1230, Mr. Charnas. A lifetime opportunity at a great station.

Help Wanted Announcers

Southeastern medium market, NBC affiliate with MOR up-tempo format seeks black announcer to handle late afternoon traffic MOR format. Excellent salary for right man. All tapes and resumes returned. Box J-48. BROADCASTING.

This could be the best move you'll ever make. If you've got experience, a smooth, tight approach and like night shifts with contemporary and gold music, send a non-returnable tape, resume, salary needed, and picture. We're in the greatest section of New England. Single preferred. Write Box J-119, BROADCASTING.

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

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

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

New England: Leading adult music station would like to 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 J-157, BROADCASTING.

Wanted: Announcer who can read . . . prefer experienced 1st class ticket man. MOR operation in West. Good pay, possibility of sales. Box J-162, BROADCASTING.

We need a good sounding announcer who knows how to use a production studio. He will be our morning man and will enjoy working with one of the most unusual automation systems in the country. Sales or news writing experience is helpful. We're a 5000 watt modern country station in Virginia. Send tape and resume. E.O.E. Box J-163, BROADCASTING.

Help Wanted Announcers Continued

Experienced announcer with first ticket, Program Director and assistant to General Manager potential. AM-FM operation, small market with gigantic opportunity. Send complete resume, at once. Box J-166, BROADCASTING.

Adult Contemporary in Central Florida needs a professional with at least three years experience in announcing and producion. Tape, resume, salary requirements, and picture. Box J-174, BROADCASTING.

Top Montana station needs experienced announcer in lively MOR-CW format. Must have adult voice with friendly warm natural delivery, aggressive 5 KW. Extra benefits. Salary open. Send tape and resume to Darrell Luebbe, KSEN Radio, Shelby, Montana 59474.

"WBBO, Augusta, Georgia, top rated adult rocker, has an opening for a personality announcer. Excellent working conditions at a team operation. Send non-returnable tape and resum o Harley Drew, Box 1443, 30903. Minority applications encouraged."

Top rated 5 KW Contemporary Station is looking for early nite 7 p.m. to 12 mid. Personality with first phone. Contact Bob Dayton, WCOG Radio, Greensboro, N.C. 919-299-0346.

Personality plus morning man for Michigan Top 40. Immediate opening for enthusiastic production pro with mature voice. Top pay. growth potential for responsible, community-minded individual. Rush tape, photo, resume to Rick Belcher. WIBM, Box 1450, Jackson, MI 49204 or call 517-787-1450.

Announcer, MOR strong personality with production skills. Greater Hartford. Career opportunity with full fringe benefits. Community-oriented CBS Network Station in Top 50 market. Send aircheck and resume. WINF Radio, Manchester, CN. 06040. An Equal Opportunity Employer.

Needed yesterday night time personality country pro. Production ability a must adult voiced and approach. Tape resume-picture to WITL Radio, Dave Donahue. Box 1010. Lansing, Michigan 48903.

WNDB. Daytona Beach, Fla. needs an alive First Phone man for MOR afternoon drive. Tapes and resumes to: P.O. Box 712, Daytona Beach, Fla. 32017.

"Newsman. Immediate opening for experienced man. Gathering, writing, editing, and on the air work. Salary negotiable. Contact Emanuel Minton II. WNOO radio, Chattanooga, Tennessee. 1-615-698-8618. Equal opportunity employer.

Michigan MOR CBS affiliate has an immediate opening for an experienced, reliable drive time announcer. 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, Box 1945, Saginaw, MI 48604. or call 517-753-4456.

Milwaukee recording studio. Looking? Need audition tape. Low hourly rate. Broadcast Performance 463-1900.

A pool of on-the-air talent helps make finding a job easier. Broadcasters helping broadcasters. 814-734-5418.

Help Wanted Technical

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

Chief Engineer for 5kw directional in border Mid-Atlantic State. Good equipment. Good salary and working conditions. E.O.E. Send resume and references. Box J-61. BROADCASTING.

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

Engineer/Announcer needed immediately for a clean AM/FM operation in South Carolina. Must be dependable and sober. Looking for good combo man who wants to settle and become a part of good permanent staff. Send resume to Box J-80, BROADCASTING.

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

Experienced engineer. WKEU, Box 1001, Griffin, Ga. 404-227-5507. Equal Opportunity Employer.

KGMR AM-FM, top rated station in Honolulu. Hawaii, needs a professional, take charge Chief Engineer. Good salary and working conditions. Send resume and salary requirements in confidence to William Clark, Heftel Broadcasting Corp., 3101 North Federal Highway, Fort Lauderdale, Fla. 33306. An Equal Opportunity Employer.

Help Wanted Technical Continued

Class four major market radio looking for chief engineer. Station is remote operated. Applicants must be well versed a studio and transmitter maintenance. Tell all with your response to Box 1430 Miami Post Office, Florida. Station is located in Florida. Equal Opportunity Employer.

Radio Chief AM-FM, Stereo, capable of complete maintenance. Phone Dick Hardin at 609-882-7191.

Wanted—Traffic or operations person to install BCS Computerized Traffic Systems in major stations throughout the country. No data processing experience is necessary but would be advantageous. Must have experience in sales service, traffic or operations and be able to travel. Salary commensurate with experience with excellent company benefits and all expenses while traveling. Send resume to: BCS, c/o Mr. Jack Finlayson, Post Office Box 7463, Colorado Springs, Colorado 80933. An Equal Opportunity Employer Male/Female.

Help Wanted News

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

News Director, good head and strong delivery for adult contemporary mid-east A.M. staion. 100,000 marke. Salary negotiable. Box J-165, BROADCASTING.

WOBM; Toms River, N.J. needs a full time newscaster for our very aggressive 24 hour local news operation. Must have 3rd endorsed. Call Bill Huf, 201-269-0927. Equal Opportunity Employer. Some of our best references have worked for us.

Mr. News, We Need You. Immediate opening for news director who can do it all in the morning. Duties include daily interview show. If you're a pro with a mature voice, writing ability, and real desire to get involved in the community, rush tape, photo, resume to John Casey, WIBM, Box 1450, Jackson, MI 49204 or call 517-787-1450.

We want a lot for $9,100. We want a reporter for our news and public affairs unit who has a genuine interest in national, international and state affairs, the ability to write, edit, and air newscasts in a mature, unaffected manner, plus the ability to produre features for magazine programs. During part of the year, this individual will serve fulltime as a legislative reporter. We want a journalist. We will consider people with light experience who show real promise but this is not a job for somebody who thinks traffic accidents and gas station robberies are big news. Some TV possible. WOI is one of America's most-listened-to public radio stations. An Equal Opportunity Employer. Send resume, tape and photo to Mr. Phil Morgan, News Director, WOI, Iowa State University, Ames, Iowa 50010.

We have an opening for a news pro. Must collect, write, and air news. College degree desirable. Can be five-day work week. Starting salary $160.00. Contact Ken Patch at 617-874-5610.

Help Wanted Production

Creative copywriter with ability to announce. Large Northeastern station. No beginners. Box J-128 BROADCASTING.

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

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

Production Director needed for AM-FM in Midwestern medium market. Must be able to write, voice, and produce. If you're creative and detail oriented, send tape, copy, and resume. An Equal Opportunity Employer. Box J-170, BROADCASTING.

Programer / Morning Communicator / Production Ace, Successful cross/country station with laid back philosophy needs help with creative refinement. Middle size—no hassle metro market. Enjoy your work. Write Box J-176, BROADCASTING.

5th Major Market, Group-owned, oldies-powerhouse. needs a #1 production voice. Detroit. E.O.E. Send tape, resume: Tom Miles, WHNE, 1120 Rankin, Troy, MI 48084.

Help Wanted Production Continued

My production director may be leaving for another job. If he stops playing golf in the halls he may even have the chance to leave on his own. In the meantime, I can't stand the job and need a person who can knock 'em dead. Only award winners need apply. Resumes, tapes, funny saying and sincere letters to: Jeff Kaye, WKBW Radio, 1430 Main Street, Buffalo, New York 14209. WKBW is an E.O.E. M/F.

I need a person who can write copy that sells, who can do simple production, who can plan ahead and schedule his/her time carefully, who can get along with people and keep cool under pressure, who can keep track of a thousand details, and who can type. If this extraordinary persons will contact Ray Hellkamp at WROW in Albany, New York, we've got a job for you. An Equal Opportunity Employer.

Situations Wanted Management

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Only GM position considered. Box G-275, BROADCASTING.

Looking for management with group ownership, experienced in all phases. Former owner of Broadcast properties. Box H-87, BROADCASTING.

Att: Los Angeles Radio—Dynamic sales personality desires Local or National Sales Management position with strong promotional-minded Radio outlet . . . excellent credentials, references . . . highly knowledgeable and motivating . . . PROFIT BY ME NOW! Box J-95, BROADCASTING.

Broadcaster mid 30's. Strong sales and management oriented. Self starter. Financially stable. Will consider sizable investment. Excellent track record. East or Southeast. Minimum $24,000. Box J-103, BROADCASTING.

Don't sell your station because of mismanagement until you discover how my staff increased billing 55%, cut overhead and still is #1 in the market. Box J-110, BROADCASTING.

Is there an objectivist looking for a man experienced as: GM, Sales Manager, News Director, Program Director, Talk Show Host, Morning Man? If so, please write Box J-138, BROADCASTING.

A Veteran General Manager in mid-30's wants new challenge. In current situation have increased sales 120 percent in four years. Prefer part ownership and management responsibility of an AM Regional channel or AM-FM combination. Box J-161, BROADCASTING.

Best years of my life are what I am offering. I would like to manage your AM station in Midwest, Upper Midwest, Michigan or North East. I have built and managed a successful facility in a medium market. Currently in corporate management in large chain. Box J-181, BROADCASTING.

Quality Control Expert available for your group. I have instituted successful quality control policies for one of the nation's largest chains. Currently consulting in South. Box J-182, BROADCASTING.

Position desired in area of station research and promotion. 3 years radio experience, including major market sales, medium market D.J. and news. Write: Andy Rosenblum, 196 Pemberton St., Cambridge, Mass. 02140.

I can make your small market station make money. 10 years radio experience in sales, announcing, management. Minimum salary $9,500 plus 10%. C&W or MOR only. William L. Sutton, Rt. 3, Town and Country Park, Buckhannon, W. Va. 26201.

Highly successful medium market sales manager. Creative, promotion minded, ready to work for you as a GM. Excellent track record, and references. 714-747-5986.

Looking for small market to manage. 20 years experience in all phases. Prefer southeast, will consider all offers. Let's get together. P.O. Box 10463, Panama City, Florida, 904-769-3119 after 7 p.m.

Situations Wanted Sales

Midwest. All around radio professional wishes move up to Mgr. small station, Sales Mgr. or good sales spot in top station. Write Box J-131, BROADCASTING.

22 Years experience all facets. Top record sales. Looking for sales management or lucrative sales position with right station. Box J-132, BROADCASTING.

Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Situations Wanted Announcers Continued

Personnel Director with ten years top business background and prior Broadcast experience wishes to return to the field. Let's talk. Box H-187, BROADCASTING.

1st Phone, MOR personality, 6 years radio-TV, creative commercials, college grad., 26, $700. Box J-33, BROADCASTING.

Professional personality Top-40 cooker. Four years, voice, talent, creative production. Can follow directions. Every show pre-prepared. Box J-56, BROADCASTING.

MOR Communicator. 5 years small and medium market experience. Warm, witty, intelligent delivery. Prefer east coast. Box J-104, BROADCASTING.

First phone. Up-tempo contemporary sound. 1½ years experience. Prefer contemporary-rock or Top 40. Will relocate. Available immediately. Box J-105, BROADCASTING.

Deep voice, speech trained, three years as D.J., newsman, endorsed third, some college, acting, voice background. Box J-106, BROADCASTING.

Imaginative DJ/Copy Writer seeks Contemporary/Top 40. Currently employed, experienced AM and FM. 3d endorsed, 25, BA. Tapes, resume on request. Box J-115, BROADCASTING.

Black DJ—First ticket, soul, seeks large market New York, Baltimore, Washington, D.C., or Philadelphia. Family, relocate. Box J-122, BROADCASTING.

First phone morning personality available immediately. Former PD Top 50 market. Any contemporary-type format. Prefer N.E.; reasonable and reliable. Box J-140, BROADCASTING.

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

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

First Phone Personality. 5 years experience, 3 years major market country. Interests: country rock, Up-MOR. Knowledge of music greatest asset. Qualified for music directorship. Any major, good medium market. Box J-159, BROADCASTING.

P.D.-Morning Jock with top ratings—personally and for the station—looking for a move up. Current salary is five figure—current market is 170,000. Deep voice, good topical wit, warm personality, top 40 or MOR, tape and resume on request, no small markets. Box J-168, BROADCASTING.

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

Seek radio or TV position Los Angeles area. 20 years AM transmitter experience mostly 50 kw. Or will consider shift while leading to management position. Age 51 first phone. Box J-173, BROADCASTING.

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

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

FM "Beautiful Music" announcer. Anywhere, film narrating possibilities exist. Network experience. Eight years top D.C. station. Third endorsed. Excellent references. Box J-184, BROADCASTING.

Tired of working long hours for shot pay. Top 40, mod country music experience, first ticket, good A.R.B.S. Presently working top 100 market. Somebody, please give me a good job! Jeff Moulton, Box 589 Davis Road, New Hartford, N.Y. 13413.

Nominated for top medium market jock, looking for major or medium market Top 40 or progressive, mature voice, low key personality style. MD for 2 years, could also dig PD gig. Bob Crandall, 4105 Brookdale, Apt. C-2, Peoria, Ill. 61614. Ph. 309-685-8774.

Spirited DJ announcer newscaster with NYC discoteque experience. Professional broadcast training. Formerly model, actor, MC wide performance range including rock, soul, MOR, gospel. Jonathan Booke, 167 W. 21 Street, N.Y., N.Y. 10011. (212) 741-3398.

1st phone, 2 years experience, seeking rock, or up tempo MOR position. West preferred, but will consider all. Friendly delivery, stable, looking for permanent position. Dan Stokes, 1934 Vermel, Escondido, Calif. 92025. 714-745-7028.

Beginner looking for start, willing to relocate anywhere. Recent Elkins graduate with first phone. Contact David Stanislaus, 8525 E. Hampden Ave., Apt. 2004, Denver, Colorado 80231.

31 year old married family man with frst phone, that can follow instructions seeks that last move. Looking up-tempo C&W format at a station that offers respect, opportunity, and above all challenge. 6 years experience in all capacities of broadcasting. 1 year as news director, 2 years as P.D. Tight board work, strong production and news and a good working knowledge of C&W music. Free to relocate for right position. Prefer Southwest or West Coast. Excellent references. Serious inquiries only please. Phone 419-352-4314 for tape and resume.

Experienced on air and news, production and sales. 1st. Married. 27 years old. Will relocate. 612-454-7416, Larry.

Does your audience listen. If not, one-to-one communicator available. Frank Farrell, Box 232-A, Quincy, CA 95971. 916-283-0825.

6 year plus pro in announcing, news, and copywriting. Seeks Wisconsin employment. Personal interview only. Phone 715-421-1324 now.

Experienced. Four years in progressive rock, dependable. Seeks permanent position in same. Tapes on request to calls with definite openings. 602-792-9536. Norm.

Combo man, 1st phone, Don Martin grad., advanced training, all phases. Eager, ready to roll. Desire western states. Resume, audition tape. J. P. Gardner, Jr., 460 W. Doran, Apt. 308, Glendale, Calif. 91203. Phone 213-244-8912.

Get personality for station and controlled enthusiasm for its people. Top-40 and progressive experience. Production directorship desired. Can adapt easily. 3rd class, age 22, 2 years college, ex recommendation. Jeff Prentice, 118 N. Adams St., Akron, Ohio 44304.

Let's get it on, rock jock ready now for small-medium Top 40 market. 1st phone, 3½ years experience. I'm waiting! Contact Mike West, 317-966-6202. Box 1064, Richmond, Indiana 47374.

Beginner, 3rd, good production Top 40/MOR. Prefer New England. Give me a chance. Call Pete collect after 4 p.m. 203-223-4323.

Public notice: Air personality desires return to radio after a years absence. Touch that dial 512-GR 2-6124, Ext. 316.

Situations Wanted Technical

Contract Maintenance Engineer seeking stations in Maryland, Virginia and Delaware. Construction, proofs and inspections. Write Box J-75, BROADCASTING.

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

Engineer-experienced in new construction and rebuilding, understands management and programming problems; available mid-October. Box J-143, BROADCASTING.

Situations Wanted News

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

Attention South Florida. Experienced journalist seeks radio anchor with leadership. Box J-125, BROADCASTING.

Studio newsman wants broader base of experience in other aspects of news reporting. 29, responsible, eager to learn. Upper midwest. Box J-135, BROADCASTING.

Experienced newsman seeking better position. News director at two smaller markets. Won AP Awards bor both: Best News, Best Investigative Reporting, Community Affairs. Energy, Desire, Mature! Also production, sales. Rob, 415-522-0602. Prefer California. Box J-141, BROADCASTING.

College sports director wants small station that thinks sports and handles play-by-play. Box J-151, BROADCASTING.

I've been through two station sales and one budget cut. Looking for permanent news director position. Many awards. Heavy on actualities. Best references. 800/month minimum. Upper midwest only. Box J-153, BROADCASTING.

Situations Wanted News Continued

Six years broadcasting experience, major college sports. Currently announcing at 50,000 watt Chicago FM radio station. Masters degree, radio-TV, Michigan State. Winner of WGN sportscasting contest. Play-by-play strongest point. Box J-155, BROADCASTING.

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

15 year broadcasting pro seeks News Director-Operations Manager position in major-medium market. 1st phone. McLendon trained. Consider Canada-Mexico. Charles Beach, 4020 Holland, #212, Dallas, Texas. 1-214-521-7877.

Newsman, most ambitious, recent specs, Howard graduate. 3rd phone. Will relocate. Gary Tomchick, 313-584-9637. 5451 Mead, Dearborn, Michigan.

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

News director-operations manager. Highly qualified broadcasting professional, seeking major-medium market position. 15 years experience, 1st class license. Will consider Talkshow. 4020 Holland, #212, Dallas, Tex. 1-214-521-7877.

Situations Wanted Programing, Production, Others

Experienced first phone PD seeks Top-60 position with challenge and room to grow. Strong music, administrative, on-air. Interesting success story. Great ideas. Responsible team man. Looking for permanence. Box H-59, BROADCASTING.

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

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

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

First Ticket experienced P.D./morning man, available immediately. News/production/copy/continuity experience, good voice. Seeking P.D./morning man slot. Currently working northeast—will travel anywhere in USA or Canada. Prefer medium market. Prefer personal audition/interview first. State salary and position available, first letter. Write today. Box J-139, BROADCASTING.

TELEVISION

Help Wanted Management

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

Help Wanted Sales

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

Help Wanted Technical

Technicians. 1st phone required with 2-3 years air switching experience. Equal opportunity employer. Box H-276, BROADCASTING.

Studio engineer needed for UHF Net affiliate for tape operation-camera control and light maintenance. 1st phone and 1 year exp. required. Box J-97, BROADCASTING.

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

Help Wanted Technical Continued

Needed at once, Maintenance Supervisor, independant U.H.F., fast, 1st phone, heavy on repair of studio & control room equip.VTR's. Pay & conditions good. Equal Opportunity Employer. Reply Box J-136, BROADCASTING.

Have openings for Chief Engineer and good maintenance engineer with solid background in transmitter, studio, video tape and microwave maintenance. Forward resume and financial requirements to KFPW-TV Fort Smith, Ark. 72901.

Assn't chief. Live and work in beautiful Monterey Bay area of California. Must be experienced with RCA equipment TK-27, TR-50, TR-60, TVM-6 and TTU-30 transmitter. CBS network affiliate. Salary open. Send resume to: Ken Warren, KMST, Box 1271, Monterey, CA 93940.

Control Room Operator. Experience and first phone desirable, but will train. Excellent opportunity. Good benefits. Send complete resume to: Chief Engineer, WTLV, Box 1212, Jacksonville, Fla. 32201.

Technician needed for CCTV facility. Experience on RCA TR-22 VTR and TK-42 cameras desirable but not a necessity. Excellent benefits and working conditions. 5 day 35½ hr. wk. Send resume to: Jeff Matthews, University of Md., Fine Arts Bldg., Radio/TV Division, College Park, Md. 20742.

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

Help Wanted News

Executive Producer of News. Exciting revamping of news operation. This is your chance to make your ideas known. San Diego market. Box J-142, BROADCASTING.

Situations Wanted Sales

Experienced Television Salesman. Mid 30's. Aggressive self starter. Looking for good opportunity. Excellent track record. Must do $30,000. Box J-107, BROADCASTING.

Situations Wanted, Announcers

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

Young staff announcer with Top 30 station looking for more on camera exposure in small-medium market. Prefer East. Box J-111, BROADCASTING.

Announcer/Anchorman seeks more challenging position in medium-large market. 27. 1st phone. College degree. Box J-167, BROADCASTING.

Weather-caster/Staff Announcer, featured top nine. TV/AM/FM. 15 years. Money secondary to growing company and benefits. Excellent appearance. Top references. All markets considered. Color VTR, audiotape, resume: John Douglas, 5603 Lamar Road, Washington, D.C. 20016, 301-320-4664.

Situations Wanted Technical

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

Situations Wanted News

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

Sportscaster-newscaster . . . Experienced and hard-hitting especially with sports commentary, desires to join an effective news team. Write Box J-53, BROADCASTING.

Experienced field reporter wants similar position in television. College graduate. Mid 20s. Northeast, Ohio, Florida. Box J-85, BROADCASTING.

Producer/director seeks a new challenge in a new home. Three years network experience. Heavy news and sports background. Ambitious, single, willing to travel. Looking for a future, not a figure. Box J-109, BROADCASTING.

Meteorological personality. A good solid meteorological weathercast doesn't have to be boring, mine isn't! 32 years old and ready to move up. Box J-126, BROADCASTING.

Medium market anchorman looking for move to majors. Very professional and highly motivated. Box J-169, BROADCASTING.

Situations Wanted News Continued

Experience shows, energetic male on way up, 4 yrs. on 10'th market radio and TV, journalism degree, looking for TV news reporting or good radio news operation. Married, will relocate. Let me perform for you. Call before 1 p.m. 412-469-2759.

Reporter. Investigative or beat. 8 years' experience. James A. Eberle, 7307 W. 54th St., Overland Park, Kan. 66202. 913-831-1957.

News writer; Los Angeles television, radio experience; M.J.; seeking writing, editing, or producing position. 516-741-5644.

Experienced reporter in broadcast and print journalism, TV anchor work and film, seeking anchor-reporter job in television. M.A. and B.J. in radio-TV. Hard news background. Salary $10,000. Mel Hanks, 314-449-4254.

Solid broadcast reporter/anchor experience. Relocate anywhere. Top references and awards. John Nicholson, 2201 Baker St., San Francisco.

Situations Wanted Programing, Production, Others

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 J-81, BROADCASTING.

Young Oriental with announcer-director experience medium sized market. BA, grad. work and service completed. Seek TV director position, West Coast. Box J-112, BROADCASTING.

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

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

Producer-Director-Writer major market. Two years experience ABC affiliate, ETV, Network. MFA TV-Film (UCLA). Commercials, remotes, film. Seeking long term and advancement position. Location open. Box J-145, BROADCASTING.

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

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

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

Experienced, mature director in Top Ten market wants Producer-Director position. Top references from fine, major bradcasting firm. Seven years experience. 301-460-1108.

Recent broadcasting graduate, B.S. in TV, desires position in production. 2 years experience. Available immediately. Will relocate. Jordan Lakefish, 2930 S.E. Claybourne, Portland, Oregon 97202.

CABLE

Help Wanted Technical

Wanted person capable of managing and operating Cable TV color studio facilities. Must be able to produce taped, filmed, and live shows, research and script shows. Find and train small staff. Metropolitan N.Y.C. location. Starting salary $175 week. Send resume to P.O. Box 158, Hoboken, N.J. 07030.

WANTED TO BUY EQUIPMENT

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

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

CBS 411 or 410 Volumaxes. Trade up to the new model 4110 or 4100. Top dollar offered. Call Betsy Ebert collect, 305-776-4762 Broadcast Automation Assoc., 5199 NE 12th Ave., Ft. Lauderdale, Florida 33308.

FOR SALE EQUIPMENT

RCA 50,000 KW, model BTA-50G AM Transmitter. Immaculate condition. Now tuned to 720 KHz. $22,500.00. Box J-82, BROADCASTING.

RCA TTS-A transmitter, channel 2 thru 6, air cooled modification, excellent condition. Box J-86, BROADCASTING.

Two Gates CB-77 turntables. Five hours use on each turntable. Factory containers. Perfect condition. $180.00 each. KANU/KFKU, 913-864-4530.

2—Bell & Howell Model 614 16mm TV Film Projectors, Mag./Opt. sound, suitable for color operation, asking $2,500. Arnold Monday, Chief Engineer, KORN-TV, Mitchell, S.D. 57301.

8 Schafer Spotters. Stereo with new decks and tape. One year guarantee, $1,600.00 each. Holds 100 commercials. Call Ron Crider collect, Broadcast Automation Assoc., 305-776-4762 or write to 5199 N.E. 12th Avenue, Fort Lauderdale, Fla. 33308.

Automation, complete MaCarTa eight channel mono. 4 Carousels, time announce, net join, audio logger, $11,500. RCA BTF-5D transmitter, $5,000. Contact Bill Hyden, 918-251-5822. KTBA, Box 550, Broken Arrow, Okla. 74012.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Marti & Sparta new/resale equipment. Remote pickup/STL/Remote Control. Consoles, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Complete Schafer 800-Stereo Automation System, including Stereo Brain, All Solid State, 4-Stereo Ampex Playbacks, 2-Stereo Spotters for 200 Commercials, Stereo Cart Machine, Slow Speed Logger, 25 HZ Tone Generator and Racks. One year guarantee—$15,000—Ship Today. Call Ron Crider collect, Broadcast Automation Assoc., 305-776-4762 or write to 5199 N.E. 12th Avenue, Fort Lauderdale, Fla. 33308.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Gates BC-50-C 50,000 watt AM Transmitter. Installed new in 1967, now on the air at WQIK in Jacksonville, Florida. This transmitter is in A-1 condition and has spare final tubes and other parts. I am asking $25,000. Contact Marshall W. Rowland, 813-251-1861.

1 Slow Speed Logger Recorder Schafer $1,000.00. Call Ron Crider collect, Broadcast Automation Associates, 305-776-4762 or write to 5199 N.E. 12th Avenue, Fort Lauderdale, Fla. 33308.

COMEDY MATERIAL

Deejays: New, sure-fire comedy! 11,000 classified one-liners, $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

INSTRUCTION

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

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 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.

Instruction Continued

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.)

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.

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

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

MISCELLANEOUS

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.

Having trouble producing good revenue with your present format? I may to able to help as I have many stations. Call Dr. Crews, 912-883-4908.

Nostalgia Program Specialists. Comedy—Bands—Singers—Groups. Hayden Huddleston Productions, 305 Shenandoah Building, Roanoke, Virginia 24011. Telephone (703) 342-2170.

"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.

RADIO

Help Wanted Sales

NATIONAL SALES DIRECTOR

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

Box J-149, Broadcasting

Help Wanted Sales Continued

VICE PRESIDENT-SALES NEW ENGLAND-PA. & OHIO

AA1 Rated, 25 years in business, largest Radio Sales Promotional Firm in U.S. & Canada seeking two men with radio sales background, promotional & supervising experience. Acquaintance with Radio Station operators important. Your territory will be exclusive. Weekly draw against commissions. An experienced Company Executive will train you in your territory in our company policies & successful sales methods. Send resume with references & recent photo to John Burroughs, President, Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago 60611.

Help Wanted Announcer

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

Box J-113, Broadcastng

#2 STATION IN TOP 10 MARKET with M.O.R. format needs super mid-day personality to be #1 . . . . want someone who can be warm, innovative, creative, and fun. Must know music, production, and humor. Send resume and tape to:

Box J-114, Broadcasting

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

Box J-129, BROADCASTING

ANNOUNCER/PROGRAMMER

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

Box J-134, BROADCASTING

MAJOR MARKET

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

Help Wanted Announcers Continued

KFRC/RKO/SAN FRANCISCO

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

Mail to: Hal Martin
Program Director
KFRC Radio
415 Bush St.
San Francisco, Calif. 94920

KFRC is an Equal Opportunity Employer.

Help Wanted, Programing, Production

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

We'll pay: $18,000 plus incentive

Contact: J. C. Amaturo
Ft. Lauderdale, Fla. 33310
WFTL Box 5333

Our consultant: Kent Burkhart

Situation Wanted Management

"I AM THE MAN"

If your company needs an experienced Radio Executive, age 35, with a proven record of successful station management, who is profit oriented, then "I AM THAT MAN."

Box J-146, BROADCASTING

TOP MANAGEMENT TEAM

Major Market GM & PD With Proven Track Records Are Available To Manage And Program An AM/FM Combination In A Top Thirty Market.

Target . . . FM: 12-34
AM: 25-49

Only Serious Inquiries, Please.

Box J-171, BROADCASTING.

Situation Wanted Announcer

TWO-WAY ENTERTAINER
CURRENTLY AT TOP-10 MARKET GIANT

Top ratings with audience involvement. Light talk . . . unusual interviews . . . shtick . . . much, much more.
All-talk or music format.
Box J-137, BROADCASTING

Situations Wanted Announcers Continued

Experienced, well seasoned, right hand man type, with ideas for making that extra buck, also an eye on future management, is now seeking position, early morning shift possibly in modern, clean, well established, M.O.R. Southwest station, medium to small market. Under present employer, 4 years. $140.00 to start . . . single . . . available, October. Air check will accompany in person interview only at this broadcaster's expense.
Box J-160, BROADCASTING

I AM NOT AN ANNOUNCER!

I am a mature, persuasive spokesman with proven results to justify my fee for commercials that sell. Will accept only non-competitive accounts in your market. Tapes, copy, rates, and success stories available.

Box J-178, BROADCASTING.

Looking for a 20-year pro who can *really* communicate intimately with your early morning MOR or country-music audience? After 14 years at present station I'm looking for a home in a metro market.
Call 301-775-2502.

Nighttime SuperChick seeks position at top-40 or up-tempo MOR. 4 yrs. exp.—3rd phone. Great voice —Tight board. Top 70 markets only.
607-562-3786

TELEVISION

Help Wanted Management

Need inspired sales oriented mgr./sales mgr. for TV in unique market.

Box J-99, BROADCASTING

Help Wanted Technical

BROADCAST EQUIPMENT SALES MANAGER

The Grass Valley Group needs a Regional Manager for the Chicago area sales office. A strong technical background is essential. Please send a resume to Robert Lynch, Gravco Sales Inc., Station Plaza East, Great Neck, N.Y. 11021.

Situation Wanted Technical

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

Help Wanted Sales

TV SALES & SERVICE OPPORTUNITIES!

TV BROADCAST SALES ENGINEER/WASH., D. C.

Our TV Sales Department is seeking a well trained and experienced sales engineer to handle TV Broadcast sales. Experience in TV station engineering and operations is essential. Sales experience helpful.

TV BROADCAST FIELD ENGINEERS/QUINCY

Our Service Department is seking well trained and experienced TV Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor, or Call 217-222-8200.

GATES DIVISION *An Equal Opportunity Employer M/F*
HARRIS-INTERTYPE CORPORATION
123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Situation Wanted News

TAX SHELTER
News & Sports Team
"Guaranteed to loose your audience"
We've Failed before—
watch us repeat in your market.
Box J-117, BROADCASTING

Miscellaneous

SUPER personalized sports Christmas greeting cards! Plus football and basketball stat sheets, spotting charts and other broadcast supplies.
Free Brochure
SUPER/STAT, Box 7, Conklin, N.Y. 13748

UNIQUE TV FILM SERIES
Featuring Sports Hi-Lites followed by candid interviews with outstanding American athletes and personalities high in humen interest on location . . . Baseball . . . Football . . . Basketball . . . Produced for public service and local origination programing to focus America's youth toward faith in God and the Holy Bible. Non-sectarian, hosted by Dr. Gordon S. Anderson, acclaimed by TV stations across the nation. Available free of charge in 13 week or 26 week sequence, 16mm color TV prints, none longer than 15 minutes. Write for audition print and scheduling info.
"FOCUS ON FAITH" FILMS,
P.O. Box 22, Nyack, New York 10960

WANT TO CHANGE?
Jocks, newsmen, all air people. Tapes, resumes, salary desired.
Broadcast Media Personnel Inc.
Box 22267 Dallas, Texas 75224
214-337-3215

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

Miscellaneous continued

Experienced young broadcasters looking for partners for radio ownership venture in the east. All types of arrangements considered. All replies confidential.
D. PAPPAS
232 BRENTWOOD CIR.
ANDERSON, S.C. 29621

Employment Service

527 Madison Ave., New York, N.Y. 10022
BP
BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted to Buy Stations

Group interested in purchasing Radio Property in East-Northeast up to $500,000. We are ready to move quickly. Replies Confidential.
R/T Associates,
P.O. Drawer K, Norwood, N.J. 07648

For Sale Stations

Full time 5kw AM in medium market—south studio—trans. combination new equipment. History of consistent earnings. $400,000.
Box J-37, BROADCASTING.

Mid Atlantic small profitable beaches golf hunting fishing. Ideal for owner operator. Responsible parties address
Box J-150, Broadcasting

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

FOR SALE Stations

George MOORE & ASSOCIATES
BROKERS AND APPRAISERS

TV OPPORTUNITY
TEXAS—Fulltimer, single station market, same owner 23 years, profitable. $105,000 including real estate. $30,000 down, balance ten years.

AM RADIO METRO-MARKET
KANSAS—Fulltimer, excellent growth potential, good real estate. Price $190,000. Terms $65,000 down, balance ten years. Ideal for owner-manager.

8116 N. CENTRAL EXPRESSWAY SUITE 712
DALLAS,TEXAS 75206 214/361-8970

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

For Sale Stations

S.W.	small	daytime	$185M	cash	N.E.	small	FM	$160M	terms
South	metro	power	750M	30%	N.E.	metro	daytime	600M	nego
Gulf	major	fulltime	2MM	nego	S.E.	major	daytime	395M	29%

CHAPMAN ASSOCIATES®
business brokerage service
Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send $1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send $5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:
—Help Wanted, 40¢ per word—**$5.00 weekly minimum. (Billing charge to stations and firms: $1.00).**
—Situations Wanted, 30¢ per word—**$5.00 weekly minimum.**
—All other classifications, 50¢ per word—**$5.00 weekly minimum.**
—**Add $1.00 for Box Number per issue.**

Rates, classified display ads:
—Situations Wanted (Personal ads) $25.00 per inch.
—All others $40.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Profile

A muscle man behind the television scenes: Marvin Josephson

As an experienced and highly successful talent agency executive, Marvin Josephson knows that one of the tenets of his profession is to operate at high velocity and low visibility. It's the client who must grab the plaudits and the headlines.

But some intimate friends and business competitors thought it strange in the summer and fall of 1972 that Mr. Josephson did not acquire a suntan even though he professed to be visiting Bermuda every weekend.

"What I actually was doing was flying up to Montreal each weekend trying to talk the Montreal Organizing Committee into giving my company, Marvin Josephson Associates, the world TV rights to the 1976 Olympics," Mr. Josephson explained with a wide grin. "I just didn't want any word to leak out to my competitors. They'd be breathing down my back."

Mr. Josephson's undercover mission to Montreal was successful. MJA landed the rights to the 1976 Olympics and negotiated the sale of U.S. rights to ABC for the record amount of $25 million. "This figure is almost twice the amount ($13.5-million) that ABC paid for the 1972 Olympics in Munich," Mr. Josephson pointed out. "Our pitch to the organizing committee was: If you have a legal problem, get a lawyer; if you have TV rights to sell, get an agent."

Mr. Josephson is a tall, trimly-built man of 46 who exudes quiet confidence and self-assurance. He built his company over the past 18 years from a one-man operation (himself) into an organization that now employs about 250 persons in New York, London and Los Angeles. MJA grossed more than $11 million in fiscal 1973 (ended last June 30) and is regarded as the second largest talent agency (behind William Morris Agency) and asserts it is the largest television-package representative.

Mr. Josephson confesses that his original ambition was to be a journalist, but he decided to study law, reasoning he could advance more rapidly in the entertainment-media sector through legal training. After graduating from Cornell University in 1949, he enrolled at the New York University Law School and received an LLB in 1952.

Mr. Josephson worked in the CBS law department for three years and in 1955 set up his own personal management company in New York, Broadcast Management Inc., with $100 in cash. In a few months, he landed his first major client, Bob Keeshan, the star of *Captain Kangaroo*. Today, Bob Keeshan Associates, owner and producer of the series, is a division of MJA.

In 1962, as Broadcast Management Inc. expanded rapidly in the personal management sphere, the opportunity for more accelerated growth emerged. Mr. Josephson arranged a merger of his company with a West Coast talent firm, Roenberg, Coryell Inc., to form Artists Agency Corp. A few years later he bought out his partners and formed Marvin Josephson Associates.

Marvin Josephson—president, Marvin Josephson Associates, New York; b. March 6, 1927, Atlantic City; BA, Cornell University, 1949; LLB, New York University Law School, 1952; staff attorney, CBS, 1952-55; president, Broadcast Management Inc., New York, personal management firm, 1955-62; president, Artists Agency Corp., New York and Los Angeles, 1962-67; president, Marvin Josephson Associates since 1967; acquired Ashley-Famous Agency, 1969; divorced; children—Celia and Claire, 20 (twins); Nancy, 16; Joseph, 12.

Already a formidable agency by 1969, MJA took a giant step into the big leagues that year by acquiring the Ashley-Famous Agency, then part of Kinney. Today, MJA consists of the International Famous Agency, which represents talent (writers, directors, performers), television producers and packagers, and the Bob Keeshan Associates division.

Mr. Josephson explains that a talent agency is compensated by receiving 10% of an individual's remuneration or 10% of a TV producer's or packager's receipts (the full income on a network sale deferred until syndication funds are collected).

Mr. Josephson also notes that the role of an agent is not solely in the sales area. This function is an important one, he said, but the versatile agent serves as the catalyst for developing a series or a motion picture, for example.

"We may have a situation where we know a TV network is looking for a particular type of series or special and we have a writer, actor or director who can put the project together," he noted. "On the other hand, one of our clients may have a book or an idea that we consider appropriate for television. Our intimate relationship with top network personnel is a big plus in this instance."

Marvin Josephson Associates is a publicly held company, with its shares traded over-the-counter. In the fiscal year ended last June 30, revenues amounted to $11,162,900 and net income totaled $1,368,300, up from $10,687,100 and $1,252,400 in the previous fiscal year. Mr. Josephson is confident that the 1974 fiscal year will surpass the 1973 performance.

"We are unquestionably the leading representative in the television program packaging field," Mr. Josephson claims "Through our International Famous division, our prime-time renewals include a seventh season of *Mannix* and the second of *The Waltons* on CBS, the fourth year of *The Flip Wilson Show*, the third year of *McMillan and Wife* on NBC, and the fifth season of *Love American Style* on ABC.

"In addition, IFA has sold and will represent two new series, *Calucci's Department* and *Diana* on NBC. We also have been involved in a number of summer variety series and continue to be active in the areas of specials, mini-series, mid-season replacements and off-network syndication, including *Daniel Boone*, *Hogan's Heroes*, *Mission: Impossible* and *Star Trek*."

Mr. Josephson emphasizes that MJA's activities blanket all sectors of the entertainment-communications sphere. In addition to television packaging, the company functions in the theater, motion pictures, variety and personal appearances and the literary fields. He estimates that in all, MJA represents more than 2,000 persons and companies in all facets of the entertainment business.

Among the producers-packagers handled by MJA are Talent Associates/Norton Simon Inc., Filmways, Bing Crosby Productions and Playboy Productions. In addition to a wide range of entertainment personalities, the firm has represented a large number of television newscasters and commentators including Chet Huntley, Harry Reasoner and John Chancellor.

Mr. Josephson is an avid reader of books and particularly enjoys history. He likes to ski and to travel (case in point: a seven-week jaunt to the Middle East with his children last year).

His is a pressure-cooker job. He works from 9 in the morning until about 6 or 7 in the evening and invariably takes mountains of paper work home with him. For relaxation during the week he lifts weights at a midtown club every other day.

"I find weight-lifting clears my mind," he says, "because it requires all your attention and all outside pressures vanish. I didn't start to lift weights until I was past 30—I don't think age is a factor in beginning this exercise."

Editorials

Editorial control

In all the whither-Watergate talk that can be heard these days, particularly about how the next round of Senate hearings should be conducted, a vital point is in danger of getting lost. A lot of plans have been advanced; the one thing they all have in common is awareness of the effects of television coverage. Some, wanting to restrict or exclude TV, advocate limited or secret sessions; others not only advocate wide-open sessions but contend TV is obligated to carry every minute of them.

The point that all those conflicting advocacies overlook is that television is a news medium and must be free to operate as one. If the hearings are open to any medium, television must have equal access. And TV news executives must be their own judges of what to present and how to present it. They are under no more obligation to carry every moment than newspapers to print every word. But they must be free to do so, or not, according to their independent judgment of what the news is worth.

Next, please

In his management of legislation lifting television blackouts of professional sports, Chairman Torbert Macdonald of the House Communications Subcommittee has proved himself capable of swift and decisive action. Broadcasters wish the Massachusetts Democrat would apply the same talents to license-renewal relief.

More than 200 congressmen have put their names to bills that would be acceptable to broadcasters in their attempts to restore reasonable stability to the renewal process. None of those congressmen can be given the chance to put his name to a vote until a bill goes to the House floor. It is up to Mr. Macdonald and his subcommittees to get a bill drafted. If they get on with it, there is a chance for passage at this session of Congress, and they are reminded that the cause is at least as just as an antiblackout bill.

That drop-in caper

According to competent witnesses, the FCC came within an inch of falling for the slickest trick a noncommercial, educational television operator has thought up since one of them invented the noncommercial commercial for commercial sponsors of noncommercial shows. As a "Closed Circuit" item in this magazine reported a week ago, four of the seven commissioners were on the verge of voting to approve a petition by WETA-TV Washington, a noncommercial UHF, for "experimental" operation on a dropped-in channel 12.

The four that had been taken in by the WETA propaganda were said to be Chairman Dean Burch and Commissioners Nicholas Johnson, H. Rex Lee and Benjamin Hooks. A definitive vote was put off only because Chairman Burch developed second thoughts about procedural difficulties.

The beguilement of three of the four is perhaps explainable. Mr. Hooks, a black, must have listened with a special ear to the WETA promise that inner-city residents with inferior UHF receiving gear would be immediately emancipated by a conversion of WETA to VHF status. Rex Lee had an educational system installed for a wholly captive audience when he was governor of American Samoa and has been disposed toward that kind of thing ever since. Mr. Johnson would vote for anything that made a dent in commercial-television effectiveness, such as the interference that would be caused three stations in Richmond, Va., and Baltimore if WETA went to channel 12. (Presumably Mr. Johnson figures that to be an acceptable trade-off for the interference that would also be caused the noncommercial WHYY-TV Wilmington, Del.) Mr. Burch's gulling is harder to understand, unless it can be attributed to an urge to do good works—as all actions taken in the name of noncommercial broadcasting are presumed to be—in the waning days of his tenure.

As this publication has observed before, the WETA request for an "experimental" drop-in to be abandoned a year later if significant interference were created sounds like a high-minded venture in scientific research. It is a real-world device to obtain permanent use of the VHF facility. If WETA ever got a channel-12 station on the air and built any sizable audience, no FCC would have the political nerve to take it off the air—never mind how much trouble it caused in Baltimore, Richmond and Wilmington.

Mr. Burch has said the matter will be called up after Oct. 26 when Robert E. Lee, an unswervable opponent of the drop-in, returns from an international telecommunications conference in Spain. (The "Closed Circuit" item erroneously indicated a vote while Mr. Lee was away.) The commission may have changed by then; surely Mr. Johnson will have been replaced by his successor. Whoever is there to vote ought to bear in mind that permanent occupancy is what WETA is after and that one drop-in will lead to another—and another. If any action is to be taken here, except an outright rejection of the WETA case, it ought to be in the form of general rulemaking.

Burch's seat

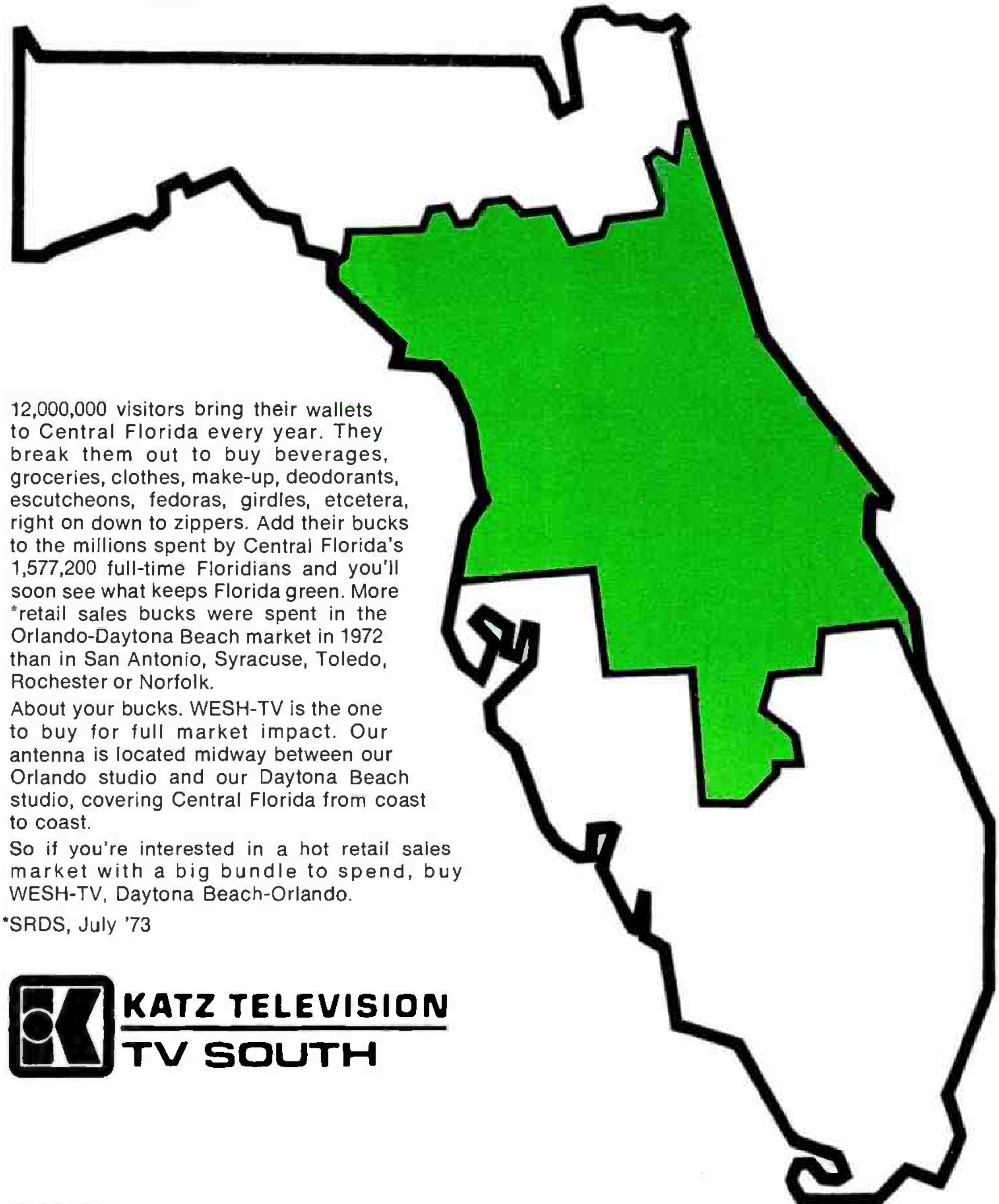
President Nixon's announced determination to get the White House back in business extends, we hope, to the consideration of a successor to FCC Chairman Dean Burch, whose intention to return to private life in six weeks or so is now accepted as fact. The chairmanship, it is widely supposed, will go to Commissioner Richard Wiley, who deserves and can handle it. The membership will be available to someone else.

If Mr. Nixon wants to look tidy in his resumption of command, he will be ready with a successor on the date Mr. Burch wants to leave, as he was not way back on June 30 when Nicholas Johnson's term ran out. Mr. Nixon's search would be simplified if he started in within the government itself. Several young and attractive prospects come at once to mind.

Drawn for BROADCASTING by Sid Hix

"Relax. He's just working in one of those Kellogg cereal spots."

THE BUCK$ STOP HERE



12,000,000 visitors bring their wallets to Central Florida every year. They break them out to buy beverages, groceries, clothes, make-up, deodorants, escutcheons, fedoras, girdles, etcetera, right on down to zippers. Add their bucks to the millions spent by Central Florida's 1,577,200 full-time Floridians and you'll soon see what keeps Florida green. More *retail sales bucks were spent in the Orlando-Daytona Beach market in 1972 than in San Antonio, Syracuse, Toledo, Rochester or Norfolk.

About your bucks. WESH-TV is the one to buy for full market impact. Our antenna is located midway between our Orlando studio and our Daytona Beach studio, covering Central Florida from coast to coast.

So if you're interested in a hot retail sales market with a big bundle to spend, buy WESH-TV, Daytona Beach-Orlando.

*SRDS, July '73

KATZ TELEVISION
TV SOUTH

NBC WESH•TV 2

DAYTONA BEACH • ORLANDO
A Cowles Communications Station

If you lived in San Francisco . . .

Ruth Asawa's "Andrea" in Ghirardelli Square

. . . you'd be sold on KRON-TV

—Channel 4—Represented by Peters, Griffin, Woodward