Banner week for Cox on broadcasting, cable fronts
ARB, Nielsen competition adding up to ratings overkill

“The Back-to-Back Bowl”

What else would you call two great, slam bang, head-to-head football specials when they’re telecast back-to-back. Isn’t it just what your audience is calling for?

Saturday December 30, 1972

THE ASTRO BLUE BONNET BOWL & THE EAST-WEST SHRINE GAME.
A Hughes Sports Network Football Special

1133 Avenue of the Americas, New York, New York 10036
This sheriff and his deputies are capturing major market audiences up to 100% larger than year-ago programming!


An average 54% of all viewers are adults!

With such an arresting first-year record, Andy, Barney and Gomer are being signed up fast for September by more top market stations. In Atlanta, Boston, Cincinnati, Louisville, Providence, Salt Lake City....

Couldn’t you use a little help from the law?

“The Andy Griffith Show.” Another great sitcom from Viacom

Source: ARB, Feb-Mar. 1972 and 1971. Audience estimates are based on ADI ratings and are subject to qualifications available on request.
A signal week in broadcast-cable maneuvers for major entities: Cox Broadcasting contracts to buy KFI Los Angeles for radio-record $15.1 million. Cox Cable merges with American TV & Communications to form nation's second-largest systems operator.

The upshot of that ARB-Nielsen ratings one-upmanship may be more research than broadcasting can handle.

Drug commission hearings innocent for the moment, ominous for the future.

KPIX-TV first to accept Stern Concern's counteradvertising.

The Guggenheim approach to winning elections for George McGovern.

Pearce reports to the FCC on children's programming: Less advertising would hurt, not ruin, the bottom line.

No price freeze on football rights: Broadcasters will pick up a $68.9 million tab.

ABC restructures its management echelons, installs Walter Schwartz as president for television, Harold Neal as president for radio.

Citizen groups ask equal time at the Nixon summit level.

Network news executives pledge firm stand in face of criticism.

Another breakthrough on pay cable: the HTN-Cablecom deal.

FCC takes on the issue of sports blackouts in cable.

All in the family: the winning team of Stan and Sis Kaplan.
We hope ARB isn't boring you with all those KELO-LAND TV firsts.

The new ARB Sweep might strike you as being pretty much a repetition of previous ARB Sweeps.

That is, once again the ARB Sweep is heavily dominated by KELO-LAND TV firsts. Just as it was in the last ARB Sweep. And the Sweep before that. And the one before that. And ditto.

But one mustn't get the impression that ARB is in a rut. It's just that KELO-LAND TV has a habit of being first. And why kick the habit?

**KELO-LAND TV 1st in all ADI categories in top 70 markets**

TOTAL DAY (9 a.m.-Midnight)
- KELO-LAND TV tops all networks' affiliates — 53% ADI
- KELO-LAND TV tops all CBS affiliates — 53% ADI

EARLY EVENING (4-6:30 p.m./5-7:30 p.m. ET)
- KELO-LAND tops all networks' affiliates — 52% ADI
- KELO-LAND tops all CBS affiliates — 52% ADI

LATE EVENING (10-10:30 p.m./11-11:30 p.m. ET)
- KELO-LAND tops all networks' affiliates — 62% ADI
- KELO-LAND tops all CBS affiliates — 62% ADI

*All affiliates of all three networks in top 70 markets with equal facilities. Source: TV/Radio Age (5/29/72) study of ARB Sweep (Feb.-March 1972). Subject to limitations and qualifications described by reporting services.

The 74,000 sq. mi. marketland lying between Minneapolis and Omaha — and beyond the tv reach of either.

KELO-TV SIOUX FALLS, S.D.
and satellites KDLO-TV, KPLO-TV

Joe Floyd, President; Evans Nord, Exec. Vice-President; & Gen. Mgr. • Larry Bentson, Vice-President.

Represented nationally by CE

In Minneapolis by WAYNE EVANS
Open ownership

High-level administration committee that has been working on cable-regulation policy for year is getting closer to agreement—and it's in direction of minimum regulation by government, maximum play of market forces. In present draft, committee recommends form of common-carrier regulation (without control of rates unless experience proves it unavoidable) to separate cable ownership from cable programming. Under that concept, it says, there would be no need to disqualify broadcasters, including networks, newspapers or other media from owning cable systems or leasing channels on systems owned by others.

Draft also opposes imposition of regulation of program content—i.e., no fairness doctrine or balancing of programing categories. Such would be unneeded, it's argued, with common-carrier provision of nondiscriminatory access to cable channels. Committee, headed by Clay T. Whitehead, director of Office of Telecommunications Policy, includes three cabinet members, key White House aides.

More and more

FCC has asked Office of Management and Budget for $43 million for fiscal 1974 that starts July 1 next year. That's 30% more than $32.8 million request for fiscal 1973 that is still awaiting congressional approval, although fiscal year began July 1. Largest chunk of extra 1974 funds is attributed to need for hiring more personnel, now at approximately 1,650 level, as well as for renting additional office space to accommodate extra people.

Relevant on ratings

Some idea of response to American Research Bureau plan for virtually weekly measurement in top-10 TV markets (early story, page 15) was beginning to take form Friday (July 21). Contrary to widespread belief, stations in these markets have until Aug. 31 to sign for expanded service without losing discount privileges and do not, unlike most conventional-contract clients in other markets, have to give protective cancellation notice during July to avoid being automatically bound into 1972-73 contract. But number of stations have already acted, one way or another. Two stations reportedly have signed already: KCOP-TV Los Angeles and CKLW-TV Windsor-Detroit, both independents.

Among group oweners, sources say ABC, whose five stations are all in top 10, has not ordered new service, which it opposes. Either ARB will modify CBS, with four of five in top 10, is undecided but seems inclined to sign up with right to cancel in fall; NBC, which canceled for New York and Los Angeles some time ago, has made no decision for its three others; Storer Broadcasting has told ARB it will not sign for either its three top-10 markets or its other stations after current contracts run out; RKO General, which canceled for New York and Los Angeles about year ago, has told ARB it won't take new service for Boston either; Metromedia has added Washington to its earlier termination notices for New York and Los Angeles, and Westminster, with four or five in top 10, is still having "very serious meetings," apparently could go either way.

Take a number

Citizen groups and self-styled public-service lawyers who have asked for audience with President Nixon to vent opposition to views of 30 executives representing radio and television who met with Chief Executive June 22 probably will be advised there's no likelihood of meeting in immediate future. Coalition that wrote President and aides who had participated in broadcasters' session (see page 62) may be advised that request by broadcasters had been pending more than year before session actually came off.

Last month's meeting originated in request of C. Wrede Petersmeyer, president of Corinthian Broadcasting, who first suggested only half-dozen radio and television executives to attend. List was expanded to 30.

Unswayed

Ongoing if generally submerged issue at FCC is question of whether additional UHF spectrum space should be made available to land mobile to ease what land-mobile operators say is "overcrowding" on their frequencies. An individual who is emerging as major roadblock to land mobile's drive for additional space is Chief Engineer Raymond Spence. He is said to foresee no grave emergency in next few years, and argues that effort should be made to develop land-mobile equipment capable of operating in 900 mhz band, where commission in 1970 reallocated 115 mhz of spectrum to land mobile (BROADCASTING, May 25, 1970).

Chief engineer's office has also analyzed land-mobile use in Denver, as result of Senator Gordon Allott's (R-Colo.) interest in that area, but found no need for special relief.

Afraid to say no?

Social scientists are doubtful that simple TV violence index can be constructed, but are willing to give it try, or at least run study of feasibility of establishing that kind of indicator. That is substance of report expected to be sent this week by Elliot Lee Richardson, secretary of health, education and welfare, to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, who has all but ordered invention of way to measure violence on TV.

Buyers' guide

Formal look at pricing of network prime time, circulated internally at Cunningham & Walsh, concludes network TV prices for 1972-73 initially jumped average 10-15%, mostly because networks eliminated "deep discounting." 'C&W attributes much of price firm-up to FCC's prime-time access rule which permitted networks to enter period of heavy advertiser demand with reduced inventory. Agency's report, prepared by Frank McDonald, senior vice president and director of media services, also gives poor marks to advertiser experience with first-run syndicated programing in access periods, notes that outright purchase of series placed advertiser and agency "squarely in the show-business arena with its enormous gap between success and failure." Citing networks' batting average of only .400 with each season's crop of new shows, agency finds it predictable that barter shows, produced at "lower cost, with lesser talents and designed to meet advertiser, not station, needs, have an even greater failure rate.

Traveling judge

FCC's first black and newest commissioner, Ben F. Hooks, is confiding to callers that he's getting all exposure he can "until I use up my travel allowance." Then he intends to buckle down to intense study of regulatory and judicial interpretations of communications law. He has about dozen speaking engagements during next few weeks and expects to be ready to participate in all FCC activities after unofficial hiatus of August.

At the top

Despite sweeping reorganization of ABC broadcast division last week (story page 60), ABC corporate power centers remain unchanged. Restructuring was essentially work of Elton H. Rule, who came out of broadcast division to present post as president and chief operating officer of ABC Inc., but it clearly had approval of Leonard H. Goldenson, chairman and chief executive officer, who just as clearly remains number one, with Mr. Rule number two. Others regarded as principal members of top tier are Everett H. Erlick, senior vice president and general counsel; Samuel H. Clark, senior vice president and head of nonbroadcast operations; Roger T. Goldman, financial vice president, and I. Martin Pompadour, vice president and assistant to President Rule.
It's no news to you that the ABC Owned Television Stations' news is a winner. Our early news delivers more 18 to 49 year olds than any other station group's.

And a glance at the chart will tell you that our early movie is a chip off the old block: It's number one across the board.

<table>
<thead>
<tr>
<th>Station</th>
<th>Time</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WABC-TV</td>
<td>4:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>WXYZ-TV</td>
<td>4:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>WLS-TV</td>
<td>3:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>KGO-TV</td>
<td>6:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
<tr>
<td>KABC-TV</td>
<td>6:30 Movie</td>
<td>#1 (ARB)(NSI)</td>
<td></td>
</tr>
</tbody>
</table>
ABC Stations’ movies.
People watch us to escape from what’s going on in the world.

Being number one with the 18 to 49 year olds in early fringe proves that people not only like our newscasters, sportscasters, and weathercasters. They also prefer our Paul Newmans, Steve McQueens, and Jack Lemmons.

ABC OWNED TELEVISION STATIONS
WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO;
KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES
REPRESENTED NATIONALLY BY ABC TELEVISION SPOT SALES, INC.

The people who spend the most money spend their time watching us.
FCC to take closer look at employment

Minority women practices to be checked by FCC at renewal time; Hooks says 'black-in' era is dawning

FCC intends to question renewal applicants whose annual reports on minority and woman employment indicates that discrimination in employment and promotion practices may exist.

First disclosure of commission's intention to follow up on annual statistical information stations have now provided for two years was contained in speech by FCC's first black commissioner, Benjamin L. Hooks, that was prepared for delivery on Friday (July 21) to the Wisconsin Broadcasters Association, in Lake Geneva.

Commissioner also declared in prepared speech that era of "black-in" is dawning—one in which blacks will have larger role in broadcasting. And as commissioner during that era, he said, he expects to see commission's rules and policies regarding minority issues are respected by both regulator—that, is the commission—and regulated alike. "I will not be mollified by token or partial adherence."

Commission officials said annual reports plus affirmative action program contained in renewal applications will be checked in determining whether there are "problems" that need airing. However, stations to be questioned—those in Pennsylvania and Delaware are now awaiting renewal—and questions to be asked have yet to be determined. These matters will be considered at commission meeting this week.

Commission decision to send letters to minority and woman employment was reached in three days of what was described as sometimes angry debate over proposal initiated by Commissioner Nicholas Johnson (BROADCASTING, July 17).

Commissioner Johnson reportedly proposed elaborate plan for selecting stations to query that would have resulted, according to some officials, in several hundred letters.

Other commissioners, concerned about impact of letters at renewal time and fact that agency needs experience in dealing with alleged discrimination urged more modest start.

Broadcast Bureau had suggested that commission send letters only to nine stations, representing most "extreme" cases in major metropolitan areas. Commissioner Richard E. Wiley is said to have offered Commissioner Johnson strongest opposition. Commissioner Hooks reportedly backed letters idea but took "moderate" position.

Officials said that decision was made finally to send letters to about 50 stations. They will be outlets in races with population of 5% or more blacks, that have more than 10 employees and that do not have any blacks or women on their payrolls even though they have had opportunity to hire over past year. It is understood that stations whose renewal applications have been challenged will not be queried.

Officials stressed that letters to Pennsylvania and Delaware stations do not constitute precedent. Although future renewal applications will probably be contacted, basis for selection, and language of letter, may change. Officials noted they do not know what effect on minority employment letters will have.

Commission is expected to have better picture of industry as minority-group employer by September. Statistics provided in annual reports are being translated into "profile of industry."

Commissioner Hooks, in his prepared speech, said commission will "follow up statistical leads that indicate a problem . . . with the burden on the broadcaster then to set forth in detail his positive efforts." He also said commission will follow same policy when "substantial complaints" are received.

Commissioner Hooks, in calling attention to "close scrutiny being given to question of minority employment," said commission is not simply playing "some kind of numbers game." No minority-employment program can be effective until there is significant minority participation in high-staff and managerial positions, he said.

He also said he has his own "positive program" that he intends to press upon his colleagues regarding establishment of special staff at commission to deal with equal-employment policies "across the board." This would permit development of "real experts" who could apply "that expertise in uniform" fashion in all fields subject to commission regulation, he said.

Commissioner expressed hope special staff could make "more effective use" of annual statistics, with goal "not to lop off heads but real progress." He said if report indicated possible problem, it would be better if staff brought it to station's attention so that remedial action might be taken instead of letting it become matter of "life and death" at license-renewal time.

Commissioner said WMAL-TV Washington decision—in which court upheld commission renewal of station despite protests of Washington area blacks—does not mean end of renewal challenges by blacks and other minority groups. And they will result in inquiry "and, if necessary, hearings," if they raise substantial issue, he said.

"As I see it," he added, "we are on the threshold of what must become the era of the communications black-in," he said. "By that term, and with specific application to broadcasting, I mean black-in programming, black-in employment, black-in managerial affairs, black-in community participation, black-in every aspect of the broadcasting landscape."

Petitt puts perspective on WMAL-TV decision

U.S. Court of Appeals decision upholding FCC's renewal of WMAL-TV Washington in face of protests by local blacks (BROADCASTING, July 3), is regarded by commission's general counsel as "refreshing and heartening indication" of court's readiness to defer to commission in deciding matters of fact and policy in license-renewal cases.

But, General Counsel John Pettit says, court showed readiness to consider record in depth on each issue, to look for abuses of discretion and weigh reasonableness of commission's decision. Accordingly, he feels that if future commission decisions renewing licenses without hearing are to pass muster at court, they must reflect thorough review of record.

Mr. Pettit expressed views in memorandum to commissioners distributed last week. In it he sought to restrain excitement of some who feel that decision in effect disposes of some 100 other petitions to deny that are pending. Opinion "does not in and of itself" decide future petitions to deny, Mr. Pettit says, but it does contain language "which could well be dispositive of allegations similar to those made against WMAL-TV."

Important precedent established by court in case, Mr. Pettit says, involves standard of review that court will use in citizen challenges to license renewals. Court held that issue was whether commission "could reasonably find that plaintiffs had not raised substantial and material questions of fact which would show

prima facie that commission renewal of WMAL-TV's license would not serve public interest."

Although this is traditional approach, Mr. Pettit says court's analysis of five major issues in case shows deference to commission's judgment. Issues involved responsibility of WMAL-TV's programming, ascertainment survey, WMAL's employment policies and practices and misrepresentation and concentration.

He also believes decision establishes some "ad hoc standards" for renewals which may be helpful in proving "measure of stability to industry." He says WMAL-TV's first ascertainment of needs survey raised questions but that second—which it was entitled to file—did not. Thus, broadcasters now have examples of what courts probably will and will not approve so far as ascertainment surveys are concerned.

He also notes that simply reciting numbers of blacks employed without alleging specific instances of discrimination or describing policy of exclusion will not be enough to warrant hearing. Another factor of importance he cites in that connection was WMAL-TV's showing of placement of minority group members in variety of jobs, not only menial ones.

In view of unanimity of opinion, Mr. Pettit thinks case is closed. He says it is not likely that court will rehear arguments or that Supreme Court, if asked, will agree to review case.

**Nielsen MNA's put NBC at top for convention**

NBC-TV, which placed second to CBS-TV in national Arbitron ratings of Democratic convention coverage (Broadcasting, July 17), emerged clear winner of convention ratings in Nielsen 70-market Multi-Network-Area report, out Friday (July 21).

For periods of live common coverage of convention between 9:30 and 11 p.m. NYT, NBC had four-night average of 11.6 rating and 40% share of three-network audience, CBS had 9.8 and 34%, ABC 7.7 and 26%. For periods of three-network convention coverage that extended to as late as 1 a.m., NBC had 11.4 and 42, CBS 9.4 and 34 and ABC 6.7 and 24.

On basis that included ABC's entertainment program against NBC and CBS convention coverage until 9:30, ABC fared better. On 7 p.m. to 1 a.m. basis, NBC had 9.9 average rating, ABC 9.7 and CBS 8.5. On 7-11 p.m. basis ABC led with 11.7 to NBC's 9.6 and CBS's 8.6.

Network's share of total audience dropped several points below that reached in coverage of 1968 Democratic convention—perhaps, some sources speculated, because this year's lacked street violence that marked 1968's. For 7 p.m. to 1 a.m. period, three networks this year had combined 69% share as against 76% in 1968. On 9:30 to 11 p.m. common-coverage basis they had 63% versus 71% four years ago.

CBS sources, commenting on their drop from first place in national Arbitron to second place in MNA's, said their experience has been that national Arbitron's results are closer to national Nielsen's than are MNA's. Full national Nielsen are due by Aug. 7 at latest.

**A nice surprise for public broadcasting**

Compromise authorization bill gets Senate okay; Pace tells CPB board he will not seek re-election

While board of directors of Corporation for Public Broadcasting sat in Washington meeting room, hammering out statement of opposition to presidential veto of CPB funding bill—and urging Congress to approve at least $55 million for coming year—Senate on Friday (July 21) quietly approved and sent to House one-year, $45-million authorization bill, as proposed by administration.

Move caught public broadcasting officials by surprise. They are resigned to impossibility of overriding veto, but hope to fashion some kind of compromise bill.

Senate action took part of compromise effort out of their hands. It was product of agreement between Senator Howard Baker (R-Tenn.), leader of administration forces, and Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), regarded as CPB backer.

Bill (S.3824) also authorized $25 million for facilities grants, to be distributed by U.S. Office of Education. That figure is $12 million over level recommended in administration budget, but is said to be acceptable to White House as part of compromise.

**Bill contained nothing else. Amendments worked out over months of congressional deliberation—and wiped out by veto—were not reinstated and apparently will not be. Cuts in CPB salaries, prohibition of political polling by CPB-funded groups, establishment of Public Broadcasting Fund, and placement of five station managers on CPB board—even requirement that 30% of CPB funds go to stations—all these are on discard pile for time being.**

CPB sources indicated last week that they are committed to 30% plan, regardless of what Congress does. They contend, however, that if CPB does not receive at least $55 million, increased funds for stations will lead to slight cuts in money available for all national operations.

Key House members were out of town when Senate acted on Friday, but indications were that measure will be at least informally on their agenda this week. Hope of public broadcasting interests is that House will approve something like $65 million originally approved by Congress. Figure in area of $55 million will emerge from conference committee.

CPB board, meeting for first time since appointment of Nixon majority, made news of its own. Frank Pace, only chairman CPB has ever had, told board he will not seek re-election. Nominating committee is to present its choices for officers in September, and Mr. Pace let it be known that four years is long enough for him. He will remain as member of board, however.

Also announced at meeting was resignation of Ralph W. Nicholson, CPB's vice president-finance. He will rejoin U.S. Postal Service.

Board also took several programming actions. It approved shifting of funds at WNET from what was to be cultural program into new public-affairs program: New effort may be another vehicle for Bill Moyers, whose $75,000 salary for appearing on discontinued This Week was source of controversy. However, plans at WNET are still uncertain. Board also cleared new funds for William Buckley's Firing Line.

In another action, board approved plan to distribute $400,000 it had previously slashed from budget of National Public Affairs Center for Television. Under that plan, money will be distributed among 20 or more local stations for production of half-hour public-affairs programs for national distribution. New fund is open only to stations that do not now provide public-affairs programs to Public Broadcasting Service on regular basis. Redistribution of NPACT money was in line with board's stated intention to diversify production of national public-affairs programs.

Each station receiving money under fund would be eligible for only one grant, probably of no more than $20,000, for one-year period. These programs may be collected and broadcast later as series.

**Headliners**

Mr. Aubrey Mr. Brennan


William J. Brennan, VP and assistant to chairman of Teleprompter Corp., named president. He succeeds Hubert J. Schahly, who becomes executive VP for technological development (see page 72).
This week
July 23-25—Summer convention, South Carolina Broadcasters Association, Mills Hyatt House, Charleston.
July 23-26—Annual meeting, Association of Railroad Advertising Managers, The Lodge, Vail, Colo.

August
Aug. 7-8—Second organizing meeting of independent VHF and UHF television stations. Roger D. Rice, KYW/TV San Francisco-Oakland, is chairman of steering committee. Chase Park Plaza, St. Louis.
Aug. 17—Law and media seminar, sponsored by San Francisco Chapter, National Academy of Television Arts and Sciences. Mark Hopkins hotel.
Aug. 21-24—Republican national convention. Miami Convention Center, Miami Beach.
Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by Klieg Bros. at University of Georgia TV studios, Athens. Fee is $250. Contact: Wheeler Baird, Klieg Bros., 32-32 45th Avenue, Long Island City, N.Y. 11101.

September
Sept. 7-9—Fall business meeting, Florida Cable Television Association. Fort Walton Beach.
Sept. 7-8—Annual convention, Louisiana Association of Broadcasters. Monteleone hotel, New Orleans.
Sept. 11-12— Eighth annual convention, Nevada Broadcasters Association, Hotel Tropicana, Las Vegas.
Sept. 19-21—Video Expo III, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office, and automated video conferencing and workshops to be held. Commodore hotel, New York.

October
Oct. 6-9—National meeting, Theta Sigma Phi (professional women in communications). Marriott hotel, Houston.
Oct. 8-9—Fall convention, New Jersey Broadcasters Association. Playboy hotel, Great Gorge, McKeesport, N.J.
Oct. 9-11—28th annual National Electronics Conference and Exhibition. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.
Oct. 11-13—Convention, Advertising Media Executive's Credit Association international. Safari hotel, Phoenix.
Oct. 15-17—Third National Symposium on Children and Television, organized by Action for Children's Television and Yale University Child Study Center and School of Art. Theme will be programming and financing of children's television. Yale University, New Haven, Conn., Oct. 15-17.
Oct. 19-20—International Film, TV Film and Documentary Market (MIIFED). Advance bookings should be made prior to Sept. MIIFED, Largo Domodossola 1 20145 Milan, Italy.
Oct. 27-29—Fall convention, Texas Association of Broadcasters. Fairmont/Ford 76, Dallas.

Books for Broadcasters
The Technique of Documentary Film Production
Revised Edition by W. Hugh Baddeley
107 pages, $10.00

Major meeting dates in 1972
Aug. 21-24—Republican national convention. Miami Convention Center, Miami Beach.
Nov. 15-18—Sigma Delta Chi national convention. Stater Hotel, Boston.
Nov. 25-28—Annual meeting, Association of National Advertisers. Cerromar Beach hotel, Del Mar, Calif.
Binocular Closeout

only $9.95 per pair!

Built to professional standards for those who demand uncompromising precision craftsmanship and optical superiority. You’ll feel the difference as the sculptured curve of the body balances effortlessly in your hands. You’ll see the difference in the brilliant true color images sharply defined throughout the field of view...distant objects and action seem so close you’ll swear they are only inches away! Yet these famous make Sport Glasses are offered below factory list price in Europe! Order today—limit two pairs to each buyer. When present supplies are exhausted prices will be much higher. No CODs, please. Money back in ten days if not fully satisfied.

Check these Custom Features:

★ Electronically computed optical systems of unexcelled tricolor brilliance, balanced and aligned to super critical standards to prevent eye strain.

★ All-air-to-glass optical surfaces amber hard coated to prevent internal light loss.

★ "Squint-Pruf" front lenses block reflected glare from water, snow, sand and haze.

★ Shock-resistant construction—extra strength hinge and bridge guard against misalignment; high index prisms are permanently locked in.

MAIL ORDER MART DEPT. 12
2701 Sterlington Rd., Suite 237
Monroe, Louisiana 71201

Please send me the quantity of Sport Glasses checked below (limit two). If not fully satisfied I will return the merchandise within ten days for a full refund.

☐ Send ONE only. I enclose $9.95.

☐ Send TWO at the bargain price of $14.95

Name

Address

City, State, Zip
All-timer

Editor: You may be interested in knowing that all of the speeches I have put together in the last 25 years, I have never had one that has brought forth as much favorable comment as "A plea for common sense in the consumerism movement" ("Monday Memo," June 5)—John H. Hoefer, chairman, Hoefer, Dietrich & Brown Inc., San Francisco.

Con and pro

Editor: I am writing simply to say I don't like your new index page, and am finding the new headlining system throughout the magazine a bit awkward. The new white-on-black directory does not give as much very helpful information by way of summary as [did] the old format. It is much harder to read. It is a bit more difficult for me to put my finger on what is not pleasing about your new headline format inside. I think it is that the sub-heads are smaller type, and cannot easily be read in a glance.

Let me balance criticism with a word of praise. I find that Broadcasting nearly always does an excellent job of presenting both sides of important issues so that a reader gets the facts. This is most praiseworthy particularly when it is evident some sides of an argument run contrary to your editorial position.—Blyford B. Hestir, executive secretary, Television, Radio and Audio-Visuals, Presbyterian Church in the United States, Atlanta.

(Broadcasting's) embargo on letters concerning its new format is hereby lifted to permit this dissenting view. The editors note only that the new index is designed to billboard more items, more quickly—albeit more lightly. The new decks, initially set in eight-point type, have been increased to nine-point. They are designed to give readers an opportunity to scan the news quickly before settling down to serious reading. Broadcasting is pleased by reader Hestir's comments on its editorial objectivity, and hopes that time will make him equally at ease with its graphics.

Another unfirst

Editor: You note [in Broadcasting, June 19] that the FCC's 37th annual report pulls together "for the first time anywhere" a list of stations that have suffered loss of authorization to operate since the commission was established in 1934. Not so. Nearly two years ago, this journal published [Vol. XIV: 4: 411-421] "Station License Revocations and Denials of Renewals, 1934-69," by John D. Abel, Charles Clift III and Fredric A. Weiss. The multipage table gives more data than you show being provided by the FCC: This article gave station, location, allegations causing action, order date, delegation date and both FCC and Pike & Fischer citation data. A year later [Vol. XV: 4: 379-385], the same authors provided a more in-depth analysis of fines, revocations and denials for the 1960-70 period.—Christopher H.


Not so

Editor: I wish you had checked with me in advance about the facts in your very damaging story ["Closed Circuit," July 10] concerning our correspondents' alleged first-class flight privileges. NPACT's policy has always been that all employees, including executives and newsmen, will be reimbursed only at coach fare for all flights on company business. An NPACT employee who wishes to fly first class may do so only if he personally pays the difference between coach and first-class fare. This must have been the case in the instance you cite in your article, for I can assure you we have never paid first-class air fare for our correspondents. I hope you will print this letter in order to dispel an erroneous impression that can only add to the current misconceptions surrounding public broadcasting.—Jim Karpen, president, National Public Affairs Center for Television, Washington.

Editor: In your July 3 issue, the executive producer of NBC's Nightly News, Wallace Westfield, was quoted as saying, "Herb Kaplow's charge that we wanted him to come down harder on the Nixon administration is totally false." I've never made such a charge, nor have I encouraged such a notion in any way.—Herbert Kaplow, ABC News, Washington.

Editor: Your "Closed Circuit" column for June 26 mentions Merrill Lynch's proposed underwriting of Sammons Communications, stating that this offering will be our "first cable issue." That is not correct: We participated in the initial public offering of Cox Cable Communications on Oct. 28, 1968, and in a secondary offering of Cox on Nov. 25, 1969. And of course, we recently lead the underwriting group for the largest offering of CATV shares to date, 1.7 million shares of Teleprompter on June 27, 1972.—Peter J. Enderlin, industry specialist, research division, Merrill Lynch, Pierce, Fenner & Smith, New York.

It too

Editor: In your July 10 issue in a "Closed Circuit" item headed "Billing for all" was this phrase: "Katz Agency, only independent sales representation firm that handles billing and collecting for its stations." Please be advised that our sales representation firm handles billing and collecting for its stations.—Gert Bunchez, president, Gert Bunchez and Associates, St. Louis.

The number in N.Y.

Editor: I believe the income figure for the New York metropolitan area radio stations should be $53,484,000 instead of $3,484,000 in 1970 ("Finding par for business at radio stations," Broadcasting, June 19). Incidentally, using the formula outlined in the article, we were delighted to see that the ratio of broadcast income to retail sales in Toronto is .0045 versus New York at .0025. We also found it interesting to note that the average person in New York spent $1,193 in 1970 in retail sales versus $1,583 for the average person in Toronto.—P. J. Hurley, vice president and director of sales, CFRB Ltd., Toronto.

(Mr. Hurley is right, as were Broadcasting's tables. But our text dropped a digit.)

Not a joiner

Editors: Just to set the record straight: Your article concerning the Network Project's testimony in opposition to the President's Corporation for Public Broadcasting board nominations (Broadcasting, June 19) incorrectly reported that I was a member of the Network Project. I am an attorney in private practice and have been retained by the Network Project to handle certain of its litigation in the communications-law area. In that capacity, I assisted the project in the preparation and delivery of its testimony concerning a matter directly connected with the Network Project's lawsuit, which your article mentioned.—Dennis Grossman, New York.

Reader's service

Editor: Many thanks for your extremely prompt and accurate answer to my request [for membership rolls of the NAB radio and TV boards and code boards]. This is just the kind of service and consideration that makes your publication and its staff the best there is in our business. As vice chairman of the broadcast policy committee of the American Association of Advertising Agencies it occurred to me that our committee should know those broadcasters most responsible for making policy in our industry and no current list was available. But I knew Broadcasting would know—and you did.—Robert L. Liddel, media director, Compton Advertising, New York.

Higher still

Editor: My thanks for your inclusion of WCMB(AM)-WSFM(FM) among the stations in Pennsylvania which performed exemplary service during the recent Agnes flood disaster. You might be interested in knowing that the wcmf flood fund, which you indicated in your news story had raised $19,000, has now passed the $35,000 mark. It offers positive evidence of human regard for the welfare of other humans, and the emotional permissiveness of "good ole" radio.—Ed K. Smith, VP and general manager, Hudson Broadcasting Corp., Harrisburg, Pa.
**Proof of performance: Where do we go from here?**

An automated, full-coverage and completely acceptable proof-of-performance system still eludes us. In spite of the early promise shown by Digisonics—endorsed and enthusiastically adopted as it was by several major spot-television advertisers—nothing much has happened.

The lack of any proper answer in this matter, as times goes on, simply intensifies the historic problems involved. We continue to be tantalized and worried by limited, private checks "off air" and references to larger verification studies that show errors in performance ranging from as low as four percent to as high as one-third of all commercials aired. These errors are of several different types: audio or video clipping, incorrect commercials being run at the right time, commercials being run at the wrong hour, damaging competitive adjacencies and the like.

Compounding the problem is the continuing headache of invoice reconciliation, delayed payment and back-room paperwork logjams in agencies as well as among stations and their representatives.

For a medium as powerful, modern and costly as television the simple matter of verifying whether the buyer really got what he bought seems too complex. Our makeshift substitutes are primitive and increasingly unworkable. Although sellers can continue to reassure and soothe—pointing to affidavits and station logs as proof that things are all right, we cannot dodge the simple fact that inadvertent human or mechanical error has in all likelihood created an undeniable loss running into the tens of millions of dollars annually.

This early need for a major improvement in the system of checking broadcast advertising suggests that we once again consider what qualities an ideal monitoring service should have. There seem to be seven key requirements:

- **Reliability**—historical accuracy. Whatever system evolves, it should be as automatic and foolproof as possible. It should be sufficiently debugged before it's offered so that advertiser and agency users can count on the promised information being made available in a form that acts as incontrovertible evidence for a claim.

- **Technical acceptance.** This new system should be practical and workable within the mechanical and systems constraints and operations of the FCC, broadcasters, production elements and the advertising agencies.

- **Breadth of coverage.** The system should be designed to provide as complete a coverage of markets, stations and dayparts as is feasible. Modest sampling has been a hallmark of interim systems to date but this spot-check approach is no longer satisfactory. If the checking system is to be used to locate errors in delivery and if we assume broadcasters will not accept projectability from a sample to a much larger presumed incidence of error then essentially complete coverage is mandatory for a proper service.

- **Usable output.** Reports stemming from this system should not be so incompletely digested and ponderous as to simply compound paperwork headaches for users. The media departments of advertising agencies as well as company advertising departments are not geared to handle mammoth amounts of computer print-out paper to isolate errors. What these potential users need are simply summary outage reports with the necessary particulars for each error noted. In this way, action can easily be taken just on those relatively small numbers of commercial placements presumed to be in error.

- **Timeliness.** Any new monitoring service ultimately offered to the industry must be set up to work with maximum speed. The longer the time lag between a particular spot being aired in error and this fact being noted by the buyer, the less likelihood that a satisfactory adjustment can be made within the framework of a given advertising campaign. The electronic marvels that must necessarily be employed to make the system work at all should make it possible to provide prompt reporting.

- **Reasonable cost.** Since it's one of the oldest truisms of our business that broadcasters will not readily assume the financial burden of a monitoring system, it's presumed that advertisers will have to pay for the service (the soundness of this approach was affirmed by the early success of Digisonics). Since there is obviously a cost-value relationship involved for the advertiser—how much will it cost him to recover what went wrong in rebates or makegoods—pricing is critical. It will have to be proved to the advertising community that the subscription cost for this service would be offset by the value of adjustments received many times over to make it of interest to the customer.

- **Universality.** Most professionals who have had to tussle with the problems of mounting a proper monitoring service agree that this is not likely to be an area where several competitive services could exist side by side. Whatever system ultimately comes to the fore must be so widely and readily accepted by broadcasters, station representatives, advertisers and their agencies that it becomes the standard of the industry, accepted without question by all parties to these complex transactions.

The intensified need being what it is; electronic, software and communications equipment being as sophisticated as they are, and the realization that we must tighten our proof-of-performance standards becoming so apparent, all point to an intensified interest in a major improvement soon. An early satisfactory offering of this new service will require ingenuity, persistence, professionalism and possibly considerable capital from any entrepreneur who would like to rise to the challenge. He will have to be willing to work closely with major broadcasters and customers to determine needs, formats, delivery systems, pricing practices and the like.

As for potential customers, both advertisers and agencies, strong early support will have to be evidenced to get the system going. If we can only accomplish this first major step, there are even more exciting possibilities that may develop from a more workable automatic monitoring system for the broadcast industry. After all, it isn't too big a leap from simple outage reports to a major intelligence mechanism for all of us—reporting to stations on spot business elsewhere and reporting to advertisers and agencies on competitive activity in this vital and fundamentally important medium.
Cox swings major merger of cable and buy of KFI

Its patient stalking in Los Angeles nets best radio signal in the West, in same week its CATV associate sets union with ATC out of Denver

The Atlanta-based Cox Broadcasting Corp. last week won the bidding for the venerable KFI(AM) Los Angeles, a historic marker among broadcast stations, at a price of $15.1 million, by far the most ever paid for a radio facility. In the same week the associated Cox Cable Communications Inc. agreed to merge with the Denver-based American Television & Communications to form what will be the second biggest cable-system complex in the country.

It was by coincidence that both transactions came to fruition in the same week. Cox had been negotiating for KFI for six years and talking cable merger for two. The key figure in both negotiations was J. Leonard Reinsch, president of Cox Broadcasting and chairman of Cox Cable, in which Cox Broadcasting holds 56.3% of the stock.

The cable merger, to result in a company called Cox American Communications Inc. with about a quarter-billion dollars of market capitalization and more than half a million CATV subscribers, came as a surprise. Negotiations had been conducted in utmost confidence (see following story).

The KFI acquisition, assuming FCC approval, will give Cox its fifth AM station. The company was said to be looking at a sixth. It also owns four FM's and a full portfolio of five VHF television properties.

Cox outlasted other bidders to get its hands on KFI, which is controlled by trustees who were reluctant to sell it. For several years Cox and WGN Continental Broadcasting, based in Chicago, jockeyed for the inside track, while other prospective buyers entered the scene and left it. At the end a third contender, the Chicago-based Globetrotter Communications, was also in pursuit of KFI.

Mr. Reinsch paid frequent visits to Los Angeles, where Cox has other interests including programming and motion pictures. Ward Quaal, president of WGN, opened a sales office for WGN Continental production services and stations in Los Angeles's Century City, from which he was able also to keep an eye on KFI developments. He rented a Century City apartment and bought a house in San Clemente to accommodate his West Coast activities, including the quest of KFI.

Finally the trustees announced that formal bids would be entertained ("Closed Circuit," April 24) until a deadline of July 1 (which was later extended by two weeks). Cox offered its $15.1 million in cash. Globetrotter put in a bid for $13 million. It became known last week that the Globetrotter management thought it had better than even odds of winning the bidding. Indeed the news that it had lost came from a Broadcasting reporter.

On Friday, July 21, the day after Cox announced its acquisition of the station, Robert F. Bell, vice president and director of the board of Cox Broadcasting, said: "Certainly we have recommended to the board of Cox that its $15.1 million bid should be accepted. The sellers had so far said nothing to him.

Though disappointed, Mr. Bell said his company would continue to look for a Los Angeles radio station. It owns WYXY(AM) Chicago and WXYZ(AM) and WDKO-FM Cleveland.

Despite the persistence of its earlier attempts to buy KFI, WGN Continental had no firm offer in the final bidding. At the last minute the board of the closely held Chicago Tribune Co., parent of WGN Continental, balked at putting up the $15 million that Mr. Quaal was reported to have recommended as an offer. Another $3 million had been projected for improvements in KFI's physical plant and upgrading of its operations.

It is an unusual station that Cox has bought.

All year long KFI has been commemorating its 50th year on the air with a campaign to revive the radio of yesterday. There are listeners who say KFI has never quite abandoned yesterday.

Possessor of the lowest frequency of any clear-channel station in the nation (640 kc, 50 kw), the station was once an innovator: the KFI's first broadcast of a full-length opera and first live symphony concert; the first broadcast of a program from America to England and to Australia. Since the beginnings of NBC, KFI has been the most loyal of affiliates.

The station's sales promotion speaks of a radio signal that encompasses a 10-county area, 60,000 square miles, 12-million population, 5.9-million cars, 4.1 million households. In the competitive snake pit that is the Los Angeles market, with some 70 radio signals beseeching to be heard, KFI's distinction was its tradition and its coverage.

This year the station, among other nostalgic indulgences, has revived on a regular basis the original Lum 'n Abner, Lone Ranger and Fibber McGee and Molly radio series, hired Robert Q. Lewis to do a daily three-hour live audience-participation program and spent an estimated $75,000 to dress up its station building to include a live theater auditorium.

Beyond nostalgia, KFI offers listeners hit music as interpreted by middle-of-the-road artists, personalities who are allowed considerable freedom to converse and make fun, a magazine format of talk in the midnight to 4 a.m. time slot, regular "swinging" re-creations from the big-band era, and, during every winter in the memory of man, nightly frost warnings for citrus growers, who have all but disappeared before the bulldozers of suburban builders.

Beyond all this, it has a heavy sports schedule: the Los Angeles Dodgers baseball for the past 13 years, football of the University of Southern California, basketball of the Los Angeles Lakers.

The creator of KFI was a colorful car dealer, Earle C. Anthony, who kept a close and sometimes bitter hands on the station from its inception until his death on Aug. 6, 1961. He was one of the first presidents of the National Association of Broadcasters (1927-28).

Mr. Anthony made his fortune with a string of Packard auto dealerships in California in the 1920's. But his principal affection was directed to KFI. He monitored the station incessantly and was often on the telephone with orders to a harried staff. He traveled in a private railroad car, equipped with a powerful receiver to pick up his station.

Mr. Anthony was badgered by offers to purchase the facility. One of the most consistent would-be buyers was NBC—which in pre-television days hungered for its own radio outlet in Los Angeles. Mr. Anthony once told Niles Trammell, then NBC president: "I wouldn't sell my wife. Why should I sell KFI?"

Mr. Anthony's pledge to retain possession of KFI endured more than a decade after his death. The bulk of his estate—including the station—was bequeathed to a trust fund, with the University of California and California Institute of Technology as principal beneficiaries. The assets of the trust may be distributed after April 1975, or before that date if all of six individuals who are minor beneficiaries die beforehand. Upon distribution the two schools will divide their portion of the trust 50-50.

Trustees of the estate are Donald Ford, Los Angeles attorney, and the Security Pacific National Bank.

No selling price for a single radio property has ever come close to that com-
mended for KFI. The former record holder was WFIL(AM) Philadelphia, for which LIN Broadcasting Corp. paid $11.5 million a year ago as a spin-off from the $110-million purchase of Triangle Broadcasting Co. properties by Capital Cities. Another recent acquisition — KLIF(AM) Dallas from the McLendon Corp. by Fairchild Industries — entailed a consideration of $10.5 million. In 1962 Storer Broadcasting Co. paid $10.95 million to Loews Theaters for WINS(AM) New York (then WMGM). In the same year, Westinghouse Broadcasting Corp. paid $10 million for WINS(AM) New York, which it bought from the late J. Elroyse Cox.

Cox's existing broadcast properties are WSB-AM-FM-TV Atlanta; WHO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIOD(AM)-WALA(FM) Miami; WING-AM-FM-TV Pittsburgh and KTVU(TV) Oakland-San Francisco. It also has interests in television and motion-picture production, technical publishing, data processing and automobile auction services.

Its stock is traded on the New York Stock Exchange. It closed at 43½ last Thursday, up ½ from the day before. On Wednesday it had gained ¼.

New high command. At top in merged Cox American Communications will be (l-r) chairman, J. Leonard Reinsch, now chairman of Cox Cable; vice chairman and chief executive, F. R. Rifkin, now president of ATC, and president, Henry W. Harris, now president of Cox Cable.

Cox-ATC merger is planned to create number-two cable combine in U.S.—with money and manpower to build the big-city systems now possible

Cox Cable Communications Inc. and American Television & Communications Inc., two of the nation's largest cable television companies, announced last week their intention to merge. The resulting company, to be named Cox American Communications Inc., would be the nation's second biggest, with more than 525,000 subscribers.

Under the agreement, Cox shareholders would receive .875 shares of ATC for each share of Cox now held.

The agreement is subject to the approval of both boards and shareholders. Cox Cable is 63.3% owned by Cox Broadcasting; the remainder is publicly held. Under the merger, Cox Broadcasting would wind up with a 30% interest in the merged firm.

The move represents another step toward consolidation of a new elite in the cable business. Earlier this year, the top 12 companies accounted for about half the nation's cable subscribers (BROAD-Casting, March 20), as the result of a series of mergers over a period of about 18 months. The concentration became even more pronounced when Television Communications Corp., a subsidiary of Warner Communications, acquired Cypress Communications Corp. to create a 360,000-subscriber company (BROADCASTING, July 3).

If the Cox-ATC merger is consummated, three cable companies — Telemat Corp., Cox American and TPC — would represent between 25% and 30% of the entire industry. (ATC will provide 280,000 current subscribers to the merger, Cox 245,000.)

For 1971 Cox Cable reported revenues of $13,457,437 and net income after extraordinary items of $1,277,728 equal to 36¢ a share based on 3,552,386 average shares outstanding. ATC's fiscal year ended June 30; its audited figures are to be released next month. For the nine months ended March 31, ATC's revenues amounted to $10,773,355 and net income was $948,985 — equal to 26¢ a share on 2,340,807 average shares outstanding.

The boards of both companies are expected to meet next month to review the merger. Special shareholder meetings to give final approval would be tentatively scheduled for the fall.

In a joint statement, Messrs. Reinsch and Rifkin said the FCC's new rules "mark the beginning of a new era of long-term growth for the cable television industry. While we now have the authority to enter the nation's largest markets, we recognize that we must also have size, experience and financial resources in order to do this effectively and provide the full range of communication services which the cable can make available to the American public. The depth of management and the financial capability which the combined company will have should facilitate more rapid growth and faster realization of the potential of cable television."

The Cox-ATC merger plan was announced last Wednesday (July 19) after the Eastern stock markets had closed.

Cox is traded on the American Stock Exchange. On Thursday its stock closed at 34, off half a point from the day before.

American Television & Communications is traded over the counter. On Thursday its shares were quoted at 41⅞ bid and 42 asked for a gain of 1⅜.
sort of at the point of seeing where it will go.

He acknowledged that rates would rise by an average of about 50% for stations in these markets but said he felt stations should recognize that sample sizes, over a period of a year, would rise by an average of 60%. And stations, he insisted, would find the additional reports valuable, putting measurement of spot-TV audiences substantially on a par with measurement of network audiences, if only they would try them.

To get stations to try, ARB is offering a four-month free trial. The extra reports will start in September. ARB markets two through 10—they're already available in Los Angeles and New York—but ARB has agreed to waive the rate increase until January.

ARB officials also emphasized that "we have never thought of extending these additional reports into markets below the top 10." This was in reply to broadcasters who said they feared that, if the extra reports were established in the top 10 markets, they would then be offered in additional markets. "We simply could not handle the production of these reports in more markets than this," one ARB executive said.

Apparently ARB is committed to providing them for the top 10, however. Some agency sources said ARB had offered to guarantee in writing that they would be produced.

Just how many stations have signed for the expanded service and how many have given cancellation notices remained unclear last week. For the most part, ARB stations have until July 31 to give protective cancellation. Those that do not do so are considered committed for the ensuing year. Those that do give cancellation notice by July 31 then have until Aug. 31—meaning that ARB has the month of August to do missionary work with stations. They are being reconsidered and sign up without loss of discount privileges.

Though they conceded that cancellation notices had come from an unspecified number of stations in top 10 markets, ARB sources maintained they knew of none in other markets.

Along with the race to sign stations there is the race to sign agencies. By virtually all estimates ARB is and for years had been by far the more widely used of the two. Some sources estimated earlier this year that some 60% of spot-TV business is placed by agencies relying primarily on ARB reports, 30% by those using NSI primarily and 10% by agencies using neither. Agencies also tend to favor the extra reports far more than stations do, some of them fervidly, although some agency executives also say so not in a way that would be "excessive." A more moderate expansion would be preferable.

The only known defense thus far this year, however, is from ARB to Nielsen. Sources at Ogilvy & Mather, an ARB agency in the past, said they had signed with ARB and would drop ARB, said Foote, Cone & Belding authorities said they were inclining away from ARB toward NSI but had signed nothing ("Closed Circuit," July 17). The situation among agencies appears to be still fluid, however, with both sides claiming to have or be near important signings that they say cannot be disclosed yet.

ARB also maintains that many of its major agency and advertiser clients are not up for renewal this year and that, among those who are, it already has three-year to five-year renewals from a long list that includes N. W. Ayer & Son, Campbell-Ewald, Campbell-Mithun, D'Arcy, MacManus International, Fuller & Smith & Ross, Gardner, Kenyon & Eckhardt and Warwick & Legler.

For February, the commission said that with the addition of Ogilvy & Mather, the top 25 agencies are using NSI as their primary rating service. The others, it says, are Ted Bates & Co., J. Waler Thompson Co., Doyle Dane Bernbach, Benton & Bowles, William Esty & Co., SCCB, Cunningham & Walsh, Compton, Wells, Rich, Greene and Norman, Craig & Kimmel.

The markets in which ARB is offering its "major market television" reports are New York and Los Angeles, which already have them, and Chicago, Philadelphia, Boston, San Francisco, Detroit, Cleveland, Washington and Pittsburgh.

NSI's optional extra 24-report service is offered for the first nine of those markets but substitutes St. Louis for Pittsburgh. The NSI weekly reports would be for the four weeks ending Oct. 18 and Nov. 22, 1972, and Feb. 7, March 7, April 11 and May 30, 1973, with one exception: Washington would not get the four leading up to April 11.

**Drugs on TV: next in line for federal suppression?**

**Commission seeks but can't find connection of ads and drug abuse — but it still talks of restraints on television use by proprietaries**

The specter of another wipe-out of broadcast billings in the name of public health arose last week at hearings held in Washington by the National Commission on Marijuana and Drug Abuse. Broadcasters saw a pattern that had been the movement that resulted in the prohibition of cigarette advertising on the air.

By the end of the week, however, the $100 million spent in TV and radio for nonprescription-drug advertising looked at least temporarily safe.

But the commission's feeling that some sort of restraint may emerge on drug advertising directed to children. It was learned that the drug commission was awaiting results of contracted, outside research studies, including one reportedly intended to measure the effects of drug advertising on the young. Michael R. Sonnenreich, executive director of the drug commission, declined to identify the research firms, but said final reports were expected this fall. Mr. Sonnenreich also noted that the drug commission had been given transcripts of the testimony on advertising practices held by the Federal Trade Commission last fall and was studying these as part of the work that will result in the commission's report on television scheduled to be issued early next year.

This was one of the reasons, he noted, that FTC Chairman Miles W. Kirkpatrick was not called to testify last week, although the FCC chairman, Dean Burch, was summoned and called.

In two instances last week constraints on the advertising of over-the-counter drugs were advocated. A spokesman for the American Pharmaceutical Association's Academy of General Practice of Pharmacy said over-the-counter drug distribution was "out of control." Representative Paul G. Rogers (D-Fla.), a member of the drug commission and chairman of the House Subcommittee on Public Health and Environment, raked the FCC for failing to do something about nonprescription drug advertising on the air.

But most witnesses last week testified that there is no scientific evidence of any causal relationship between nonprescription drug advertising and the drug problem. They noted that there is a drug abuse problem even in countries that bar or severely limit TV drug advertising; Denmark, Sweden, India and Nigeria were named. And they emphasized that any move to prohibit or control such advertising on TV would be an expedient leading people to argue erroneously that the problem was solved.

Some members of the 13-member commission, which includes one woman (Joan Ganz Cooney, a founder of the Children's TV Workshop, New York), obviously have the conviction that there is a connection between advertising, particularly on TV, and drug abuse. This was best summed up by Representative Tim Lee Carter (D-Ky.), a physician and a member of the drug commission, who commended at one point: 

"I just don't know [about TV advertising's impact on children]. But common sense would seem to indicate there is some effect."

The broadcasters' case was made principally by Vincent T. Wasielwski, president of the National Association of Broadcasters, who underscored the view that there is no scientific evidence showing a relationship between drug advertising and drug abuse.

He noted that the NAB's code authority in 1971 had issued tight guidelines on the advertising of psychotropic drugs to avoid inflated claims and exaggerated presentations and to proscribe elements that might foster dependency. He told the commission that others that about 10% of television's revenues and 20% of radio's come from nonprescription drug advertising. In 1970, the latest year for which official figures are available, total TV revenues amounted to $2.81 billion; radio's were about the same.

Recalling that cigarette smoking has increased since the 1971 prohibition on
broadcast cigarette advertising, Mr. Wasilewski predicted that any move to ban or restrict over-the-counter medicine advertising would prove similarly false.

If a product can be legally manufactured and sold, he said, "surely it is lawful to advertise it."

He urged research to determine whether drug advertising indeed does influence drug abuse.

Also emphasizing the paucity of information available on the relationship between drug abuse and drug advertising was John H. Crichton, president of the American Association of Advertising Agencies. Most research, he said, indicates that drug addiction stems from societal problems, which, he added, "have only the most remote connection with advertising."

Mr. Crichton said also that much drug abuse involves products that are not drugs at all, such as glue and aerosprays. "This kind of abuse, ... cannot possibly be attributed to television or radio advertising," he said.

He offered the help of the 4-A's in designing research and promised financial aid from the 4-A's educational foundation in studying the problem of drug abuse and advertising.

Robert Keim, on the other hand, related the work of the Advertising Council of which he is president, noting that the antitabacco campaign in 1970 and 1971 received 1,625,159,000 radio-listener impressions, and 3,834,260,000 TV-home impressions in network time periods alone, as well as additional promotion through consumer magazines, the business press, car cards, outdoor and posters.

The confrontation between FCC Chairman Burch and Representative Rogers, enlivened the hearings. Mr. Rogers has long maintained that television advertising of nonprescription drugs, particularly mood-inducing products, subconsciously influences acceptance of the use of drugs to combat life stresses and leads to the use of hard drugs.

Mr. Burch in his formal statement emphasized that the FCC is prohibited from controlling program content or editorial judgment. Broadcasters are required to provide reasonable balance in the presentation of controversial issues of public importance.

Advertising, said Mr. Burch, pays the bills for entertainment and news and public service programs; therefore, he said, he would be "chary about radical alterations in the system with a high potential for undermining its base."

The FCC, he said, does a lot of jawboning of stations—notwithstanding the prohibition on censorship—and over-all, Mr. Burch said, "my impression is that the response has been laudable."

In any event, he said, neither broadcasters nor the FCC had the expertise to evaluate claims for drugs. That function belongs to the Federal Trade Commission and the Food and Drug Administration, he said.

"We simply cannot take it on ourselves to be the arbiters of which product advertisements are 'socially useful' and which ones 'socially harmful,'" Mr. Burch said. That approach, he said, would turn the FCC into a "mini-Congress—and a mighty presumptuous one at that."

Above all, Mr. Burch said, if there is a congressional decision to ban or limit drug advertising, it should be across the board, comprising not only TV and radio, but also newspapers, magazines, billboards and other media. Mr. Burch noted, as did others, that despite the cigarette ban on TV and radio, smoking has increased and so has cigarette advertising in other media.

It was Mr. Burch's reluctance to get the FCC involved in making judgments on drug advertising and drug abuse that triggered Mr. Rogers's outburst.

"Why haven't you people been more active in studying the effects of socially undesirable advertising?" the congressman asked. The FCC, Mr. Rogers declared, should be able to tell Congress that there is so much drug advertising on the air, what kind, and "this is our view on the right or wrong effects on people."

And, castigating Mr. Burch's suggestion that the expertise in this field lies with the FTC and FDA, and not in the FCC, Mr. Rogers exploded: "'Advertising is your field, not the FDA's.'"

Senator Jacob Javits (R-N.Y.), also a member of the drug commission, was less harsh but he said the FCC needs an official set of guidelines on drug advertising, like the surgeon general's report on smoking and health. Senator Javits promised that this would become a "top priority" for one of the committees of which he is a member. Presumably this is the Alcoholism and Narcotics Subcommittee of the Senate Labor and Public Welfare Committee. Senator Harold E. Hughes (D-Iowa) is chairman of that subcommittee.

James F. Hoge, New York attorney representing the Proprietary Association, which includes in its membership most of the makers of nonprescription drugs, drew a historical analogy between conditions now and an epidemic of heroin addition that swept New York in the 1900's, "One thing is certain," Mr. Hoge said, "None of the quarter of a million or more addicts reported in 1900 be-
came addicted because of radio or television advertising.

Mr. Rogos's implied call for restraints on drug advertising on TV and radio, the only other out-and-out advocate of restrictions among the witnesses was Dr. Richard P. Penna of the American Pharmaceutical Association's Academy on General Practice of Pharmacy.

He urged the preclearance of nonprescription drug advertising by a council of government-industry-media members. And he added:

"We feel over-the-counter drug advertising is out of control and has become a major public health problem . . . [It is] often erroneous . . . even attempts to convince people that they have nonexistent diseases."

And, he added, "We feel that over-the-counter drug advertising contributes substantially to the 'drug orientation' of our culture and we believe something should be done about it."

He noted that in 1970, the APA had publicly stated that it views the promotion on TV of drug products in animal or cartoon shapes, or "tasting like candy" geared to creating demand by children "as especially dangerous." And, he added: "Bombarding the young mind with the 'pill for every ill' philosophy is reaping a grim harvest as these children grow into adolescence and begin seeking their kicks in their own drug world."

Dr. Penna also attacked the mention of drugs by name in daytime TV programs and in what he called "popular evening doctor programs." These influence people to complain of identical symptoms and to ask their doctors for treatments suggested by the programs. Although admitting that there are no scientific studies showing a relationship between drug advertising and drug abuse, Dr. Penna commented:

"The promotion of drugs to the public has resulted not only in increased drug utilization but an attitude on the part of the public that drugs in general are more consumer goods such as food and clothing."

A less dogmatic position was taken by Dr. John Jennings, associate commissioner for medical affairs of the Food and Drug Administration, who stated:

"We do not know in concrete, quantitative terms to what degree drug promotion—particularly promotion of the psychoactive drugs of interest to this commission—has contributed to the current use and misuse of drugs in our society today.

"Common sense tells us that promotion of drug use must have some influence on which our society regards the use of drugs of all types." Dr. Jennings noted that the FDA's jurisdiction extends only to prescription drugs, the so-called ethical products. On over-the-counter drugs, however, Dr. Jennings recalled the FDA's announcement early this year that it was investigating, through expert panels, the safety and efficacy of nonprescription drugs and that reports will begin to be issued by mid-1974.

Between old friends. FCC Chairman Dean Burch, testifying before the National Commission on Marihuana and Drug Abuse last week (see page 16), noted at one point that the current system of broadcasting in the United States works pretty well, and added: "If we were to start from scratch, I suspect we'd end up 'inventing' our system all over again."

That didn't sit too well with Joan Ganz Cooney (above), founder of the Children's TV Workshop (Sesame Street, Electric Co.) who is a member of the drug commission (as well as an ex-classmate and close personal friend of Mr. Burch). She gently chided the FCC chairman for saying that. "Surely," she said, "you'd have at least one network for children's programs . . . ." Mr. Burch agreed that there might be some difference in a new broadcasting system. He added: "Perhaps we should have all TV on the UHF bands, as they are doing in Japan . . . .yes, there should be a public broadcasting system and [If all on UHF], there would be no technical problems there . . . ." But, still, he said, "I don't see a system without commercials."

It's Ford for Hope. Ford Motor Co. (J. Walter Thompson), in estimated $1.8 million package buy, will sponsor three one-hour comedy variety specials starring Bob Hope on NBC-TV next fall and has picked up half sponsorships of the Bob Hope Desert Golf Classic to be played in February (also NBC). First Hope special is set for Thursday, Oct. 5, 9-10 p.m. NYT. Ford's sponsorship in 1972-73 season ends a long-standing relationship of Chrysler-Hope specials. Chrysler continues on NBC-TV as a major sports advertiser.

**Stern counterads find first taker:**

Public-interest group's spots alerting consumers to Chevrolet recall get first run as PSA's; KPIX-TV, KGO-TV and KTVU had given them earlier exposure in newscasts; Ad Council benediction sought for campaign

What appears to be the first break in the broadcasters' drive against the presentation of spot announcements produced by the Stern Concern has been recorded in San Francisco. Westinghouse Broadcasting Co.'s KPIX-TV is carrying the announcement alerting viewers to General Motor's recall of 6.7 million late-model Cheveloets.

The spot, along with a counteradvertising announcement taking issue with commercials for a number of analgesics, had been turned down by the networks and a number of individual stations (Broadcasting, May 1 et seq.). KPIX-TV, and KTVU(TV) carried the recall spot in news shows last month, and WTTW(TV) Chicago carried both spots in a program on consumerism. In addition, WTOL-TV Washington carried the analgesics spot "inadvertently" ("Closed Circuit," June 26).

Thus, KPIX-TV is believed to be the first station to carry either of the Stern spots as a public service announcement. The GM-recall spot has run twice since being placed in the schedule two weeks ago and is to be aired a total of four times.

ABC and CBS rejected the recall spot on the ground that they had announced the General Motors action in news programs. NBC said it had objected to the spot on the ground it employed "scare" tactics (Broadcasting, May 15).

The spot, like the one countering the claims made in analgesics commercials, is narrated by Burt Lancaster. It advises viewers that a number of Chevrolet model cars were built with defective engine mechanisms which, when heated, could cause the car to accelerate out of control. It urges owners to take them into their dealers for the installation of a free safety cable.

KPIX-TV's Bill Jackson said the station felt it was "in the public interest" to carry the spot, that "the information is useful," since many owners of cars affected by recalls do not take them in for repairs. Studies indicate that the figure is as high as 30%.

The recall is nominally sponsored by the Center for Auto Safety, of Washington, but KPIX-TV carried it after being approached by representatives of a local group, the San Francisco Consumer Action.

The group contacted other stations in the market and was turned down by ABC's KGO-TV and is still waiting to hear from KNX-TV. KTVU(TV) has rejected the Lancaster spot but agreed to make time available for a more generalized announcement that owners of all cars af-
The all-in-one medium.

Okay, so you’ve just finished airing your documentary on the bicycle boom. A few days later you get a call from the president of a local men’s club and he wants to show it at their weekly meeting on Tuesday. “Sure,” you say, and send him the film.

Or, after hearing about a contest for documentaries, you immediately pull a film you did on an old house in town which has been converted into a recreation center for teen-agers. Because it’s on film, you can enter it as is, something you couldn’t do if it had been shot on tape.

Flexibility is one of the many beauties of film. Once a film is in the can, it can go and show practically anywhere. On the screen. At sales meetings. In flight. Off the beaten path.

So you can see that calling film the all-in-one medium is more than just a catchy phrase.
Broadcast Management
by Ward L. Quaal and Leo A. Martin
Explores, in detail, all management problems in American radio and television... including audience, radio and television programing, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations. 272 pages, charts, tables, notes, index $8.95

Radio Broadcasting, an introduction to the Sound Medium
by Robert L. Hilliard
An up-to-date, basic text on the principles and techniques of modern radio broadcasting. Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programming, 2) Operating and studio facilities, 3) Producing and directing, 4) Writing and 5) Performing. 192 pages, 20 illustrations, sample scripts, notes, index $6.95

Color Television
The Business of Colorcasting
by Howard W. Coleman
A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems. 288 pages, color illustrations, diagrams, charts $8.95

Case Studies in Broadcast Management
by Howard W. Coleman
This helpful book gives solutions to such problems as— the radio audience: where is it and how to enlarge it... station revenue and economy... programming... sales and promotion policy in new UHF stations... late evening news-weather-sports programing... how to be independent in a four-station market. A must for all who aspire to—and hold—management positions. 95 pages, illustrated $4.95

Teach with Television
A Guide to Instructional TV
by Lawrence F. Costello and George N. Gordon
This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when and where to use it. 192 pages, illustrated, glossary, index $5.95

The Technique of Documentary Film Production
Revised Edition
by W. Hugh Baddeley
Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution. 268 pages, 63 diagrams, glossary, index $10.00

The Technique of Television Production
Revised Edition
by Gerald Millerson
Now revised and updated throughout, and with a new section on color television, this encyclopedic textbook on the basics of TV production consolidates its position as the standard in its field. 440 pages, profusely illustrated $13.50

ORDER FROM
Broadcasting Book Division
1755 DeSales St., N.W.
Washington, D.C. 20036
Name ____________________________
Address ____________________________
City ____________________________ State ____________ Zip ____________

Send me the books I've checked below. My payment for the full amount is enclosed.

[ ] 101. Broadcast Management, $8.95
[ ] 102. Radio Broadcasting, $6.95
[ ] 103. Writing for Television and Radio, $7.95
[ ] 104. The Technique of Documentary Film Production, $10.00
[ ] 111. Color Television, $8.95
[ ] 112. The Technique of Television Production, $13.50
[ ] 113. Teach with Television, $5.95
[ ] 114. Case Studies in Broadcast Management, $4.95
fected by recalls should take them in for repairs.

The Stern Concern, which is located in Los Angeles, and its affiliated Stern Community Law Firm, in Washington, are preparing the suit. They also are preparing other spots which convey messages that, as the Stern agencies say, are seldom seen in the mass media. Some are counters.

And, while they are working through local groups around the country in seeking air play for their spots, the Stern agencies have also sought the help of the Advertising Council.

Tracy Westen, of the law firm, and Marvin Segelman, of the Stern Concern, wrote the council's president, Robert P. Keim, after reading trade press reports quoting him as saying he sees no reason why the council cannot help "with the informational problems of such nonestablishment sources as the Stern Concern."

Mr. Keim said last week he would be happy to talk to Messrs. Westen and Segelman but noted that any campaign the Ad Council endorses must meet Ad Council criteria and be approved by the Ad Council board.

How McGovern will campaign on radio-TV

Production specialist, house agency, media-buying service figure in plan

Senator George McGovern's political-advertising campaign in his quest for the Presidency was beginning to take shape last week.

A key figure laboring backstage is Charles Guggenheim, head of Guggenheim Productions Inc., a Washington film company. As media consultant to the McGovern campaign, Mr. Guggenheim is assigned to produce the campaign's TV and radio material and to help coordinate the over-all advertising effort.

Mr. Guggenheim told Broadcasting last week that the intricate details of the advertising campaign are still being worked out. But he did outline the organizational set-up and provide some general information about the direction the campaign would take.

He said an in-house agency would be established with media buying to be done by Independent Media Services, New York, headed by Richard Gershon. Fund-raising throughout the spot mail will be handled by the New York firm of Rapp & Collins; that company and the house agency may assist in the print-advertising campaign.

TV and radio spots and programs will be used on the networks and in selected markets, he said, and the ratio of TV-to-radio use will be about the same it was for the primaries—two to one.

He said he is working on the "concepts" for the spots and programs and that no material has yet been produced. But he indicated that most of the TV material would contain on-camera appearances by Senator McGovern (D-S.D.) and that it would be filmed at "representative locations" across the country.

He said the emphasis would be put on key campaign issues rather than on political image-making.

Guggenheim Productions' contract to produce primary-campaign material for the McGovern for President Committee totaled about $200,000, he said, and although the contract for the general election has yet not been signed, the figure will be greater for the general-election campaign.

The 45-year-old film maker entered the motion-picture industry in the late forties, when he worked for Louis G. Cowan, then a film packager and later president of CBS-TV. Under Mr. Cowan, Mr. Guggenheim produced films for NBC and a Peabody-award-winning children's series—Sunday at the Zoo—for ABC.

He was chief producer for the Ford Foundation's experimental adult-education television project from 1952 to 1953 and station manager of noncommercial WNET (TV) St. Louis from 1953 to 1956. The following year he established his own film company, which was based in St. Louis until moving to Washington five years ago.

Guggenheim Productions produced material for Senator McGovern's 1962 and 1968 senatorial campaigns and has done films, video-tape programs and spot packages for a number of other candidates.

According to a spokesman, the McGovern committee spent about $2 million from January 1971, when the senator announced his presidential candidacy, to April 7, 1972, when the political-spending law went into effect. Since April 7, he said, about $3 million has been spent.

Mr. Guggenheim estimated that $1 million (including time and production) was spent in the primaries on broadcast media.

Under the political-spending law, each presidential candidate will be permitted to spend $14.5 million on media advertising, of which no more than 60% may be spent in broadcast.

Vitamin makers drop commercials aimed at young

ACT claims it as a victory in its campaign to kill advertising in children's television shows

Action for Children's Television said Thursday (July 20) that three major drug companies, Miles Laboratories, Bristol-Myers and Hoffman-LaRoche (Sauer Laboratories), "have agreed to end vitamin-pill advertising on children's commercial television programs in response to public pressure spearheaded by ACT."

An FCC report examining advertising in and profitability of children's programing also surfaced last week [see story page 23].

ACT, which has sought the elimination of all TV advertising directed to children, said the vitamin advertising already discontinued, or about to be, has run during shows recognized as having a large children's audience, mainly on Saturday mornings and weekday afternoons.

Robert Wallace, group vice president

---

Bar reports: television-network sales as of July 2

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes ended July 2</th>
<th>Total dollars ended July 2</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>69</td>
<td>$438,000</td>
<td>1,929</td>
<td>$11,651,000</td>
<td>$11,332,800</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,013</td>
<td>6,573,600</td>
<td>24,872</td>
<td>176,903,000</td>
<td>162,966,700</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>260</td>
<td>1,948,400</td>
<td>8,086</td>
<td>96,450,700</td>
<td>76,429,100</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>92</td>
<td>1,429,100</td>
<td>2,403</td>
<td>44,790,200</td>
<td>37,322,300</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>10</td>
<td>140,000</td>
<td>359</td>
<td>7,897,700</td>
<td>12,056,900</td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>372</td>
<td>14,521,100</td>
<td>10,248</td>
<td>475,695,100</td>
<td>460,975,300</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>163</td>
<td>2,233,700</td>
<td>3,767</td>
<td>48,037,300</td>
<td>33,185,200</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,979</td>
<td>27,284,100</td>
<td>51,664</td>
<td>881,425,000</td>
<td>796,268,300</td>
</tr>
</tbody>
</table>

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

---

Mr. Guggenheim, McGovern media man

Broadcasting Jul 24 1972
of Miles's consumer products group in Elkhart, Ind., was quoted by ACT as having stated that his company had "begun withdrawal from this type of television show earlier this year, have been off such shows since June 1, are not now advertising on programs directed chiefly to children and do not plan to do so in the foreseeable future."

A Miles spokesman confirmed that the company has dropped TV advertising in both network and spot of "dietary supplements" directed to children and said the company had "so informed" ACT. Miles said its chewable dietary supplement products are Flintstones, Chocks and Bugs Bunny. The company also said it believed the chewable pills had made a "substantial contribution to the nutritional well-being of children."

Also said that in the commercial messages for the vitamin tablets, children were never shown with the product unless a parent was depicted giving guidance. The company, the spokesman said, now plans a national program that will include films and information material directed to parents.

Bristol-Myers indicated it planned to withdraw its commercials for Pals vitamins after next Oct. 1. The company was reluctant to discuss the matter further, though a spokesman said the disposition of TV advertising monies for the brand had not yet been decided.

Hoffman-LaRoche said it had already discontinued TV advertising of vitamin pills in children's shows (Zestabs is a major brand). A spokesman for Hoffman-LaRoche said that its Zestabs advertising will continue on TV but not in shows directed to children. He said the decision was taken independently early last spring, that the other drug advertisers "followed us and then ACT heard about it."

According to the Television Bureau of Advertising, children's vitamins products accounted for $4.7 million in network television in 1971, all of it in daytime.

A vindicated Dupont keeps poking holes

Once questioned by FTC on ability of Zexer to plug leaks, as in ad, firm opts for same technique in new TV presentation of product

Dupont's Zexer antifreeze has moved up from can-stabbing to radiator-puncturing in the newest TV commercial campaign prepared by BBDO. This 30-second spot, to be shown late this summer and in the fall, begins: "We're going to poke some holes . . . in a perfectly good car radiator . . . to make the point that Zexer antifreeze stops more than freeze-ups . . . " Action is confined to a hand with a sharp tool puncturing the radiator, the leak stopping in seconds, and a container of Zexer.

In the past, Dupont had been challenged by the Federal Trade Commission for false and deceptive advertising in its can-stabbing demonstration (Broadcasting, Nov. 30, 1970). The FTC has since revised its opinion, finding Zexer's advertising practices "completely acceptable" (Broadcasting, Nov. 22, 1971).

BBDO gets tax service, a heavy spot-TV user

H&R Block, Kansas City, Mo., has appointed BBDO, New York, as its advertising agency. The account, billing about $3.6 million in spot TV in 1971, according to the Television Bureau of Advertising, was held by Femina, Travisano & Partners, New York.

The 1971 campaign for the company won Clios for "over-all campaign" and "banks/financial categories." The Delta Femina agency felt that the advertising, done on a project basis, did not pay "as well as it should."

A spokesman for H&R Block cited "our desire for in-depth market research and testing" as the primary reason for selecting BBDO. He said, "[Delta Femina] doesn't have in-shop facilities as such." The company has tentative plans for three new campaigns for television, next winter. Also being considered is spot radio, not previously used to any significant degree.

Credit group gets rolling

First project is compilation of debt owed stations by agencies

The Broadcast Credit Association was officially in operation last week, with a set of officers and with its list of supporting stations up to 225.

Don Schomburg of KSD-AM-TV St. Louis, chairman of the Institute of Broadcasting Financial Management, of which BCA is a subsidiary, was elected chairman of the association at a July 13-14 meeting of the IBFM board. John J. Rouse of WQXI-AM-FM-TV Atlanta was elected president, and Warren Middleton, executive director of IBFM, was elected executive vice president.

The BCA was formally incorporated in Delaware a few weeks ago. It has retained Ernst & Ernst, nationally known accounting firm, to compile a report on broadcast accounts receivable for all national advertising agencies, based on data submitted in confidence by supporting stations. The first report is expected about mid-August.

Capital Cities Broadcasting Corp. is the latest group owner to enroll its TV and radio stations as supporters of BCA, association officials said last week.

Un-Burn no longer under FTC gun

False-advertising charge dropped, two years after it was issued

A two-year-old charge of false and misleading advertising against Pfizer Inc., New York, for TV and radio claims for its Un-Burn, a sunburn treatment, was dismissed by the Federal Trade Commission last week—but in doing so the trade commission enunciated a new rule: that it is an unfair practice for an advertiser to make an affirmative claim for a product unless there is a reasonable basis for making such a claim.

The charge began in 1970 when the FTC charged that claims for Un-Burn, promising that Un-Burn relieves the pain of sunburn fast by "anesthetizing nerves," were not based on "adequate and well controlled scientific tests or studies." These claims, the FTC said then, were never substantiated in advance. It did not, however, challenge their truth or falsity.

Pfizer maintained that it had no reason to test its claims because medical literature and clinical experiments of the basic Un-Burn ingredients, benzoic acid and menthol, validated them.

In last week's FTC decision, written by Chairman Miles W. Kirkpatrick, the complaint was dismissed because there was no evidence that Pfizer lacked a reasonable basis for making the advertising assertions.

Mr. Kirkpatrick noted that a consumer is entitled to assume that the manufacturer has a "reasonable basis" for making performance claims and that fairness to competitors required the FTC to prove otherwise.

The precise formulation of what constitutes reasonableness, Mr. Kirkpatrick said, will have to be determined on a case-by-case basis, taking into account such factors as the type and specificity of the claims (safety, efficacy, dietary, health, medical), type of product (food, drug, degree of hazard), possible consequences of the false claim (personal injury, property damage), degree of reliance by consumers on the claim, and the type and accessibility of evidence on which the claim is based.

The decision brought an unusual split by two of the five FTC commissioners. Commissioner Everett MacIntyre said he concurred in the dismissal of the case, but not with the 기본 of the decision. Commissioner Mary Gardner Jones, on the other hand, said she agreed with the decision, but not with the dismissal; it prevents Pfizer from seeking a court review of the principles involved.

ARB's measurement of blacks is attacked

Owner of Washington AM charges audience firm with distortion, asks rating council to examine report on that market

A review of the methodology of the American Research Bureau's radio audience measurement of black and ethnic populations was called for last week by Alan Henry, executive vice president of Sounds of Broadcast Communications.

He disclosed that in a letter to the Broadcasting Rating Council he had described ARB's radio-audience reports as offering a "distorted picture of radio listening" among nonwhites and branded one ARB report in particular—the January/February report for Washington,
Mobile makes buy. Mobil Oil, through Doyle Dane Bernbach, both New York, made $360,000 buy on Blair-represented network that starts July 28 on 121 radio stations.

Y&R barter. Young & Rubicam Syndication has placed The Adventures of Black Beauty, half-hour weekly series produced for prime-time access scheduling on 21 broadcast stations. Beauty was co-produced (26 episodes in initial series) by London Weekend International and Talbot Television, with Freemantle Corp. Johnson & Johnson is currently identified as major advertiser. (still in negotiation for 1972-73 season). Also at Y&R: re-newed with ABC for TV half-hour: Wally's Workshop by sponsor U.S. Plywood for another 26 weeks.

Business Briefs

Consultant Pearce files his report with the FCC; he says there is little to lose by reducing commercial time in kid's shows and in engaging in experimental, diversified programs, but finds ACT proposals unworkable.

An economic analysis by a consultant to the FCC indicates that children's programing may be kid stuff in more ways than one to the networks. It accounts for less than 5% of their gross revenues—$75 million or more than $1.7 billion in 1970—an amount that seems disproportionately small in terms of the problems it causes the networks, with both the commission and some members of the public demanding "better" programing for children. But that category of programing is also revealed as the source of respectable shares of the profits earned by at least two of the networks—CBS and ABC.

The analysis is even sanguine about the profit pictures of those two networks, and possibly NBC, when they reduce network commercial content in daytime children's shows by about one quarter—from 12 to eight and a half minutes on Jan. 1, in accordance with new National Association of Broadcasters code requirements. And although the analysis assumes no policy recoupabilities, it appears to suggest that the networks could afford to take the losses that greater efforts at diversifying their children's programing might entail.

The study is the work of Dr. Alan Pearce and is based on published data as well as interviews with network and NAB executives, independent producers, advertising agencies and advertisers, and other experts in the field, and appears to represent the most comprehensive review of figures on the subject of network children's programing ever assembled in one place.

The report is not an official commission document. The commission is treating it as a comment in the pending notice of inquiry and rulemaking concerning children's programing. However, Dr. Pearce is working with the commission staff in helping to draft proposed options for commission action in resolving the questions raised in the proceeding.

The report confirms the generally held view that CBS is the leading network in terms of mining profits from children's programing with $16.5 million on gross revenues of $33.5 million from weekend programing in 1970, is Dr. Pearce's estimate. And this does not include some $1 million in profits from Captain Kangaroo, which is believed to gross about $6.5 million.

ABC's weekend programing yielded a profit in 1970 of some $7 million on revenues of close to $19 million—a profit statement all the more interesting since the network itself, at least until 1971, opposed the move. In the report also notes but does not provide similar breakdowns for ABC specials directed at children which grossed more than $4.6 million—the Undersea World of Jacques Cousteau ($2.9 million) and 3M Specials ($1.8 million).

NBC, on the other hand, is said to have earned profits of less than $3.7 million on its weekend children's programing in 1970; gross revenues were about $14.3 million. And network executives were quoted as saying that even the small profit earned in 1970 was lost through reduced through losses suffered from the failure of programs like Hot Dog ($431,000 in 1970-71) and Take A Giant Step ($635,000 in 1971-72) which had been introduced in an effort to add diversity to the usual cartoon fare of weekend children's programing.

But if NBC's profit pickings from children's programing are slight—on Saturday morning, they are fatter on Sunday night. The hour-long Wonderful World of Disney was said to gross about $16 million in 1970, and yield a profit of almost $4.5 million.

Dr. Pearce also examined the impact on the three networks of a 25% reduction in commercial time in children's programing. He found that CBS would be left with a profit of $10 million and ABC $3.5 million, while NBC "would barely break even." (This is pertinent in view of the pending NAB code provision reducing the amount of nonprogram time in children's weekend programing from 16 to 12 minutes each hour; Dr. Pearce says that in network time devoted to take away, "it's eight and a half minutes of that time, which will mean a reduction of slightly more than 25% from the 12 they now sell.

However, the report notes that those figures assume no increase in the price of network time—an assumption it says is unreasonable. With a relatively small number of advertisers (eight account for 55% of the gross revenues) competing for time offered by three suppliers, the report says, "prices will increase if a significant portion of the inventory is created." Dr. Pearce last week said he believed such increases would be permitted under Price Commission guidelines. He said the guidelines afford broadcasters a great degree of "flexibility."

In sum, Dr. Pearce says of the impact of the reduction in salable time on weekend mornings "it seems probable that the networks will suffer no appreciable loss of revenue in the short to medium term. There might be a fallback when the rule becomes effective, but this will be quickly made up as advertising prices rise to a new level." Most major advertisers will remain in children's television for the simple reason they have no other place.
where they advertise as cheaply and as effectively."

However, the report provides no encouragement for supporters of the petition by Action for Children's Television, which triggered the commission proceeding. ACT proposed rules requiring stations to program 14 hours a week for children and prohibiting the sale of advertising time in and around it. The report notes that the 14-hour minimum would require CBS to spend another $2.5 million on children's programming, NBC $4.3 million and ABC $5 million—and that the ban on sponsorship would wipe out $75 million in gross revenues confronting the networks with "serious problems in recouping" ("Closed Circuit," July 17). The report sees little hope in commercially supported children's programming being replaced with material underwritten by foundations or supported solely by institutional advertising.

The report also appears skeptical about the practicality of the ACT proposal that the 14 hours of programming be divided among three specific age groups—2 to 5-year olds, 6- to 9-year olds and 10- to 12-year olds. It notes that many families have several whose ages range from 2 to 12—and that "usually the older children dictate what the younger children will watch." However, Dr. Pearce's analysis indicates that "it might be possible to program to age-specific groups and also make money." The report—in one of its few explicit suggestions—also says that it might be wise for broadcasters to try "to convince advertisers to support such age-specific programming so as to expose children to new ideas and to new experiences."

The report also provides a view of the costs of children's programming. Captain Kangaroo, for instance, is said to cost about $75,000 each week, or $15,000 for each hour-long show, not much less than the $100,000 NBC is said to spend weekly on the Today show and its 10 hours of adult news-magazine type programming.

Generally, the weekend cartoon programs that constitute the bulk of children's programming cost the networks something under $11,000 per half-hour show. The report says that the networks pay $1,054,000 for 17 original negatives, and that the cost is amortized over six showings over a two-year period before ownership reverts to the cartoon producer. The $10,535 to which that averages out does not include editing and reprint costs.

Similarly, the programming of the Children's Television Workshop, which seems at first blush to be prohibitively expensive, appears less so when repeats are considered. Half-hour of the "The Electric Company," for instance, cost $8 million. But the report notes that the cost can be written off not only over several reruns, but over a period of several generations of young people.

Prime-time programming and specials directed be as expensive as programs directed at adults. NBC pays $250,000 for each of 20 original Disney programs it shows each season; the 28

shows that fill out the season are repeats for which the network pays between $30,000 and $40,000 a showing. A National Geographic one-hour special costs $350,000, plus $100,000 for a repeat showing—or $450,000 for two hours of prime-time television.

The report notes that the networks do attempt to diversify the programming they aim at children—to break away from the cartoon format—but that the results are not infrequently failures in the contest for audience. NBC's Take A Giant Step and ABC's Curiosity Shop did badly in the ratings contest with CBS's cartoons; while CBS's ratings are said to fall off when the network presents its "quality" programming, You Are There and Children's Film Festival. The report also notes that NBC has been losing money on its Saturday-morning children's specials—$413,000 in 1969-70 and $63,000 in 1970-71.

But Dr. Pearce appears to feel that this record is no justification for writing off efforts at producing "diversified and age-specific programs." The report concludes that many networks are "placing into the cartoon programming schedule for children, then it is possible to carry some programming that breaks even, or loses money, because most cartoons make a high return on investment. "In addition, there has been no long-term commitment so far to diversified and age-specific programming by any of the commercial networks. Many programs take some time to win public acceptance. and other programs die because of the strong cartoon competition placed against them at a particular time period."

Indeed, although Dr. Pearce avoids explicit recommendations or conclusions, he provides material for those who would argue that the networks should and could view children's programming in the same kind of public-interest light that it regards, say, documentary programs.

It has never been contended that every segment of network programming should be profitable, the report states: "many documentary programs lose money for the networks. Maybe some children's programming ought to be treated in this way." And while the networks say they need a fairly high rate of return on their capital if they are to provide adventurous or experimental programming, the report adds, profits from programs like The Tonight Show with Johnny Carson have produced the necessary profits. The report says that in 1970 the program produced $18.5 million in profits for NBC, on gross revenues of $31.5 million. "This situation," the report adds, "is repeated with other popular and prime-time and daytime shows."

Dr. Pearce concludes his report with a review of the total financial results of the networks and their owned-and-operated stations—the "financial rewards of the three networks," he calls them, since 1966, when total pre-tax profits reached a peak of $187 million. The total dropped off the next two years before zooming to a new high of $226 million in 1969. The total sank to $167.4 million in 1970. But he indicates the 1971 picture should be brighter. He says that ABC, whose network has lost heavily since 1963, with losses made up by profits from the ABC stations—claims its network operation 'turned the corner' financially in 1971."

**Rescue missions head for Cavett**

His staff claims ratings gains; some affiliates and sponsors protest threatened cancellation

With less than a week to go before The Dick Cavett Show learns from ABC-TV whether it will be renewed or canceled, Mr. Cavett's office is claiming a 30% increase in audience size in the top-50 markets over the past two-and-a-half months.

That still leaves the Cavett show a distinct number three in a three-network late-night race, however, and it was generally considered doubtful the show would be renewed in its current form. ABC has said it will give Mr. Cavett the word on Friday (July 28) as to whether the show will be continued past Oct. 3 (Broadcasting, May 1), and officials insist they have made no decision and will have none before July 28. But there was a meeting between ABC-TV executives and Mr. Cavett last Wednesday (July 19), and reports persisted they were sounding him out on possible alternatives, such as appearing in something less than five 90-minute programs a week, for example.

If support of gains claimed since last spring, Albert Husted, director of media relations for Daphne Productions, which packages the Cavett show, interprets Niel-
sen's "sweep" surveys for May to show that Cavett is beating NBC's Tonight Show in San Francisco, Washington, Hartford-New Haven, Conn., and Greensboro, N.C., and beating CBS's network in Chicago, Boston, San Francisco, Detroit, Dallas, Seattle, Baltimore, Denver, Buffalo, N.Y., San Diego and Washington.

"A study of Nielsen national ratings," says Mr. Husted, "shows steady, strong growth by The Dick Cavett Show since March, when the full effect of CBS's movie entry into the late-night race was felt. During March, Cavett's share of audience hovered at about 10%. But by the last week of June, Cavett's share had climbed to 14%.

This is still far short of Johnny Carson's 30 share and the CBS movie's 33, however.

Some ABC-TV affiliates are now urging a retention of the show. Martin Umansky, vice president and general manager of KAKE-TV Wichita, Kan., has argued in a recent mailing to affiliates that if the program goes off, "the ever-increasing criticism of the industry—that we cater only to the mass taste, to the mediocre and the bland—will then crescendo and establish a new high.

Two other ABC affiliates that don't want the Cavett show canceled are WCVB-TV Boston and WMAL-TV Washington.

Richard S. Burdick, vice president and general manager for creative services at WCVB, delivered an editorial criticism of ABC (which was aired four times) and said Boston viewers were outraged.

Thomas B. Cookerly, station manager of WMAL-TV, personally presented ABC-TV President James Duffy with about 15,000 pro-Cavett letters solicited from D.C. area viewers by on-the-air appeals and a half-page ad in the Washington Post inviting protests.

Even some of Cavett's sponsors have been getting into the act. "Mr. Cavett is a bird too rarely seen on television these days," James W. Murray, vice president for marketing of Allen Products Co. (Alpo dogfood), has said in a letter to Leonard H. Goldenson, chairman of the ABC Inc. board. In a letter to Elton Rule, president of ABC Inc., Thomas J. Purcell, director of marketing for the meat-products division of Hormel Products, said his company's plans are to continue with Dick Cavett "because he represents an excellent buy for our products—Cure 81 boneless hams."

Aid to independence

The Ford Foundation last week granted $6 million to the Children's Television Workshop. The grant is available over a seven-year period and is to aid CTW in becoming financially independent. The money is not intended to cover production costs of CTW's Sesame Street and The Electric Company, but to assist CTW in expanding in program-related areas such as publishing that could generate future means of self-support and reduce the workshop's dependency on government and foundation grants.
costs on these network documentaries ran from $350,000 to $400,000 each while the nine half-hour programs are budgeted at a total of approximately $500,000.

The programs are being produced by David Wolper and will feature a name host over a cast of talented but not necessarily well-known performers in all areas of the entertainment arts, including music, ballet, and drama. Mr. Hutchins said the half-hour programs will be (name of host's Monthly Almanac, with the contents of the episode keyed to an event or person associated with a particular month.

The series will begin in October and end in June, with placement handled by the local Bell company. The agency for Long Lines is W. A. Ayer & Son, New York.

"We believe this project has several advantages," Mr. Hutchins said. "It provides our local companies with the opportunity to become involved in our programing-advertising efforts. It enables them to choose the stations they consider superior to become involved in the access program." Mr. Hutchins is (name of his station).

Prime-time access rule waiver draws support, opposition

ABC says yes, Westinghouse no on CBS request for continuation of existing exemption

CBS's efforts to get a continuation of the prime-time access rule waiver it now enjoys for certain news and public-affairs programs last week picked up both a friend and an enemy.

In filings at the FCC, ABC came out in support of, and Westinghouse Broadcasting Co. in opposition to, the CBS request. The network is seeking an extension of a waiver of the prime time rule through the forthcoming TV season to allow itself and the other networks to: 1) carry one-time-only news and public-affairs programs in prime time without having that time counted against the three hours of programming each network is allowed per evening under the access rule, and 2) present a half hour of network news in prime time—without losing that half hour on its entertainment schedule—as long as the network news show is preceded by an hour of local news.

Regarding the latter request, ABC said it makes "eminent good sense" for the commission to allow such continued relief, while at the same time it would "in no way" infringe upon the objective of the prime time rule—to open up evening viewing hours to non-network program suppliers. ABC claimed that the current waiver for network newscasts gives affiliates more flexibility in formulating their early evening schedules. Without the waiver, it claimed, affiliates would in all likelihood be forced to "sandwich" the half-hour network news feed in between two half-hour local news (or other) shows.

On the one-time-only request, ABC conceded that "some intrusion" by the networks into prime time would result, but argued that the "obvious public interest benefit" of the waiver would outweigh the detriments of the relatively small network incursion.

Westinghouse, which opposed the current waiver when it was proposed a year ago, commented that the one-time-only request is "unnecessary and could materially interfere with the operation of the access rule during the first year in which it will be in full effect." (Last season the access rule permitted stations to carry two half-hour off-network programs and feature films previously seen on the network; such programs will be prohibited from now on.)

Westinghouse contended that CBS has offered "no basis" for its request and has failed to show how the networks would be prevented from providing a similar one-time-only news/public affairs program "in the absence of special relief."

FCC affirms right to edit

It says KTLA-TV had the power to blooper Lane comment on war

Attorney and author Mark Lane, who complained he was unlawfully censored during a talk show, has lost his case at the FCC.

The commission said it could find no evidence that KTLA-TV Los Angeles, where Mr. Lane appeared, acted unreasonably or outside the law in bloopering selected statements about alleged acts of "torture" committed by American service-men in Vietnam.

"We believe that the licensee in this case was neither prevented from broadcasting the syndicated program on which Mr. Lane was a guest, nor to present his appearance without editing it," the commission said. It added that since licensees are responsible for what they broadcast, and since the statement deletion was based upon the advice of counsel, the decision "does not appear to have been arbitrary, capricious or based upon a policy of excluding views with which it disagreed."

Mr. Lane had charged that KTLA-TV denied him his rights under the First Amendment and the Communications Act and the public's right to "receive suitable access to social and political ideas" (BROADCASTING, May 31, 1971). The station announced that the loss of sound was due to "technical difficulties."

The station later explained that a staff announcer who had been unaware of the sound technical difficulties during the previous appearance by Mr. Lane.

In his pleading with the FCC—filed by Tracy Westen of the Stern Community Law Firm—there was no question of the broadcaster's right to edit his guests or to edit a program for "valid journalistic reasons." It was argued, however, that the licensee cannot "pick and choose" among comments on a program that has been broadcast in its entirety.

The commission noted, however, that it has repeatedly stated that a licensee "can and must make reasonable judgments as to the programming presented over his facilities." It restated the established dictum that broadcast licenses are not common carriers.

The commission vote was 5-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner Benjamin L. Hooks not participating.

Program budget up next season at MPC

A record $25 million television and feature-film production budget for 1972-73 was announced last week by Metromedia Producers Corp.

A. Frank René, MPC president, said the 1972-73 figure triples the company's 1971-72 budget. He said programing is for network and syndication and encompasses series, documentaries, made-for-TV movies and theatrical features.

Network series under the MPC banner are The Super, now on ABC-TV, and Here We Go Again, in production for ABC-TV. Syndicated series with new production are The Merv Griffin Show; Truth or Consequences; Untamed World and Rona Barrett News Reports.

Network documentaries embrace a series of one-hour specials, Jane Goodall and the World of Animal Behavior, to be sponsored by duPont; four one-hour The Undersea World of Jacques Cousteau specials for ABC-TV, and Future Shock, a one-hour program based on the best-selling book.

MPC said eight made-for-TV feature films are in production, scheduled for telecast on ABC-TV or CBS-TV, and four theatrical features will be made during the year.

Stones' picture heads for TV

Cinema V, a film production and distribution company and a recent entrant into television syndication, has sold the first film in a new package: the Rolling Stone's documentary "Gimme Shelter." The film chronicles the group's 1969 U.S. tour which reached a climax at the Altamont Speedway in California, where a spectator was stabbed to death before the camera.

WNBC-TV New York, WTOP-TV Washington and the Group W TV stations have purchased "Gimme Shelter," but only WNEW-TV has scheduled it, to be telecast on special a.m. July 30 (9-11 p.m.) and July 31 (8-10 p.m.). The audio portion of the film will be simulcast on WNEW-FM New York.

24 stations save over 18,000 man-hours ... a la Cart.

The TCR-100 is going places fast. 24 have already been delivered. And more than 550,000 commercials have already been played on them. The rate now is 3,250 a day and rising fast. In fact, on the average, an RCA video cartridge is broadcast every 20 seconds.

A big trend, certainly. But why?
Increased flexibility and better quality of output are two big reasons. So are cost savings and more efficient manpower utilization.

For example, it takes one man about six seconds to run a commercial on a TCR-100. The same commercial takes the same man 155 seconds on a reel-to-reel machine.

That figures out to a total of more than 18,000 man hours saved so far by stations using the “Cart”.

Less headwheel wear and lower tape costs are two other big money-saving advantages.

Head-to-tape contact on the “Cart” is 32 seconds for a 30-second commercial as opposed to 140 seconds for a reel-to-reel machine.

What’s more, the TCR-100 uses the new RCA Alfecon II headwheel, which gives significantly longer life than anything else available.

All this is only part of the TCR-100's cost-performance story.

One cartridge machine can free up to three or four reel-to-reel machines for production work. It also helps eliminate station-break errors and make-goods. And you won’t have to worry about early obsolescence—it’s future-compatible.

And that adds up to bigger profits, too.

<table>
<thead>
<tr>
<th>TCR-100 Box Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number delivered</td>
</tr>
<tr>
<td>Number of commercials broadcast</td>
</tr>
<tr>
<td>Present rate (commercial/day)</td>
</tr>
<tr>
<td>Man hours saved</td>
</tr>
</tbody>
</table>

*Estimate

<table>
<thead>
<tr>
<th>TCR-100's Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHO-TV, Spokane, Wash.</td>
</tr>
<tr>
<td>KIRO-TV, Seattle, Wash.</td>
</tr>
<tr>
<td>KNTV, San Jose, Calif.</td>
</tr>
<tr>
<td>KPLR-TV, St. Louis, Mo.</td>
</tr>
<tr>
<td>KSLA-TV, Shreveport, La.</td>
</tr>
<tr>
<td>KTSM-TV, El Paso, Texas</td>
</tr>
<tr>
<td>NBC, Network, N.Y.C.</td>
</tr>
<tr>
<td>WAFB-TV, Baton Rouge, La.</td>
</tr>
<tr>
<td>WAPA-TV, San Juan, P. R.</td>
</tr>
<tr>
<td>WBAL-TV, Baltimore, Md.</td>
</tr>
<tr>
<td>WBAY-TV, Green Bay, Wisc.</td>
</tr>
<tr>
<td>WBRE-TV, Wilkes Barre, Pa.</td>
</tr>
</tbody>
</table>
Revolution in the Film Room: Consistent quality for all your films

Year after year, color film reproduction has been a big problem for broadcasters.

Stations get their film from a lot of different sources, and the variations in picture quality are both numerous and obvious. Maintaining continuity of color quality is a difficult and sometimes almost impossible task.

But now, finally, there's a revolutionary new color camera that tackles these problems and solves them—automatically.

It's the new RCA TK-28. And it does for picture quality what no other color film camera has done before. It actually improves on the reproduction of original film wherever necessary—automatically, dependably, economically.

Result? The kind of performance long needed to achieve continuously uniform picture quality from beginning to end. Even in difficult multi-source sequences.

To realize fully how much the TK-28 can do for your station, you've got to see it in action. But basically, it can correct the following common film faults: low saturation, wide variations in density and contrast, and color errors in the film-base.

Here's how it works.

Exclusive new automatic color circuits maintain color balance and automatically correct for printing errors and color temperature variation from projector to projector. Pre-selected chromacomps, RCA's system of color masking, gives a boost to low saturation color films, compensates for scene-to-scene variations, and corrects dye transfer errors.

White and black levels are also maintained automatically to handle wide variations in film density and contrast.

And a new order of circuit simplicity with three tubes (vidicon or lead oxide) gives performance approaching that previously associated only with live cameras such as the TK-44B.

Tomorrow Telecine System Today. Couple the TK-28 with RCA's new TP-55B multiplexer and the savings in space are also revolutionary. Two film islands can be installed in essentially the same space now occupied by one. The TP-55B permits numerous configurations ranging from a simple one-projector, one-camera system all the way through an interactive four-projector, two-camera island.

The camera can be installed within the multiplexer cabinet for really compact arrangements. Moreover, solid state logic in multiplexer control units makes such systems readily adaptable to cost-effective automation plans for the future.

Line overlay shows how TP-55B multiplexer permits space-saving internal installation of TK-28 camera.
Politics, profits and the TK-44B

The November elections are coming up fast. And political commercials will be a big part of the action—more so than ever before. For your station, it could mean a nice profit from local production. Who gets the business, of course, depends on the campaign managers and their advertising agencies. And what they look for are stations equipped to do the best job.

For example, they want a top quality picture—not just in the studio but out in the street or wherever else voters congregate. They want dependability, too. Political campaigns are run on a tight schedule. Equipment malfunction is no excuse for a broken deadline.

This upcoming business potential makes now a particularly good time to consider the RCA TK-44B color camera as a sound investment. Its picture quality can't be beat either in the studio or on location jobs. It gets full video level and excellent signal-to-noise at lower than usual light levels, so you can show the candidate in more natural lighting situations without distracting smear and noise. And without the stylized studio look.

Low light levels are easier and cheaper to work with, too. And help the subject feel more comfortable and relaxed. What makes the TK-44B so good? Features like Bias Light to minimize lag in low light. RGB Coring to reduce high frequency noise. And Scene Contrast Compression for picking up detail in shadow areas without washing out the highlights.

What's more, stations keep reporting that it's the easiest to set up and the most stable camera they've ever worked with. Maintenance is low, and the compact design helps simplify difficult location shots.

Helping you make more profits through local production is one big reason for the TK-44B. Why not see your local RCA representative? Ask him how you can get a TK-44B for less than you might think.

Answers to questions about new transmitter trends.

At NAB, RCA demonstrated the use of special purpose computers in unattended transmitter operations. A lot of interest was generated and a number of questions raised. For those who weren't there, here are two of the most frequently asked questions and our answers.

Can I get more than transmitter remote control capability from the computer?

Very definitely. The system shown at NAB demonstrated not only remote control functions, but also a variety of other capabilities as well.

It can keep records for future evaluation. It can aid in preventive maintenance by logging trend data on component aging. What's more, one computer can handle more than one transmitter—a decided advantage to broadcasters operating AM and FM as well as TV transmitters. Similarly, time-sharing is another money-saving possibility.

Can I get the advantages of automatic transmitter operation without adding the computer?

Positively. In fact, many automatic features included in today's RCA VHF transmitters perform like a compensating, built-in computer. Among these automatic functions are: excitier switchover, turn-on sequencing, power output level control and pedestal level control.

Moreover, these new generation transmitters are the most solid state ever made. Because fewer tubes are used, reliability is enhanced, fewer operating adjustments are needed, and maintenance is simplified. And, performance specifications have been significantly improved, resulting in superior color signal quality and stability.

Current RCA VHF transmitters include the highband TT-50FH and lowband TT-30FL, both designed for parallel operation, and the TT-25FL, a lowband 25 kW especially suited for alternate-main operation. All are future-compatible—designed for computer-control and unattended operation.

So you can benefit today from the automatic features of transmitters that are right for tomorrow.

Low cost and compact design of new TT-25FL transmitter make it highly suitable for alternate-main operations.
RCA program for reworking Ampex Mark X headwheels enters sixth month.

Since RCA first announced its factory reconditioning service for Mark X headwheel panels, nearly 100 installations have availed themselves of this service.

The reconditioning involves the use of RCA Alfecon II, which significantly increases VTR headwheel life.

One heavy user, for example, reports more than 1,600 hours of superior highband performance from a reworked unit. And it’s still going strong.

The service is available for any Ampex Mark X headwheel panel used on models VR-1100 (High-band), VR-1200 and VR-2000 VTR’s. Alfecon II is also dramatically increasing the life of RCA headwheels.

To date, more than 100 stations have passed the 1,000 hour mark, which makes them eligible for membership in RCA’s “1,000 Hour Club”.

For more information on how you can profit from Alfecon II headwheel service, see your RCA representative.

Products in the news.

Remote-control video switcher. RCA’s new TS-18 with eighteen inputs and one output is suited for monitor switching, tape-input switching and house-monitoring systems. It can be used as an additional switching bus for existing production and distribution switchers.

Features of the TS-18 include momentary contact control, silicon-hybrid and integrated circuitry, and audio-switcher tally outputs.

EPIS accessory for the TCR-100. RCA’s Electronic Program Identification System provides on-screen identification of cued-up cartridges in the TCR-100 tape transport. Read-out is continuous until the cartridge is played and returned to the magazine.

In addition to the visual read-outs, EPIS provides an output for use in hard-copy printers and for picture-monitor displays, computer verification and billing purposes.

Splicer-Editor Option for the TCR-100. RCA’s Editor simplifies last-minute phone-number, price or dealer-address changes after the spot is already on cart, and avoids redoing the entire spot.

The Editor handles inserts in increments down to a single frame, shifts cue points in single-frame increments, and makes possible A-B edits (editing the end of one cart to the start of another).

Future-compatible broadcast equipment...Tomorrow Systems Today
AT&T and Comsat plead their case

The Communications Satellite Corp. and AT&T last week began their effort to undo the knots in which they feel the FCC has tied them in its policy decision on domestic communications satellites.

Both petitioned the commission to reconsider those provisions of the decision that would impose restrictions on their domestic-satellite operations. Apart from those restrictions, the commission on June 16 adopted a policy that generally permits those with technical and financial qualifications to enter the domestic communications-satellite business (BROADCASTING, June 19).

One development favorable to Comsat and AT&T last week was the commission's decision to extend the effective date of the domestic-satellite policy, which had been July 25. Comsat had asked the commission to stay the processing of any applications to provide the new service until it had considered Comsat's petition for reconsideration (BROADCASTING, July 3).

The commission said it did not appear practicable to give "due consideration" to the pleadings and to act on the request for stay before July 25. However, it said it intended to consider the stay request early in September. The commission will not be at full strength again until after August.

AT&T, in its petition for reconsideration, protested the limitations placed on its initial use of satellites to such monopoly services as message toll telephone, WATS, and AUTOVON private-line departments of Defense service. Business, like private-line and television transmission service, would be denied it.

And both AT&T and Comsat objected to the commission's barring a proposed agreement between them, under which Comsat would provide a system solely for AT&T. Comsat wants not only to provide a system for AT&T but another one for other customers, including, it hopes, the television networks.

The commission said AT&T could apply for its own satellites or lease facilities from someone or anyone else. As for Comsat, it was given the choice of becoming a carriers' carrier—serving AT&T, among others—or operating as an end-to-end carrier, serving customers other than AT&T. The commission also imposed Comsat's opportunity to serve the off-shore points of Alaska, Hawaii and Puerto Rico, which Comsat says limits its ability to compete effectively.

The chance that AT&T and Comsat will see their arguments prevail is considered better than that of no modifications at all. For the commission had acted on a vote of 4 to 3, and one member of the majority, Robert T. Bartley, has since retired and has been replaced by Commissioner Benjamin L. Hooks.

Comsat took note of this factor in its petition for reconsideration, and used it as an additional argument. "At the birth of a new domestic communications era, it is desirable that at least a majority of the commissioners who will be charged with overseeing the future course of developments be of full agreement with the ground rules that will initially set that future course," Comsat said.

In addition, AT&T and Comsat can be encouraged by the vigorous dissent Chairman Dean Burch filed in the proceeding two weeks ago. The statement, in which the other dissenting commissioners, Charlotte Reid and Richard E. Wiley, joined, says "the big loser" in the proceeding is Comsat, "the one applicant with genuine experience in space-segment management," and contends that the commission's order may actually "retard the evolution of satellite technology, not get it going" (BROADCASTING, July 17).

The commission majoty said its restrictions were designed to foster competition. In limiting AT&T to monopoly services, Chairman Burch wanted to make competitive entry into the new field of domestic communications-satellite service "meaningful and not just token." And in barring the AT&T-Comsat lease agreement, the commission expressed the fear that Comsat, if its agreement with AT&T were approved, would be "inhibited from competing vigorously in the provision of retail, specialized services.

AT&T said the limitations on its services will be permitted to provide, at least initially, is contrary to commission policy in other proceedings. Furthermore, it said, "Given the opportunity to implement the principles of full and fair competition, the commission with respect to domestic satellites has instead created a protective umbrella by which domestic satellite applicants seeking to provide 'specialized services' would be sheltered from competition."

Comsat said it is being penalized because of AT&T's ownership interest in Comsat. The commission had said its conclusions were affected by AT&T's 29% ownership of Comsat's stock and its ability to name three of the 15 Comsat directors.

But that situation, Comsat said, is sanctioned by Congress, and the commission has never recommended termination. Furthermore, the commission has a variety of direct methods, including incentives and conditions to authorizations, to seek to persuade AT&T to end its corporate relationship with Comsat.

Comsat also said that the commission's fear that it would not compete vigorously with AT&T is baseless. Considering the substantial investment it would make in a multipurpose system and the relative ease of entry for competitive systems, Comsat said, it would have "every incentive to maximize its revenues by competing vigorously."

Comsat said the effect of the commission's order would actually be to diminish domestic competition to AT&T and reduce the number of choices open to customers of satellite communications services. Comsat said that the antitrust laws would not permit such a division of markets to be accomplished by the applicants acting in concert, and added: "It is equally contrary to the public interest for the order to require it, and curious that it do it in the name of "national security."

The order's provisions limiting Comsat in its domestic satellite operations to the continental 48 states has no rational basis, Comsat said, and would impede its ability to offer end-to-end service to customers whose requirements extend to the off-shore points.

The commission indicated it was concerned about the conflict of interest that might result of Comsat served points now served by Intelsat, which it manages. But Comsat said the order virtually insures that traffic between the mainland and the off-shore points will be carried by domestic systems.

Two FM's sabotaged

Two California FM stations—KTAO Los Gatos and KOME San Jose—have refused permission after a 30-day moratorium was imposed and the tower they share were sabotaged.

The stations were knocked off the air July 10 for about 60 hours when a set of guy wires holding up the antennas was cut and one leg of the tower sawed in half, causing the structure to collapse. Damage to KTAO's antenna was estimated at $2,000; KWME's at $5,000. Police are investigating.

Take your time

A new broadcast cartridge, Capitol/Audiopak A-2, has been introduced by Audio Devices, Glenbrook, Conn., a division of Capitol Industries. It is said to have been developed to meet preferences expressed by radio stations in response to surveys conducted by Audio Devices and also conforms to National Association of Broadcasters specifications. It is available in every standard playing time: Empty 20, 40, 70, 90, 100 and 140 seconds and 2.5, 3.5, 5.5, 7.5, 8.5 and 10.5 minutes. Special customized playing times are also available, officials reported.

Technical Briefs

License set. Agreement under which Electronic Associates Inc. (EAI), West Long Branch, N.J., will manufacture and market facsimile equipment under patents held by Comfax Communications Industries, New York, was announced last week. Comfax patents relate to rapid transmission of microfilm and hard-copy documents using standard telephone equipment and transmission lines.

Up north. Daskin Sales Corp., Montreal, Malton, Ont., and Vancouver, has been named by C-Cor Electronics Inc., State College, Pa., as Canadian sales rep for its cable-television products.
When the Packers score...
so do we—with exclusive coverage in Milwaukee!
1972 football will cost broadcasters more than ever

Pros and colleges to pick up nearly $69 million from networks and stations which in turn report brisk sales to sponsors; upswing in reversal of 1971 when rights dropped slightly from preceding year

The prices for football broadcast rights, which leveled off in 1971 for the first time in 25 years, are on the rise again. When the total 1972 bill is presented by college and professional teams, it will come to $68,916,200, $2.7 million above last year's $66,226,210.

The major share of the credit for the increase is due to an extra $1.5 million that ABC-TV will be paying for NFL Monday Night Football. In addition, the payments to local pro football clubs for radio rights will escalate $417,000.

Also significant—since it was the category responsible for the slight drop in football's over-all tab last season—is the turnabout in money for local radio and delayed-TV rights to schools and college. In 1972 it will increase $174,490, more than offsetting a $160,165 decline in 1970.

The 1972 radio-TV rights total for all U.S. football, compiled annually by Broadcasting and based on its own national survey, breaks down this way:

- $64,650,000 from the networks for college and pro games as opposed to $62.5 million last year.
- $2,557,000 in local radio rights to 26 National Football League clubs, compared to $2,140,000 in 1971.
- $389,500 in local preseason TV for the same NFL teams, a $51,500 drop under last year's $441,000.
- $1,319,700 in local radio and delayed TV rights to schools and colleges, a solid $174,490 gain over 1971's $1,145,210.

The rising cost of football, however, isn't causing too much sorrow among broadcasters, most reporting sales well ahead of 1971. One radio rights funder said his station is not only sold out for pro football, but that it is taking standby reservations for 1973.

Others cited the strong growth in regional networks as proof of football's lure. A new rights holder in 1972, KRLD(AM) Dallas, has at least 170 affiliates lined up for Dallas Cowboys football, up from 127 last year. As John Butler, station vice president and general manager, put it: "The Cowboys are no longer simply a Dallas or Texas team; they're now the pride of the entire Southwest."

Here's the way ABC-TV, CBS-TV and NBC-TV have set up their plans for the 1972 season:

ABC-TV will be starting its new two-year contract and its seventh straight year of covering National Collegiate Athletic Association games. The first six games of the season have already been chosen, but the new contract allows ABC to select the rest of the schedule as late as the Monday before each Saturday game. A total of 37 games, one more than last year, will be televised. The 13 national and 24 regional telecasts will begin with Tennessee at Georgia Tech on Sept. 9.

ABC will pay $27 million for the rights, to be split evenly over the two years, which is $3 million more than the last two-year contract. Chris Schenkel (play-by-play) and Bud Wilkinson (color) return as the announcing team.

Rate per minute on the college games is about $2,000.

Filmed highlights of top games played each Saturday will be featured on NCAA Football Highlights. The one-hour program will be on ABC on Sundays at 12-1 p.m. EDT, beginning Sept. 17. The announcer is still to be named.

Participating sponsors are: Continental Insurance (Doyle Dane Bernbach), AT&T's Yellow Pages (Cunningham & Walsh), U.S. Tobacco (Warwick & Legler), Midas Muffler (Wells, Rich Greene), Cotton Inc. (Ogilvy & Mather), Brylcreme (Kenyon & Eckhardt) and Monroe shock absorbers (Aitken, Kynett) Philadelphia.

The Washington Redskins-Minnesota Vikings game at Bloomington, Minn., on Sept. 18 kicks off NFL Monday Night Football on ABC-TV which is now in the third year of its four-year $34 million contract.

In addition to the 13-game Monday night schedule, ABC will televise next Friday's (July 28) contest between the Dallas Cowboys and the College All-Stars from Chicago's Soldier Field at 9:30 p.m. EDT; next Saturday's (July 29) Hall of Fame exhibition between the New York Giants and the Kansas City Chiefs on the Wide World of Sports at 4 p.m. EDT; and a preseason Sunday night game on Aug. 27 at 9 p.m. EDT, between the Los Angeles Rams and the Kansas City Chiefs.

Howard Cosell, Don Meredith and Frank Gifford will be on the announcing team again this year.

The asking price per minute on the pro game is $70,000.

CBS-TV will televise 83 NFL regular-season games, 64 of them National Conference contests and 19 of them inter-conference games between National and American Conference teams.

The network will carry three NFL preseason games (9 p.m. EDT-conclusion) on Friday, Aug. 25; Saturday, Sept. 2, and Sunday, Sept. 10.

Four NFL post-season games also will be telecast: two National Conference games on Saturday (Dec. 23) and Sunday (Dec. 24); the National Conference championship on Sunday (Dec. 31) and the AFC-NFC Pro Bowl game on a date to be announced.

As in the past, CBS-TV is splitting its games into four packages:

1) Three preseason games will be sold to advertisers at $50,000 per minute or $25,00 per 30 seconds.

2) A national game package, covering 21 dates and 29 games (14 Sunday single and eight Sunday doubleheader contests, two Saturday games, a Thanksgiving date, two NFC play-offs, the NFC championship and the AFC-NFC Pro Bowl) will be sold to advertisers at $70,000 per minute.

3) Twenty-one pregame shows, $25,000 per minute and (4) twenty-one postgame shows, $37,000 per minute.

CBS-TV has signed 21 announcers for coverage of the games and pregame and postgame contests. Teams for the games (play-by-play and analyst, respectively) are Jack Whitaker and Jim Morse; Ray Scott and Pat Summerall; Don Criqui and Irv Cross; Jack Buck and Tom Brookshier; Jack Drees and George Connor; Frank Glieber and Alex Hawkins, and Lindsey Nelson and John Sauer.

The postgame hosts for regional broad-
casts are Ron Barr, Frank Clarke, Andy Musser, Bruce Roberts, Tim Ryan, Dick Stockton and Gil Stratton. Pat Summerall and Jack Whitaker will be co-hosts of The NFL Today, the 30-minute program that precedes each NFL broadcast. Bruce Roberts will anchor and be host for the 30-minute postgame Pro Football Report.

CBS-TV will present during halftime on 20 NFL broadcasts a series of features profiling people involved in the game. Called "NFL Action Profile," the features will be produced by NFL Films Inc. and will be in addition to the pregame programming and the highlight footage the firm provides for The NFL Today.

NBC-TV is scheduling a record 93 games, including the Super Bowl next January, during the 1972 season. The pro total, two over last year, includes seven doubleheaders, two Saturday afternoon games, divisional playoffs and the AFC championship game.

The regular season will start with a doubleheader on Sunday, Sept. 17. Preceding will be three pre-season night games. The Super Bowl will be held on Jan. 14, 1973 in Los Angeles Coliseum.

An NBC official said the per-minute prices are: pre-season games, $42,000; Sunday single games, $35,000; Sunday doubleheaders, $52,000; Thanksgiving game, $70,000; Saturday games, $42,000; playoff games, $55,000; conference championships, $95,000; Super Bowl, $200,000; Rose Bowl, $135,000; Orange Bowl, $80,000, and Senior Bowl, $35,000.

NBC said announcers have not all been set but there will be crews headed by Curt Gowdy, Al DeRogatis and Ken Coleman.

The postgame program for AFC telecasts will be sponsored by Gillette (BBDO) and Sperry Rand (Young & Rubican), with each buying full sponsorship of different games rather than sharing sponsorship of all contests.

Hughes Sports Network will once more telescore the NFL Game of the Week, 30 minutes in length. Approximately 140 stations will be receiving the 16-week series, beginning Sept. 16.

Some 140 stations will also link up with Hughes for the 60-minute NFL-produced series, This Week in Pro Football, also beginning Sept. 16 for 16 weeks.

In addition, Hughes will carry the Astro-Blue Bonnet Bowl and the East-West game on Dec. 30. Muzio Productions will be feeding a TV series of four collegiate bowl games to about 150 stations this season. Although sponsorship of the games is 75% sold, Muzio declined to name sponsors at this time.

The Fiesta Bowl, originating from Phoenix, will be telescored Saturday, Dec. 23, with Eddie Doucette on color, and the play-by-play man to be announced. Jack Drees, on play-by-play, and Eddie Doucette, on color, will cover the Blue-Grey Bowl from Montgomery, Ala., on Wednesday, Dec. 27, and the Peach Bowl from Atlanta on Friday, Dec. 29. On Sunday, Jan. 9, the American Bowl will be telescored from Tampa, Fla., with Jack Brickhouse covering play-by-play, color man to be announced.

One of the more unusual TV football packages, Grambling College Football Highlights, is expected to wind up on about 110 stations this season, the third year it has been in syndication. Created specifically for the 22 million black people in the country, Grambling football is an hour program of video-taped game highlights in color, edited on location and fed directly to markets, including 75 of the top-100 black markets, for showing the following day.

Starting on Sept. 10, 13 weekly programs are being offered to stations by Black Associated Sports Enterprises, Beverly Hills, Calif. This schedule encompasses Grambling College's 10-game schedule and three special programs on related activities.

Highlight of the schedule is a game on Nov. 11 (available on Nov. 12) with the University of Hawaii from Honolulu. Technical pickup of the game will be provided by KOMA-TV Honolulu. Pickup and editing for other games will be handled for the first time by Howard Zuckerman's National Teleproduction Corp., Indianapolis.

National sponsors of Gambling Football are Oldsmobile and Anheuser-Busch.

Mutual Radio will be getting a sizeable piece of the pre-bowl action in 1972. Over-all its plans this year include the entire 13-game schedule of NFL Monday night football, the 10 Notre Dame college games, and next Friday's contest between the Dallas Cowboys and College All-Stars.

Buick (McCann-Erickson) will sponsor Friday's game from Soldier's Field in Chicago at 9:30 p.m. (NYT). Van Patrick and Al Wester will handle the play-by-play and they will also do the NFL Monday games and the Notre Dame contests.

This will be the first year that the NFL Monday games go on radio. At 8:45 p.m. (NYT) each Monday, Morris McLemore and Miami Dolphins coach Don Shaull will host a 15-minute pregame show.

Four hundred stations will be joining Mutual as it enters its fifth year of Notre Dame coverage.

Game sponsors include Royal Globe Insurance Co. (direct), La-Z-Boy chairs (Marvin Hahn), DeVoe & Reynolds paints (Doez-Anderson) and Royal Triton Oil (direct).

In addition, a 23-minute pregame show with Ara Parseghian, coach of Notre Dame, is scheduled, to be sponsored again this year by Ford (J. Walter Thompson).

U.S. Military Academy games will once again be broadcast by the Army Black and Gold Football Radio Network, set up by the academy. At this time, 19 stations are set to take the series of 10 games.

The season begins Sept. 23 against Ne-

### The football price the networks pay

<table>
<thead>
<tr>
<th>ABC-TV</th>
<th>Rights</th>
<th>Date</th>
<th>Mutual Radio</th>
<th>Rights</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>coaches All-America Game</td>
<td>unannounced</td>
<td>June 24</td>
<td>College All-Star Game</td>
<td>unannounced</td>
<td>July 28</td>
</tr>
<tr>
<td>coaches All-America Game</td>
<td>unannounced</td>
<td>July 28</td>
<td>NFL Monday Night Football</td>
<td>unannounced</td>
<td>Sept. 17</td>
</tr>
<tr>
<td>NCAA College Games</td>
<td>$13,600,000</td>
<td>Sept. 9</td>
<td>Notre Dame Football</td>
<td>unannounced</td>
<td>Sept. 23</td>
</tr>
<tr>
<td>NFL Monday Night Football</td>
<td>$8,000,000</td>
<td>Sept. 25</td>
<td>NBC Radio</td>
<td>unannounced</td>
<td>(1)</td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td>unannounced</td>
<td>Dec. 17</td>
<td>AFC Championship</td>
<td>(1)</td>
<td>Dec. 31</td>
</tr>
<tr>
<td>North-South Shrine Game</td>
<td>unannounced</td>
<td>Dec. 25</td>
<td>Orange Bowl</td>
<td>(1)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Gator Bowl</td>
<td>unannounced</td>
<td>Dec. 30</td>
<td>Southeastern</td>
<td>(1)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Sugar Bowl</td>
<td>unannounced</td>
<td>Jan. 1</td>
<td>Super Bowl</td>
<td>(1)</td>
<td>Jan. 14</td>
</tr>
<tr>
<td>Hula Bowl</td>
<td>unannounced</td>
<td>Jan. 6</td>
<td>All networks announced rights</td>
<td>$52,680,000</td>
<td>(1)</td>
</tr>
<tr>
<td>Total</td>
<td>$22,000,000</td>
<td></td>
<td>Grand total for networks</td>
<td>$54,680,000</td>
<td>(1)</td>
</tr>
</tbody>
</table>

### What major schools get from radio and local TV

<table>
<thead>
<tr>
<th>Conference</th>
<th>Teams</th>
<th>Radio stations</th>
<th>TV stations</th>
<th>Total rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Coast</td>
<td>7</td>
<td>14</td>
<td>200,000</td>
<td></td>
</tr>
<tr>
<td>Big Eight</td>
<td>8</td>
<td>15</td>
<td>172,000</td>
<td></td>
</tr>
<tr>
<td>Big Ten</td>
<td>7</td>
<td>22</td>
<td>1,240,000</td>
<td></td>
</tr>
<tr>
<td>Ivy League</td>
<td>8</td>
<td>28</td>
<td>199,900</td>
<td></td>
</tr>
<tr>
<td>Mid-America</td>
<td>6</td>
<td>44</td>
<td>5,820</td>
<td></td>
</tr>
<tr>
<td>Missouri Valley</td>
<td>7</td>
<td>16</td>
<td>7,120,000</td>
<td></td>
</tr>
<tr>
<td>Pacific Coast</td>
<td>7</td>
<td>12</td>
<td>213,000</td>
<td></td>
</tr>
<tr>
<td>Southeastern</td>
<td>10</td>
<td>39</td>
<td>242,160</td>
<td></td>
</tr>
<tr>
<td>Southwest</td>
<td>3</td>
<td>50</td>
<td>3,750</td>
<td></td>
</tr>
<tr>
<td>Western Athletic</td>
<td>8</td>
<td>19</td>
<td>80,200</td>
<td></td>
</tr>
<tr>
<td>Others and Independents</td>
<td>2</td>
<td>18</td>
<td>180,000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>128</td>
<td>166</td>
<td>$1,319,700</td>
<td></td>
</tr>
</tbody>
</table>

1. Does not include conference members not playing football teams.
2. Independent figures do not include Notre Dame.
Get a reserved seat now for an important hearing in Washington, D.C.

Sponsorship impact will sell your story to the loyal Redskins fans.
And expect results.
Get the whole case by calling WMAL Sales (202) 686-3050 or McGavren-Guild-PGW Radio. Now.

WMAL RADIO Washington D.C. 63

Redskins coverage—another reason for leadership in the 7th market.
braska and ends Dec. 2 with the traditional Army-Navy game. Sponsors are to be announced.

On the college football sidelines there will be no bigger supporter than Humble Oil & Refining Co., which plans to sponsor all Southwest Conference games on radio for the 39th consecutive year.

A total of 55 games will be covered this season on regional networks set up by McCann-Erickson, Houston, agency for Humble. A crew of 14 announcers and six engineers will bring the games to 128 stations, up from 121 last year.

McCann-Erickson said that in keeping with its policy is to promote Southwest Conference football while keeping the broadcasts uncluttered, it limits itself to 10 commercials per game.

Other more notable plans for college football radio coverage in 1972:

KIRO (AM) Seattle, which paid $87,710 for broadcast rights to University of Washington sports, will start with the full schedule of the Huskies starting in September.

Oklahoma New Network Inc., Oklahoma City, announced it will carry the University of Oklahoma schedule on its 50 affiliates in the state and is offering games to out-of-state radio either as a season package or as a spot basis. KOZE (AM) Lewiston, Idaho, has lined up 14 other stations for the 11-game schedule of the University of Idaho. Ford Dealers (through J. Walter Thompson) has bought one-third sponsorship and First Security Bank, Salt Lake City (Gilliam Advertising) has taken participations.

Following is a rundown of the local pre-season and regular-season radio plans of the National Football League's 26 clubs, as well as the local pre-season TV outlook. This, of course, does not include regular-season TV that is carried by CBS-TV (National Football Conference), NBC-TV (American Football Conference) and ABC-TV (both conferences on Monday nights).

**AFC—Eastern Division**

**Baltimore Colts**

Dethroned last year as NFL champions, the Colts still feel they have a winner in their radio set-up. WCBM (AM) Baltimore will be back to originate six pre-season and 14 regular-season games for the Colt Football Network that last week totaled more than 30 stations. The regional hook-up is being arranged by Sports Media Inc., Baltimore.

Ted Moore and Ordell Braase will again do the play-by-play and color, respectively. One other returning fixture will be the pre-game Johnny Unitas Show of the Baltimore quarterback.

The sponsor line-up was incomplete as of last week, but WCBM said it expected a sell-out before the pre-season opener.

UHF will be edging farther into the sports spotlight with WQBF (TV) Baltimore taking over the Colts pre-season TV rights. At least two exhibitions games from Tampa, Fla. — with the Washington Redskins Aug. 4 and the Pittsburgh Steelers Aug. 26—are definitely scheduled. The change in Colts ownership earlier this month has caused slight delays in planning.

Bob Gallagher, Miami Dolphins announcer during the regular season, will do play-by-play for ch. 45 WQBF with Alex Hawkins on color. Bill Lefever of WQBF will be the third man.

**Buffalo Bills**

Radio coverage of the Bills moves to WKBW (AM) Buffalo this season after 12 years with WENM (AM) Buffalo. The first year of the three-year contract provides for full coverage of the 14 regular-season contests and six exhibition games. The games will be fed five5 stations including New York stations. Covering the action will be Al Meltzer, play-by-play, Rick Azar, color, and former Bills player Eddie Rutkowski, analysis.

Game day coverage begins with Buffalo Bills Replay, a 30-minute review of past highlights narrated by Mr. Azar and sponsored by Henry's Restaurant (through Russell Baker Advertising). Mr. Azar will also be host of Game Plan, a five-minute look at the upcoming contest with Bills coaches (to be sponsored). Line-Up follows, a 10-minute pre-game show with Mr. Meltzer and Mr. Rutkowski.

Game sponsorship includes one-five shares each by M&T Bank (Comstock Advertising) and Geneseo Brewing Co. (William Esty). Other participating sponsors are: Tuxedo Junction (Mayport Advertising), Stewart & Benson (Ellis Advertising), Urbanik Transmission (direct), Jet Electronics (Ellis, Singer & Webb), A to Z Television (Creative Concepts) and Port of Sports (direct).

Immediately following the game, Joe Downey will host a five-minute Buffalo Bills Scoreboard, (to be sponsored). Mr. Azar and Mr. Rutkowski will do Bills Locker Room, a 10-minute, post-game interview program, also to be sponsored.

In addition to game-day coverage, WKBW will air the following vignette reports: Monday Quarterback, Scouting Report (Thursday), and Coach's Report (Saturdays), sponsored by MacDonald's Restaurants (Cal-Mary Advertising).

WKBW-TV Buffalo, in its seventh year as a Bills broadcaster, will colorcast three exhibition games scheduled for Aug. 15 and 16 and Sept. 3. Two other stations in upstate New York will provide play-by-play with Paul Maguire, former Bills player, on color. Sponsors of the games include Gene-see Brewing, (William Esty) 20%, Erie County Savings (Well, Levy and King) 20% and Super Duper Markets (Lippman Advertising Assoc.) 20%. The remaining time will be sold on a spot basis.

**Miami Dolphins**

WIOD (AM) Miami which has been carrying the Dolphins games since the inception of the franchise in 1966 will be starting the first year of a new four-year contract negotiated last March. All six pre-season and 14 regular-season games for the American Football Conference champions will be fed to a 14-station Dolphins Network, up from 10 stations in 1971.

Broadcast team remains Rick Weaver, play-by-play; Lou Calceur, color, and Henry Barrow, field analysis.

Four radio network sponsors are Cigo (through Media Corp. of America) Chevrolet truck (Campbell-Ewald), Union Carbide (William Esty) and National Airlines (F. Waterman). Local games on wiod will be Hill York (Sam Crispin) and Householld Finance Corp. (direct).

In addition to a Friday evening Don Shula Show, which will be sponsored by Jordan-Marsh Department Stores (Alcom), four pre-game and postgame shows have been sold on wiod only. They are: Coaches Comment to Lum's Restaurants (Home Lum Advertising); Orange Bowl Express to Orange Motors, Milex and Kentucky Fried Chicken (all Marshall J. Simmons), Ryder truck rental (Mike Stone), Leon Ray Volkswagon (G. M. R. Advertising), Barons Menswear (V&E and Abercrombie & Fitch (Kelly Scott & Madison); Rolling Home Locker Room Show to U-Haul rental (Marshall J. Simmons), Hollywood Federal (Advertising Marketing Associates), Bonfire restaurant (Michael Weiner) and Bernie Blank's Menswear (direct).

Other advertisers that have contracted for adjacencies or station breaks on wiod in connection with Dolphins games are William Lehman Buick (Irv Greene Advertising), Tall & Big Men's Shop (Retail Advertising Associates), Northside Shopping Center (Marty Nash & Associates), Withers Van Lines (Hume, Smith & Mickleberry), Gourmet Volkswagen (G. M. R. Advertising).

Wiod also will have Dial The Dolphins on Monday nights, 8-8:45 p.m., preceding its pickup of the new radio coverage of the NFL Monday night football games.

Three pre-season games are to be telecast by WTVJ (TV) Miami: Aug. 4 at Detroit Lions, Aug. 19 at Cincinnati Bengals and Aug. 31 at Washington Redskins. Broadcast team will be Bob Gallagher, former Dolphin Dave Kocourek and Bob Halloran.

WTVJ said that participating sponsors are...
"Hitting the BLACK MARKET with a BOMBSHELL"

Grambling College Football
A ONE-HOUR COLOR TELECAST
SPONSORED BY:
Oldsmobile, Division of General Motors
Budweiser/Bud Malt Liquor
El Producto/(Consolidated Cigar)

FOR EXCLUSIVE PRESENTATION IN YOUR MARKET AREA
CALL COLLECT: EDDIE HALL, (213) 657-2538

3rd Sensational Season/13 Consecutive Programs, Beginning Sept. 10th thru Dec. 3rd

Represented by: Sports Media Sales/ 434 N. Rodeo Dr./ Beverly Hills/ (213) 278-1740
There were a total of three networks, CBS (11.9, 36 percent), NBC (11.0, 33 percent), and ABC (10.4, 31 percent) which are given below in the table. The number for ABC included non-convention programming 7:00-9:30 PM (CNYT).

You lose one.
You win one.

<table>
<thead>
<tr>
<th></th>
<th>Average Rating</th>
<th>Average Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>11.9</td>
<td>36 percent</td>
</tr>
<tr>
<td>NBC</td>
<td>11.0</td>
<td>33 percent</td>
</tr>
<tr>
<td>ABC</td>
<td>10.4</td>
<td>31 percent</td>
</tr>
</tbody>
</table>

lead over ABC 14 percent
lead over NBC 8 percent

Source: National Arbitron 7:00-11:00 PM (CNYT). Qualifications available on request.
At the Democratic National Convention in Miami, CBS News Correspondent Roger Mudd's name was placed in nomination for the Vice-Presidency by two Wisconsin delegates.

In this totally unprecedented turn of political events, Roger Mudd lost. Which prompted the Democratic Vice-Presidential nominee to preface his acceptance speech with the above remark.

Well, you can't win 'em all.

But Walter Cronkite and the CBS News Convention team, Eric Sevareid, John Hart, Roger Mudd, Dan Rather and Mike Wallace, managed to save the day by winning the endorsement of the viewing public.

Significantly, with all of the three networks turning their cameras on the same event, audiences turned their attention to the CBS News team.


Being in the Number One spot is nothing new to the CBS News team. They've made a habit of it these past years on the CBS Evening News with Walter Cronkite (Roger Mudd on Saturdays).

Roger and out.

©CBS NEWS
New England Patriots

WzAM (FM) Boston, starting its sixth year of Patriot coverage, is to pick up the full 14-game regular season slate plus six exhibition contests. Twenty stations in Maine, New Hampshire, Vermont, Rhode Island and Connecticut are expected to pick up the feeds, nearly triple last year's hook-up.

Game sponsorship is three-quarters sold with equal shares going to F&M Schaefer Brewing (BBDO), New England Chrysler-Plymouth Dealers (Young & Rubicam) and Market Saveway gasoline (Whitelyse & Partners).

Play-by-play announcer Gil Santos and color commentator Gino Cappeletti will also handle pregame, postgame and half-time programs. Sponsorship, on an alternating basis, has been held to Household Finance Corp. (Needham, Harper & Steers), Hills Food Service (Dean Wolf Associates) and Union Carbide Co. for its Eveready batteries (William Esty).

On the television side, wzb-TV Boston takes over preseason coverage from wsmw-TV (Worcester, Mass., under a one-year contract. The six exhibitions will also be fed to WJAR-TV Providence, R.I., and wwlJ-TV Springfield, Mass.

New York Jets

WorAM (AM) New York goes into its second year of a three-year contract as originator of Jets games, with this year's schedule calling for all six exhibitions and 14 regular-season games. So far, about 30 stations in New York, New Jersey, Connecticut, Pennsylvania, Rhode Island and Vermont have agreed to carry work's feed. Merle Harmon will be back on play-by-play and Sam De Luca, an ex-Jets captain, returns as color man.

Wor plans two pregame shows, a 15-minute Don Criqui Show and a 10-minute Sam De Luca Show, and one postgame show with Mr. De Luca, called Locker Room.

Football's TV network sponsors for 1972

A.C. Sparkplug (Burnett): CBS-TV, NFC games, division playoff.
Aloca (NM&G): CBS-TV, NFC games.
Allied (BBDO): CBS-TV, NFC games, AFC games.
Allen Insurance (Burnett): CBS-TV, AFC games, NFC games.
American Oil (D'Arcy, McManus): CBS-TV, NFC championship.
American Petroleum (Burnett): CBS-TV, NFC games.
American Tourister (BBDO): CBS-TV, NFC games.
AT&T (Ayer): NBC-TV, AFC games.
Aurora Tires (Grey): ABC-TN, Monday night NFL games.
AutoPlus (K&S): CBS-TV, NFC games, division playoff.
Avis (B&B): NBC-TV, AFC games.
Bassett & McCarron (D'Arcy-McManus): CBS-TV, AFC games.
Block & Deck (Van Sant, Dugdale): CBS-TV, NFC games.
Boeing (Coles & Weber): CBS-TV, NFC games, division playoff.
Chevrolet (Campbell-Field): CBS-TV, NFC games, ABC games.
Cincinnati (Grey): NBC-TV, AFC games.
Channel Networks (CNS): CBS-TV, NFC games.
Chevrolet (CNS): NFC games.
Colgate (Bates): CBS-TV, NFC games, NBC-TV, AFC games.
Combe Inc. (Media Insight): CBS-TV, NFC division playoff, Pro Bowl.
Consolidated Cider (DKG Inc.): NBC-TV, AFC games.
Continental Microwave (BBDO): ABC-TV, NFC games.
Credit Union National Association (Garratt, Jasper Brown & Co.): NBC-TV, NFC games.
Dow Chemical (NCAK): CBS-TV, NFC games.
Dodge (BBDO): NBC-TV, AFC games.
Equitable (FCCB): CBS-TV, NFC games, division playoff, Conference Championship.
NFL: AFC games.
Firestone (Sweeney & James): CBS-TV, NFC games, AFC games.
Ford, Lincoln-Mercury Division (K&L): ABC-TV, NFC games.
Ford, Motor Division (JWZ): CBS-TV, NFC games, division playoff, Pro Bowl.
Ford Foundation for Full Service Banks (D-F-S): NFC games, division playoff, Conference Championship.
General Electric (W. B. Donner): NBC-TV, NFC games.
General Motors Corp. (D'Arcy, McManus): ABC-TV, NFC games.
Gillette (BBDO): ABC-TV NFC Monday night games.
B. F. Goodrich (Griswold-Eshelman): CBS-TV, NFC games, division playoff, Conference Championship.
Frigidaire (BBDO): ABC-TV, NFC games.
General Clear (O&M): CBS-TV, NFC games.
Georg E & M Motors Corp. (D'Arcy, McManus): ABC-TV, NFC games.
Goodyear (Y&R): ABC-TV, NFC games, division playoff.
Goodman (Lansky): AFC games.
Goodyear (Y&R): ABC-TV, NFC games, division playoff.
Goodyear (Y&R): AFC games.
Hammer (Avery Lockli): NBC-TV, AFC games.
Henry Ford Memorial (HFM): CBS-TV, AFC games.
Heublein (Maxwell's): NFC games.
Holmes (BBDO): NFC games.
Honda (BBDO): NBC-TV, AFC games.
IBM: AFC games, division playoffs, conference championships.
Homefile (SFM media): CBS-TV, NFC games.
E. P. Nutting (B&B): CBS-TV, NFC games, division playoff.
Kentucky Fried Chicken (Burnett): NBC-TV, AFC games.
Levi Strauss (Hong-Cooper & Harrington): CBS-TV, NFC games.
Lincoln Life (Boeis): NBC-TV, AFC games.
3M (BBDO): NBC-TV, AFC games.
Magnavox (Magnamedia): NBC-TV, AFC games.
Master Charge (BBDO): ABC-TV, NFC games.
Memorax (Burnett): CBS-TV, NFC games.
Mennen (BBDO): NBC-TV, AFC games.
Metroplitan Life (Y&R): ABC-TV, NFC Monday night games.
Miles (Wells, Rich, Greene): NBC-TV, AFC games.
Miles Laboratories (Morning: NBC-Skyway): ABC-TV, NFC games.
ABC-TV, NFC games.
Miller Brewing (McCann-Erickson): ABC-TV, NFC games.
Division playoff, Conference Championship.
Milmich Theobalds (BBDO): CBS-TV, NFC games.
Mobil Oil (DO&J): NFC-TV, AFC games.
Motorola (Clifton, E. Frank): ABC-TV, NFC games.
Motorola (Clifton, E. Frank): NFC games.
NFL: NFC games.
NFC games.
Norton (McCaffrey & McCafl): CBS-TV, NFC games.
Panasonic (Bates): ABC-TV, NFC Monday night games.
Phillips Morris (Bates): CBS-TV, AFC games.
Philo Morris (Burnett): CBS-TV, NFC games.
Polaroid (BBDO): CBS-TV, NFC games.
RCA (JAT): CBS-TV, NFC games, AFC games.
Reynolds (Y&R): CBS-TV, NFC games.
AFC games.
Ryder Systems (Michael Sloan Inc.): CBS-TV, NFC games, division playoff, Conference Championship.
Schlitz (Burnett): CBS-TV, NFC games, division playoff.
Pro Bowl: NBC-TV, AFC games.
Schiick (D-F-S): NBC-TV, NFC games.
Motorcraft (BBDO): ABC-TV, NFC games.
Sportsline (BBDO): NFC games.
Sportscaster (Lee Oswald): AFC games.
Sunsbeam (FCCB): NFC games.
STP (Media Buyers): CBS-TV, NFC games, division playoff, Conference Championship.
NFL: NFC games.
Sunscregs (Caldwell): NFC games.
Sunoco (Eaton): AFC games.
Taco Bell (Bowles): AFC games.
Travelers Insurance Co. (Carl Aby): ABC-TV, NFC games.
Underwood (Eaton): NBC-TV, NFC games.
U.S. Tobacco (WALL): ABC-TV, NFC games.
Wamner-Lambert (JWZ): AFC games, division playoff, Conference championship:
Pro Bowl: NBC-TV, AFC games.
Williamson Dickey (SFM Media): CBS-TV, NFC games.

Rotating sponsors on the entire Jets coverage are: Ballantine beer (Needham, Harper & Steers), M & M Candies (Ted Bates), Datsu Dealers (Parker Advertising), Manufacturers-Hanover Trust (Young & Rubicam) and Merit-Saveway Service Stations (Whitelyse).

After a seven-year association with Wnww-Tv New York, the Jets have signed with Wnwv-Tv New York, which will cover five exhibition games, three live and two on delay. Charley Jones, Kyle Rote and Tom McDonald will handle the announcing. Sponsors signed so far include Pabst Brewing, Kenyon & Eckhoff Corp. and Goodyear tires (Young & Rubicam), Alberto-Culver (Foote, Cone & Belding), Manufacturers-Hanover Trust (Young & Rubicam), Memorex tapes (Hoeter, Dieterich & Brown), and Johnson & Johnson male products (Cummins, MacFaul & Nutry).

AFC Central Division

Cincinnati Bengals

Avco's WlWwAM (AM) Cincinnati will be in the second year of its three-year rights agreement with the Bengals this season. It will feed six exhibitions and 14 regular-season games, plus one postseason game, to a regional network of about 35 stations in Indiana, Ohio, Kentucky and West Virginia.

Renewing one-quarter sponsorships on Wlw are Burger Brewing (Midland Advertising) and Trelawn's Pertol gasoline (Joe Friedman Advertising). Purchasing one-eighths are B.F. Goodrich (Bartlett Advertising), Ohio Appliances (Progressive Advertising) and Union Central Life Insurance (Adams, Gaffney & Associates)

Wlw's three pregame shows, Coach's Corner, Warm-Up and Bengals Football Preview, will be sponsored respectively by First National Bank of Cincinnati (Northlich-Stoloy), Silco, manufacturer of laundry equipment and insecticides (Adams, Gaffney & Associates) and Cincinnati Milk Sales (Midland Advertising). Sponsorship for two half-time features has been renewed by Central Trust Bank (Stockton, West, Burkhardt) and Shillito's men's store (Carl Press). Fifth Third Bank (Rak's Furniture) will sponsor the Star of the Game Show.

Phil Samp will again do play-by-play, with color supplied by Jimmy Crum.

Wlw will again originate the nightly Paul Brown Show for 26 weeks, sponsored by Central Trust Bank and Perkins Pianacres (Nolan, Keelor & Sites).

Avco's Wlwv-Tv (Cincinnati and WlWw-Tv) Dayton, Ohio, and WlWw-Tv Lexington, Ky., will carry two exhibition games, Aug. 5 and 28. Phil Samp will cover play-by-play, with Omar Williams on color. Sponsorship is incomplete. Once again, Wlwv-Tv will be presenting Quarterback Club, a series of half-hour programs with Phil Samp and Bengals Coach Paul Brown. Sponsors are to be announced.

Cleveland Browns

WwAM (AM) Cleveland will be in the second year of its renewed three-year rights agreement and plans to originate all six exhibition contests and 14 regular-season games. A re-
Media Payment Corporation

...a service you can bank on.
There are two roads to profit. 
One is increasing sales. 
The other is controlling expense and cash flow. Media Payment helps you travel the second path. 
You get more cash, faster. 
You spend less collecting it. 
That's a service you can bank on.

MEDIA PAYMENT CORPORATION
On the same day every month Media Payment Corporation pays your station 100% of money due from national accounts.

You supply Media Payment with order and affidavit information. You are paid in full on the 10th of the month following the month in which billing is rendered. For example, April billing is rendered in May...you are paid for April on the 10th of June. Payment is made to your bank account. You can draw checks against it that day. An accompanying statement details all items covered by each month’s payment.

More cash, faster.

Media Payment delivers your money faster than you can collect it. The monthly payments release working capital tied up in national accounts receivables. Your first payment becomes a permanent increase in working capital. Every month you have more cash on hand to meet operating and capital expenses. You know when you’ll be paid. You can bank on it.
There is a need.

It used to be that a broadcast station issued invoices to national accounts each month and within 30-40 days it could expect to have been paid about 90% of its receivables. Not any more.

The cash squeeze.

Now, you often wait 50 days for only 50% of your national receivables. It can be months later before you collect the balance. Meanwhile, your station’s operating cash shrinks.
The ultimate expense.

It's bad enough when your comptroller spends days haggling with customers over unpaid bills. It's worse when collection agents, credit services and related legal fees are part of your fixed operating costs. But the ultimate expense occurs when your sales managers are forced to become bill collectors. It shouldn't be that way. But it often is.

A risky business.

How many dollars did you write off last year? How many items are you carrying now that appear doubtful of collection? Do you know? Unless you know what you are doing, your national sales can buy a bunch of bad debts.

There is a better way.

Let Media Payment handle your billing and collecting. Media Payment will do it for less, and deliver your money faster.
Group discounts.
When all stations in a commonly owned group subscribe to the service, the group earns a discount of 1% per station. For instance, a group of five TV stations earns a 5% discount. A commonly owned radio and TV station earn 2%. Three TV and four radio stations in a group earn 7%. And so on. One exception: Commonly owned AM/FM stations in the same market count as one station.

Charter subscriber discount.
If you contract with Media Payment prior to November 1, 1972, you will receive a discount of 5% for as long as you remain a subscriber. Group and charter discounts are combinable.
What it costs:
You pay only $11.00 per invoice per month.

For example.
The number of invoices per month varies with station billing. Here are some average activity levels for radio and TV stations.

<table>
<thead>
<tr>
<th>Annual National Billing</th>
<th>Average Invoices Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio Stations</strong></td>
<td></td>
</tr>
<tr>
<td>$50,000</td>
<td>20</td>
</tr>
<tr>
<td>400,000</td>
<td>50</td>
</tr>
<tr>
<td>1,000,000</td>
<td>70</td>
</tr>
<tr>
<td><strong>TV Stations</strong></td>
<td></td>
</tr>
<tr>
<td>$500,000</td>
<td>60</td>
</tr>
<tr>
<td>2,000,000</td>
<td>140</td>
</tr>
<tr>
<td>4,000,000</td>
<td>220</td>
</tr>
</tbody>
</table>
It costs you less when Media Payment bills and collects for your station.

Smaller staff.
You don’t need a big accounting staff to handle the time consuming details of billing and collecting. Media Payment audits affidavits and contracts, prepares and mails invoices, reconciles bills and payments, and collects your money.

Fewer expenses.
Your financial manager doesn’t have to spend his time or incur the expense of correspondence with, and phone calls to distant agencies. You don’t need collection agencies to cover all your sales bases, or an outside credit service to rate customers.

More sales.
Your sales manager doesn’t have to collect unpaid bills. He has more time to sell, and he can sell more. With good credit information he can accept orders he might otherwise refuse. And with Media Payment he has a useful statement which summarizes all sales by account.
With Media Payment your bad debt losses are minimized.

Larger perspective.
Media Payment gives you the advantage of a larger perspective on the payment performance of an agency or media buying service. Performance is observed by Media Payment over the broad spectrum of many stations, not just yours. You are immediately notified when any account falls seriously in arrears.

Better judgement.
Media Payment has credit profiles on hundreds of national agencies. Each is assigned a credit category indicating the degree of risk a station faces in accepting an order. Informed credit decisions reduce your chances of being stung by account defaults.

The upside.
Experience shows that judicious use of good credit information can add to your sales volume from accounts which might have been refused as unacceptable risks.

The downside.
Your bad debt losses can be reduced with better advance credit data and earlier danger signals. In cases of recent national account failures stations using better information experienced a fraction of the losses of stations working only with their own credit data.
It’s easier when you know how.

Billing and collecting are shorthand for a whole series of operations. They spell paperwork, expense, and headache for stations.

For forty years The Katz Agency, Inc. has been billing, collecting and paying the radio and TV stations it represents. Over these years Katz developed the largest, most highly skilled central accounting unit in broadcast/advertising.

Autonomy and security.

This staff of 80 people is now Media Payment Corporation. It is a separate, autonomous company. All station billing, advertiser and agency data are held secure. Only a subscriber station and its designees have access to its file.

Performance.

Media Payment’s staff includes billing, auditing and accounting teams, systems analysts, data processing professionals, credit and collection experts. They handle over 200,000 accounting impressions every month with less than 1% error. They have the systems and financial backing to handle your billing and collecting.
Media Payment Corporation is designed to be the broadcasting industry's paperwork clearinghouse. It is the industry's single most authoritative source of credit information. It standardizes accounting procedures making spot broadcasting less expensive for stations to sell and agencies to buy. Everyone benefits from a central billing, collecting and payment service.
For full details on how we can work for you and your station, please call or write me - look forward to hearing from you.

Best,

Kenneth P. Donnellon

212-972-2480

Media Payment Corporation

245 PARK AVENUE, NEW YORK, 10017
Kenneth P. Donnellon, President
regional network of about 40 stations in Ohio and Pennsylvania is expected to pick up the fees.

Two pregame shows are: 
- Brown's Report, 20 minutes, sponsored by East Ohio Gas (D'Arcy), Union Carbide (William Esty) and Northern Ohio Bank (Muldrem & Campbell), and 
- The Nick Skorich Show, five minutes, Reality (Liege Advertising), sponsor. The games will be sponsored by Duke beer (Admark), Greater Cleveland Chrysler-Plymouth Dealers (Young & Rubicam), Blue Cross (Carr-Liggett Advertising) and Household Finance (direct). Coverage will be provided by Gib Shanley, play-by-play, and Jim Graner, color.

Following the game will be Scoreboard Show, 10 minutes, Tile House (Ray Cone) and Faflik Shows (Conefield Advertising) cosponsors; and 
- Locker Room Report, 20 minutes, also sponsored by East Ohio Gas, Union Carbide and Northern Ohio Bank.

WEWS-TV Cleveland will carry two exhibition games on Aug. 20 and Sept. 10. Play-by-play will be provided by Jay Randolph and Ray Scott for those respective pregame games. Lever Brothers (J. Walter Thompson) and Genesee Brewing (William Esty) will sponsor half of the time, the remainder to be sold on a spot basis.

Houston Oilers

KILT(AM) Houston, in its ninth year broadcasting Oilers games will carry the six pre-season and 14 regular-season games. These will be fed to a regional network that figures to total 20 stations. Dan Lovett and Ron Franklin, sports directors of competing TV stations (KTRK-TV and KHOU-TV, respectively), are the radio voices of Oilers football for the second year.

Three-quarters of the game broadcasts have been sold to advertisers to date, with Houston Area Chevrolet Dealers (placed direct) in for one-quarter; M&M/Mars division of Mars Inc. (Ted Bates) also is buying one-quarter, and Eastern Airlines (Young & Rubicam) and Union Carbide (William Esty) will share a one-quarter sponsorship. Sponsors of pregame and postgame shows are Morgan Homes and Ryder Truck Lines. The half-time show program has been sold to Southwestern Bell Telephone Co.

KTRK-TV Houston will televise four pre-season games, two live and two on a delayed basis. Sports Director Dan Lovett and ABC-TV's Don Meredith will be at the mike. There are no sponsorships, only participating advertisers. KTRK-TV has a one-year contract to carry the games.

Pittsburgh Steelers

WTAE(AM) Pittsburgh, which will be going into its third year of originating Steelers coverage, mixed the sounds of the Fourth of July with the happy announcement that its pro football is sold out for 1972. The six pre-season and 20 regular-season games will again be fed to a regional network of 37 stations in western Pennsylvania, Maryland, West Virginia and eastern Ohio.

Jack Fleming will return for the play-by-play as will color commentator Myron Cope of Sports Illustrated, who also will waives sports director. A half-time show by the station's Tom Bender will include radio replays of key action in the first two quarters as well as conference calls to other game broadcast booths to discuss action in other ball parks.

Chrysler-Plymouth Dealers has bought one-half the game sponsorship with the other half going to Iron City beer and Pittsburgh National Bank (both Ketchum, MacLeod & Grove).

Other programming includes a pregame show with Mr. Cope and Steelers Head Coach Chuck Noll; a pregame show by Mr. Fleming; a postgame football report by Mr. Bender, followed by Dressing Room Report by Mr. Cope. All are completely sold out for the season.

Preseason TV will be handled for the second year by WYBC-TV Pittsburgh, which as the NBC affiliate in that city also carries Steelers road and NFC regular-season games. The exhibition play-by-play will be called by WYBC-TV Sports Director Sam Nover with color by Paul Martha, former Pitt All-American and Steeler star. They will be assisted by Ray Tannhill.

Game sponsors so far are Koehler Brewing Co. (Lando Inc.) and Chrysler-Plymouth Dealers (Young & Rubicam).

All of the Steelers telecasts will be preceded by an interview show with Mr. Nover and quarterback Terry Hanratty as co-hosts.

AFC—Western Division

Denver Broncos

KOA(AM) Denver will carry five pre-season and 14 regular-season games of the Denver Broncos. These radio broadcasts will be to a 42-station network in seven states—Colorado, Wyoming, Montana, Utah, Idaho, Nebraska and New Mexico. Bob Martin will do play-by-play announcing, with Larry Zimmerman handling color.

Game broadcast sponsors, their fractions of sponsorship, and agencies of record include: Texaco, one-fourth, (through Benton & Bowles); Greater Denver Ford Dealers, one-eighth, (J. Walter Thompson); Majestic Savings & Loan, one-eighth (Frye-Sills); Olympia Beer, one-eighth, (Bostford, Ketchum); State Farm Insurance, one-eighth, (direct); Pepsi-Cola Bottling Co. of Denver, one-eighth, (direct), Public Service Co. of Colorado, one-eighth, (direct).

Other sponsors and agencies of pregame and postgame shows and adjacencies include: 
- NFL Today—adjacency—Swanson Custom Firearms (direct) and Josling (Neuwirth-Koller Advertising).
- NFL Today—Boyd Distributing (J&D Associates), Vernons ginger ale (direct), and Johnny Haas Lincoln-Mercury (Baccard Advertising).


Also: 
- NFL Scoreboard—adjacency—Orbach's (Neuwirth-Koller Advertising), and Homelité, (Flesher Advertising).

Radio KOA's co-owned station, KOA-TV, will carry three pre-season games, all live. Bob Martin will do the announcing. Each telecast will be preceded by a half-hour pregame program. The play-by-play and pregame programs will be supported by participating sponsors. KOA-TV is in the first year of a new three-year contract for TV rights to pre-season games.

Kansas City Chiefs

KCMO(AM) and KFMU(FM) Kansas City both Meredith stations, will broadcast all pre-season and regular-season Chiefs games beginning with the July 29 Hall of Fame

Success begets success. The Dallas Cowboys not only bulldozed their way into the national championship, but also won a healthy new radio contract with KRLD(AM) Dallas. In turn, the station this season will feed the games to an expanded regional network of 170 stations. Inspecting the Cowboys' new home, Texas Stadium, is the on-mike team of (l-r) Vern Lundquist, Frank Lieber and Al Wist. Station Manager John Burger will coordinate the broadcast activities for the station and network.

Broadcasting Jul 24 1972 53
contest from Canton, Ohio. The KCMO/KFPL Chiefs network is expected to include 50 stations in Missouri, Kansas, Nebraska, Iowa and Oklahoma. Announcer team for the broadcasts is Dick Carlson doing the play-by-play, and Bill Grigsby with color commentary.

Each of the following five advertisers has one-fifth participation in all Chiefs broadcasts: Burger King; Arrowhead Tire and Auto; Betty Crocker (Ted Bates); Schlitz Brewing (Mace Advertising).

Radio broadcasts also will include both pregame and postgame programs. Pro Football Reports will be sponsored by participating advertisers. Scouting the Chiefs is to be sponsored by City National Bank (Oliver Advertising). Wrap Up Show has been sold to Ascano transmission (Sher-Jones Advertising). B. C. Christopher Co., (O’Hearn-Huppe Advertising) is slated to sponsor Locker Room, while the Around the NFL program will have participating sponsors.

In addition to coverage of Chiefs games, KCMO also will broadcast a daily series featuring the head coach of the Chiefs. The program, Here’s Hank Stram, is to be broadcast three times each day and will be co-sponsored by Katz Drug Centers (Imperial Advertising) and Arrowhead Tire Co. (Witcher and Associates).

Metromedia Television’s KMBT-TV Kansas City is in the second year of a five-year contract that affords the station rights to the Chiefs preseason games. This year five exhibitions will be telecast, beginning with the game against the Chicago Bears Aug. 5. This will be the only live origination. The others will be on a tape delay. No announcers have been set as yet for these preseason games.

Sponsors for the telecasts, each with a one-fourth piece of the business, are Household Finance Corp. (direct); Wilson Meats (Campbell-Mithun); and Hamms Beer (J. Walter Thompson). One-fourth is still open.

Three of the pregame programs are by Len Dawson Takes a Second Look. It’s to be aired 30 minutes prior to each game. Sponsorship of this pregame show has not yet been set.

Oakland Raiders
KNBR-AM San Francisco last spring acquired radio broadcast rights for all Oakland Raiders football games for the next three years. The Raiders open a 20-game schedule against the New England Patriots on Aug. 5 in the Oakland Coliseum and KNBR will not only carry this preseason contest but five others in addition to 14 regular-season broadcasts. The NBC-owned station will originate the broadcast for 13 other stations on a regional network. Veteran Raider play-by-play sportscaster Bill King and color analyst Scotty Stirling will broadcast the games.

Game sponsors and their agencies of record include: California Blue Shield, one-fifth (through Coleman Advertising); Pacific Telephone, one-tenth (BBDO); Rhodes Department Stores, one-fifth (Rainbow Advertising); Northern California Toyota Dealers, one-fifth (Gross, Pera & Rockey), division of Clinton E. Frank, San Francisco), and Union Oil, one-fifth (Leo Burnett).

In addition to play-by-play coverage, KNBR will be broadcasting an extensive package of programs for the Raiders, said to be possibly the broadest in the National Football League. Programs on game day start with Raider Countdown, a two-hour program before every home game and away game, with the first program starting Aug. 5. The Pregame Show starts 20 minutes before kickoff. Following each game Scotty Stirling will do a 10-minute Postgame Analysis. Immediately afterwards Bill King is scheduled to do a five-minute Locker Room Report. This is followed by Raider Report, a 30-minute wrap-up of the game and scores from around the league.

There are still other pro-football oriented programs that will be spread throughout the week on KNBR, Raider Report, at 5:55 p.m., Monday through Saturday, got under way July 12. Ask the Raiders, which is to start Aug. 8, is a 25-minute program to be presented on Tuesday nights, 7-05:30 p.m. Raider Roundup is a Friday program at 7-05-30 p.m. with the first program starting Aug. 4. Football for the Fans is an afternoon program for Wednesdays from 12:30 to 12:35 p.m.

Neither the pregame nor the postgame analysis has yet been sold on KNBR, but the Locker Room Report will be sponsored by Air California (William G. Pereira).

The Raiders have not sold local preseason TV rights.

San Diego Chargers
KEDO-AM El Cajon, Calif., in the fourth year of a five-year contract, will originate the six preseason and 14 regular-season games. They will be fed to a regional network of 14 stations mostly in Los Angeles and Orange counties, but also extending into Arizona.

No pregame or postgame programs are scheduled. No announcers have been set as yet for these preseason games.

New York Giants
Forming an NFL linebacker Sam Huff will join WNEW (AM) New York’s announcing staff as the station enters its 12th consecutive year of covering the Giants (the third year of a three-year contract). A network of about 25 stations in New York, Connecticut and New Jersey will pick up six exhibitions and 14 regular-season games.

Chipollina and Marty Glickman join Mr. Huff for play-by-play, which is completely sold out again this year. The sponsors are Getty Oil (through DKG Inc.), Volkswagen of America (Doyle Dane Bernbach), Manufacturer’s Hanover Trust (Young & Rubicam), F & M Schaeffer Brewing (BBDO) and Union Carbide (William Esty).

Mr. Chipollina will have a 25-minute pregame show. A postgame Locker Room Report will be conducted by Mr. Huff. Both shows will be sponsored by American Airlines (Doyle Dane Bernbach) and the Modern Acceptance Corp., a money-lending agency (Dyna-Mark).

For television, WCBS-TV New York continues with the Giants for the 13th year, with this year’s schedule made up of five preseason games, two to be sent out live and three on delay. Ray Scott, Pat Summer
Tiger Stadium, Detroit: Ron Jessie takes the kick-off and flashes up field, end zone to end zone, 102 yards for a touchdown.

But Jessie's not through yet, because on WJR that run will take place at least four more times: immediately afterwards in Bob Reynolds' recap, later that evening on Bob's sports show, again on the WJR Sports Final. And once more the next morning when WJR's Sports-Nut-in-Residence, J. P. McCarthy, goes over that chewed-up turf once again.

That's five times! 510 yards for 6 points.

Sorry Ron, but it's our policy. There were a few people in the area (all with valid excuses) who didn't hear your triumph live in the immortal words of Van Patrick. And we had to give them every chance to hear about it in detail.

That's why WJR over-works all this town's sports heroes. We've been doing it for years to the likes of Al Kaline, Dave Bing, Joe Schmidt and a long line of MSU gridders.

And if we can't squeeze an event on live, we'll bring Detroiter the scores and highlights: golf, bowling, hockey, tennis, soccer. Even special reports right through the fog on the Port Huron to Mackinac yacht race.

We have no choice; WJR is Detroit's Power Station for Sports. And that's one more reason why, in a world of sound-alike radio, WJR stands out.

Tank Younger.
Willie Davis. Buck Buchanan. CRUNCH.

Gambling College Football Highlights (A Base Enterprise Production). 3rd Season. Again sold by Sports Media Sales and sponsored by Oldsmobile Division of General Motors and Budweiser/Budweiser Malt Liquor.

Sports Media Sales. Call us if you need a show sold or syndicated, a promotion developed, a product endorsement by an athlete, a contract negotiated or help in any phase of sports marketing. Clients we represent include:

Golden State Warriors (NBA) (4th Season)
Philadelphia 76ers (NBA)
The Jerry West TV and Radio Show (KTLA-TV, KFI Radio—L.A.)
The John Wooden Show (KTLA-TV)
TVS, Inc. (West Coast Sales Rep)
Hollywood Park Turf Club (TV Show and Daily Program, print)

George Wallach, President / Barry Mendelson, Vice President
(213) 278-1740 434 North Rodeo Drive, Suite 212 Beverly Hills, California 90210

Please send

The newsweekly of broadcasting and allied arts

SUBSCRIBER SERVICE
☐ 1 year $20
☐ 2 years $37.50
☐ 3 years $50
Canada Add $4 Per Year
Foreign Add $6 Per Year
☐ 1972-1973 CATV Sourcebook $8.50
☐ (if payment with order: $7.50)
☐ 1972 Yearbook $14.50
☐ (if payment with order: $13)
☐ Payment enclosed
☐ Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one at two issues in advance.

Philadelphia Eagles

WIP (AM) Philadelphia has signed a new three-year contract with the Eagles and will broadcast 14 regular-season games and six exhibitions on a 10-station network in Pennsylvania, New Jersey and Delaware. Play-by-play man Charles Swift and color commentator Al Pollard return as the announcing team.

Game sponsors: Girard Bank (through Aitkin-Kynett); F & M Schaefer Brewing (BBDO); Ron Levine Used Cars (Sonder, Levine & Sagasky); MAB Paints (T. L. Reimel Advertising) and Merit/Saveway gas stations (John Back Associates).

The pregame and postgame shows will run 20 minutes each, and the new host is Merrill Reese. These shows will be sponsored by Union Carbide (William Esty), Morville Clothes For Men (Brownstein Advertising), McDonald's (Eckman Advertising) and Cottman transmissions (Ross Advertising). There will also be a five-minute Warm-Up before the games, and a five-minute Wrap-Up after. Mr. Swift and Mr. Pollard will handle these, both to be sponsored by Gless and Ransom, a local truck-lift firm (Bofinger-Kaplan) and Llanarch Gun Shop (Barsel Advertising).

WCAU-TV Philadelphia begins its 12th year of covering Eagles games, with all six exhibition games to be telecast this year, five on delay. Hugh Gannon replaces Andy Musser on the play-by-play, and ex-Eagle defense man Tom Brookshier continues as color commentator. Participating sponsors in the telecasts are: F & M Schaefer Brewing (BBDO); MAB Paints (T. L. Reimel); Continental Bank of Philadelphia (Kalish-Rice Advertising), and Getty Oil (DKG Inc.).

St. Louis Cardinals

KMOX (AM) St. Louis will broadcast six pre-season games and 14 regular-season games. One-quarter sponsors are Busch Bavarian beer (through Gardner Advertising) and Household Finance Corp. (Needham, Harper & Steers). Union Carbide (William Esty) and St. Louis Buick Dealers (Winfield Advertising) each have one-eighth. One quarter is open.

Play-by-play is to be handled by Bob Starr with Joe Pollack doing color.

A 10-minute pregame Larry Wilson Show is not yet sold. Sponsor of the 10-minute pregame Coach's Corner will be St. Louis County National Bank (Winfield Advertising). Star of the Game, the 10-minute postgame program, will be sponsored by Aspen American Motors (direct).

KMOX-TV St. Louis will telecast five Cardinals' preseason games. So far games are three-quarters sold. Bob Buck will do play-by-play with color man not yet announced.

Washington Redskins

WMAL-AM-FM Washington, which has faithfully covered the action of the Redskins since their rinky-dink days of the early sixties, will return this year with the charisma of George Allen and his over-the-hill gang all, Frank Glieber, Tom Brookshier and Irv Cross will rotate on the play-by-play.
likely to attract even greater audiences. It will be the ninth consecutive year for the WMAI stations and again six exhibitions and the 20 regular-season games are on the schedule. The Redskins' regional network so far includes 25 stations.

Returning will be Steve Gilmartin on play-by-play and Mal Campbell on color. In-game sponsor list is not yet complete but Household Finance (through Needham, Harper & Steers) has picked up one-fourth of the play-by-play.

A 10-minute pregame show on WMAI will be sponsored by Union Carbide (William Eddy) and a 10-minute postgame wrap-up is to be taken by Bank of Virginia.

WMAI-TV Washington will be going into its second year of telecasting preseason Redskins games. Five of the six exhibitions are involved and a regional network of three or four stations is expected with C. D. Chesley Inc., sports network specialists, handling the hook-up.

Mr. Gilmartin will do the TV play-by-play with ex-Redskin Lonnie Sanders on color. Games are being sold on a participating basis with sponsor line-up to be announced soon.

**NFC—Central Division**

**Chicago Bears**

It'll be reunion time again for WGN(AM), the Bears and a long list of returning advertisers. The Chicago station will be carrying two preseason games and 11 of the 14 regular-season games. The first three games of the regular season will be pre-empted by WGN's coverage of the baseball Chicago Cubs.

Play-by-play and color will again be handled by Jack Brickhouse and Irv Kupcinet, respectively.

The in-game sponsors that tried Bears football for many years and liked it: Standard Oil Division of American Oil (through D'Arcy, MacManus Advertising) which bought one-third; G. Heileman Brewing (Campbell-Mithun) which picked up one-third, and Household Finance (Needham, Harper & Steers) which bought the other third.

Standard Oil has been in the Bears line-up for 27 consecutive years. Heileman Brewing for 12 straight years, and Household Finance for four years.

All regular-season games, with the exception of the final one, will be followed by *The Sports Scoreboard* with Jack Brickhouse and *Football Review* with Mike Pyle and Marty McNeely. All the regular-season games will be preceded by a 15-minute *Mike Pyle Show* and *Football Warm-Up* with Jack Brickhouse.

WGN expects to announce the *Scoreboard* sponsor soon. Clientele in the other pregame and postgame programs include Robert Hall (Arkwright), Pentel (Meyer-Fredricks), Horn Motor Sales (Sander Rodkin), Cotter & Co. (Home Marketing Associates), Sun-Ford Hopkins Co. (direct), and Plywood Minnesota (Dale E. Hoshell).

WGN-TV Chicago will telecast six preseason games which are thus far 80% sold. Sponsors are to be announced shortly, WGN-TV said.

Brent Musburger will do play-by-play

Ray Scott says: **"We'll give you these super football binoculars. FREE!"**

Ray Scott, selected the nation's best sportscaster by his peers, invites you to program America's best radio football show.

---

### Free with purchase of Computer Kickoff

To honor the fifth big year of this unique radio series, we have a great offer. When you purchase Computer Kickoff for your station, we will send you these marvelous binoculars.

Computer Kickoff projects football scores (both who will win and the score) with uncanny accuracy. Our computer's incredible record: 92% correct winners of nearly 3,000 games in four years. The computer input is from a secret mathematical formula.

Ray Scott, who covers the pros for TV, has fun disputing our electronic brain-bank but even Ray seldom wins.

Starting Sept. 11, we air-mail a weekly tape for Wednesday arrival. Each tape contains four program units for unlimited play:

<table>
<thead>
<tr>
<th>Weeks of</th>
<th>Length (mins.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 11-Jan.8</td>
<td>Pro (all games) 04:30</td>
</tr>
<tr>
<td>Sept. 11-Jan.8</td>
<td>Pro (top games) 02:15</td>
</tr>
<tr>
<td>Sept. 11-Nov.27</td>
<td>College (regional) 04:30</td>
</tr>
<tr>
<td>Sept. 11-Nov.27</td>
<td>College (national) 02:15</td>
</tr>
</tbody>
</table>

Last year nearly 200 stations carried Computer Kickoff.

ASK NOW FOR EXCLUSIVE LOCAL AVAILABILITY • COSTS • DEMO TAPE

**RWC**

Robert Wold Company
1161 San Vicente Boulevard.
Los Angeles, California 90049 • (213) 820-2668

RWC LIVE AUDIO NETWORK SHOWS:
National League Baseball Playoffs • World Baseball Classic • U.S. Open
Minnesota Twins Baseball • Wash. State Football • East-West Football.

Broadcasting Jul 24 1972
and former Bears player George Connor will handle color.

**Detroit Lions**

WJR (AM) Detroit will broadcast 14 regular-season games of the Lions this year but only one of the team's six exhibitions because the other five conflict with end-of-season Detroit Tigers games. WDEE (AM) Detroit will broadcast two of the five remaining exhibitions and the other three will be handled by WLS (AM) Lansing, WTRX (AM) Flint, both Michigan, and WCWA (AM) Toledo, Ohio.

WJR will send the games out to a 35-station network in Michigan, Indiana and Ohio and is in the second year of a three-year contract with the Lions. Van Patrick does the play-by-play and Bob Reynolds the color.

Sponsors signed so far include Marathon Oil (Campbell-Ewald), Detroit Bank & Trust (Ross Roy), Ford Motor (J. Walter Thompson) and Stroh Brewery (Doyle Dane Bernbach). Planned are two 10-minute pregame shows, The Joe Schmidt Show and Pro Football Today, and two 10-minute postgame programs, The Bob Reynolds Show and Scores and Highlights. Sponsorship will be shared by Household Finance Corp. (Needham, Harper & Steers) and Union Carbide (William Esty). A halftime-scoreboard show will be sponsored by Michigan Mutual Liability (Gray & Kilgore).

Three of the Lions exhibitions will be televised by WJAR-TV Detroit, two live and one on delay. Play-by-play men and participating sponsors are to be announced shortly.

**Green Bay Packers**

WTMJ (AM) Milwaukee, which has become synonymous with all major sports in the area, will be back with the Packers this season. Its association with the pro football club began with the Packers' first championship in 1929 and, except for two years, has continued since.

This year's six exhibitions and 14 regular-season games will be fed to a network of about 40 stations in Wisconsin and upper Michigan. Play-by-play will again be done by Jim Irwin of WTMJ and color by Gary Bender of WITO (AM) Madison, Wis.

Sponsors up to mid-July were Pabst Brewing (through Kenyon & Eckhardt), M&M Candy (Bates) and John Deere (Gardner). Pregame and postgame shows with Messrs. Irwin and Bender are planned with Packers coach Dan Devine on the pregame segments. These features are being made available for local sale by network stations.

WLUK TV Green Bay, in the first year of a two-year contract, will feed a two-station regional network with six preseason games, three live and three delayed. Sponsorship of games will be on a participating basis, as will an Aug. 27 half-hour pregame show. Bob Schultz will handle play-by-play and the Packers' publicity director, Chuck Lane, will do color.

**Minnesota Vikings**

KSTP (AM) Minneapolis-St. Paul will once again feed all five preseason games and 14 regular-season games to a network of some 70 stations in six states. The play-by-play announcer will be Joe McConnell; the color man, former Green Bay star Paul Hornung.

Sponsors will be Twin City Federal Savings & Loan (through Colle & McCoy), Sears, Roebuck & Co. (Mark Zelovich) and Chrysler-Plymouth Dealers (Y&R).

Sunday will again be Vikings Day, with three hours of pregame broadcasts and two hours of postgame shows. The programs are keyed to a Minnesota tradition, the "tailgate" parties of fans who drive long distances to attend the games and who lunch with friends in the stadium parking lot—sometimes in sub-zero weather.

The segments include The Pregame Tailgate Show (two and one-half hours), Grandstand Quarterback, The Bud Grant Show, The Postgame Tailgate Show (90 minutes). The "tailgate" shows will be run by former Viking star Paul Flatley, and will include interviews, reports from around the league, traffic reports, sports results and the like.

KSTP-TV Minneapolis-St. Paul will telecast four preseason games. Tom Ryther will do play-by-play; the color man was still to be selected as of last week. Vikings Countdown, a pregame show, will be telecast.

**Delta is an air line run by professionals.**

Like Ellen Waki, Stewardess.

In high school, she was a cheerleader. In college, she was chosen one of the ten most beautiful girls. And in Delta's tough stewardess school, she averaged 97 on her daily exams.

Which goes to show she's cheerful, sociable, pretty and bright. As every Delta passenger who's flown with her knows. Even without reading this ad.

Delta is ready when you are.
NFL—Western Division

Atlanta Falcons

Since 1966 the Falcons have known no other radio home than WOXM(AM) Atlanta. It will continue that way this season in the third year of the current three-year contract. The entire preseason and regular-season slate will be fed to at least 50 stations of a regional network in Georgia, Florida, North Carolina, South Carolina, Tennessee and Alabama. For the seventh straight year, Jack Hurst will do the Falcons play-by-play. Jimmy Orr, former Baltimore Colt, will be on color for the second year.

Play-by-play sponsors will be First National Bank (through Cargill, Wilson & Acree), Standard Oil of Kentucky (BBDO), M&M Candy (Ted Bates) and The Atlanta Dodge Dealers (BBDO). The Coach's Show, a 15-minute pregame interview of coach Norm Van Brocklin by Mr. Hurst will be sponsored by Bryant Industries (Mark Ad Inc.).

The Pregame Show, the 10 minutes prior to kickoff and featuring Messers. Hurst and Orr, has been bought by Union Carbide (William Esty) and Ellman's of Atlanta (McDonald & Little). Union Carbide and Ellman's will also sponsor the 10-minute Postgame Show. A final 10-minute segment, The Locker Room Show with Mr. Orr interviewing Falcons after the game, has been taken by Capitol TV Service (direct).

All, except The Coach's Show, will be fed to the Falcon network.

WOXM-TV Atlanta will telecast five of the Falcons' preseason games. Play-by-play announcers will be Don Criqui (for three games) and Bud Campbell (two games). Sponsors signed for the season include Standard Oil, DeKalb County Federal Savings & Loan, Atlanta Gas Light Co. and Walnut Mountain Estates. Nopregame orpostgame TV shows are planned.

Los Angeles Rams

KMPM(AM) Los Angeles will cover the full Rams slate of preseason and regular-season contests and feed the play-by-play to a radio network of 20 other stations. Included in the network are four stations in Arizona, one in Nevada and one in Hawaii. Rams football on KMPM and the special network will be sponsored by Household Finance (Needom, Harper & Steers); Continental Airlines (also NH&S); Southern California Datsun (Parker Advertising); Standard Oil (BBDO); and Anheuser-Busch (D'Arcy, MacManus, Intermarco).

The pregame and postgame shows, Ram Warm-Up and Ram Report, will be presented by Colonel Sanders (Kauffman & Associates); and Sears (Star Advertising).

The Rams' Tommy Prothro Show, which will precede each Ram broadcast on KMPM and possibly other stations. It will be sponsored by Gillette Platinum Plus (Mor-gate Agency). Harris & Frank (Bob Svenson Agency) is to present the Post Game News Summary. Dick Enberg, Dave Niehaus and Steve Bailey will again make up the KMPM broadcast team.

Four of the preseason games to be played by the Rams will be carried on a delayed tape basis by KNXT(TV) Los Angeles. Gil Stratton and Don Paul will return to report the action and color.

New Orleans Saints

All six exhibition and 14 regular-season games of the Saints will be covered again by WWL(AM) New Orleans under a new contract announced last February. A total of 35 stations have definitely signed for a regional network with the possibility that the number may reach 40. Bill McCollgen will do play-by-play. Jim Taylor will be on color.

In-game sponsors for one-quarter each are: DeVoe Paints (through Dow-Ander-son), Mars candy (Ted Bates), Burger King (Argonaut & Assos & Bowles), Berner's Inc., local retailer (Bill Elliott Advertising) which bought the pregame show in 1971 and Union Carbide (William Esty) which sponsored the postgame show last season, will again pick up the tabs for those radio programs. Both will be fed to the regional network.

WWL-TV New Orleans will telescast the Saints' six preseason games, with John Ferguson handling the play-by-play and Steve Stonebreaker the color. Sponsors are Burger King, Shell Oil, Old Milwaukee beer, Eden Isles (real-estate developer) and McKinnon Chevrolet, with a one-eighth sponsorship still open as of last week.

San Francisco 49'ers

KSFO(AM) San Francisco will be back for 16th consecutive season originating play-by-play coverage for 13 stations on a so-called Golden West Radio Network. In all, six preseason and 14 regular-season games will be carried with Lon Simmons returning to call the game action and former 49er player Gordon Soltau handling the color report.

With the football schedule starting so early and with KSFO also committed to San Francisco Giants baseball games, several conflicts will take place. On Aug. 13 and 27 and on Oct. 1, 49er games will follow Giants baseball by tape delay. Play-by-play sponsors, with each taking one-fifth sponsorships, are: Bank of America (through D'Arcy/MacManus/Intermarco); Standard Oil (BBDO); Roos/Atkins (Argonaut & Associates); Chevrolet (Campbell-Ewald) and Metropolitan Life (Young & Rubicam). Pregame and postgame programs will have American Bakers (A/Media) and Air California (Pereira Advertising) as alternating sponsors.

KTVU(TV) Oakland-San Francisco will televise the Aug. 5 preseason game between the New York Jets and the 49ers from New York at 5 p.m. The station's other televised game of the season is set for Aug. 19, a night game when the 49ers meet the Chargers at San Diego. No announcers have been set. All advertisers will be on a participating basis.

(This special report was principally written by Frederick M. Fitzgerald, senior editor, Washington, with assistance from the bureaus.)

In

Stockton/Sacramento

KOVRF-13

FOR

SPORTS

1972 Munich

Stockton/Sacramento

KOVRF-13

FOR

SPORTS

1972 Munich

KPMG

WITH 3 BIG WINNERS

- OLYMPICS — 66 1/2 hours of prime, weekend and holiday coverage from Munich.
- NCAA FOOTBALL Saturdays
- NFL FOOTBALL Monday nights

See KATZ TV-WEST for availabilities.

McCLATCHY BROADCASTING

BASIC ABC AFFILIATE
Feeling its oats, ABC readjusts broadcasting operations

TV and radio are separated; radio man Schwartz will head TV; Neal will run radio; programing is taken out of network area with Starger at the helm and an eye toward future expansion.

A basic restructuring of the ABC broadcast division, with Walter A. Schwartz named to head all TV operations and Harold L. Neal Jr. all radio operations—and with the TV program department and planning/development functions taken out of the TV network and set up as independent units—was announced last week by Elton H. Rule, president and chief operating officer of the parent, American Broadcasting Companies Inc.

Mr. Rule, speaking after the ABC board had approved the changes on Monday (July 17), said they were designed to enhance the performance of all ABC broadcast operations at a time when all those operations were “already doing well” and the company was in its strongest position ever, and thus to insure substantial future gains “in all areas from operations to earnings.”

Mr. Schwartz, president of four-service ABC radio network since 1967, becomes president of ABC Television. Reporting to him are the ABC-TV network, headed by James E. Duffy; the program department of the TV network, reconstituted as ABC Entertainment with Martin Starger, who has been vice president in charge of ABC-TV programing, as president; a new unit known as ABC Television Planning and Development with Frederick S. Pierce, who has been vice president for planning and assistant to the president of the ABC-TV network, as vice president in charge; ABC Owned TV Stations, which will continue to be headed by President Richard A. O'Leary, and ABC Sports continuing under the presidency of Roone Arledge.

Mr. Neal, president of ABC Owned Radio Stations since 1963, becomes president of ABC Radio. Reporting to him are the ABC radio network, with Edward F. McLaughlin, vice president and general manager of ABC's KGO(AM) San Francisco, brought in to succeed Mr. Schwartz as president; ABC-Owned AM Radio Stations with Charles A. DeBare, vice president for legal and business affairs for the ABC radio network and ABC-owned radio and TV stations, coming in as president; and ABC FM Spot Sales and ABC-Owned FM Stations continuing under vice presidents Martin Percival and Allen Shaw respectively.

In an unrelated announcement, Ellis O. Moore, public-relations vice president for the ABC broadcast division, was named public-relations vice president for ABC Inc., reporting to Mr. Rule, and Richard L. Freund, labor-relations vice president for the broadcast division, was named labor-relations vice president for ABC Inc., reporting to Everett H. Erlick, senior vice president and general counsel of ABC Inc.

Irving Novick, labor-relations director for the broadcast division since 1962, was subsequently named to succeed Mr. Freund as vice president and director of labor relations for the division. Mark Roth, an ABC general attorney for eight years, succeeds Mr. DeBare as vice president and general attorney for ABC owned stations and the radio network.

The restructuring came as a surprise, and it contained two especially surprising elements: (1) the choice of Mr.
Schwartz, a veteran radio executive, as head of television, particularly since it means stepping over Mr. Duffy, whose ABC-TV presidency has been marked by considerable progress that is expected to make 1971 the first profitable year for ABC-TV networking since 1961, and (2) the transfer of two traditional network functions and development, and especially the bedrock network function of programing, from the network structure into independent status of their own.

Of the selection of a radio executive for the top TV post, Mr. Rule said that "there are no great secrets about television that are hidden from radio," and of Mr. Schwartz in particular he emphasized that "he is a top-flight executive," a "broadcaster as distinguished from a "radio" man, and a veteran with "great expertise" with stations and groups and in other areas where radio and TV lines often cross.

ABC executives from Mr. Rule down placed the utmost importance on insuring that network program departments, subject to final approval by Mr. Schwartz, a man of the highest rank in the ABC presidency and of the ABC Radio Network's independent center, "do not have trouble remembering your name."

It was also during his network presidency, he said, that he came to appreciate that network program departments had far outgrown their original concepts. The program department is so big and so complex that it's not a program department any more, but a full-fledged tape-production and sales unit," he said. "We produce more programs than some major studios.

Thus in one swoop the restructuring took some of the pressures off the network presidency and at the same time established the program department as an independent center on its own. In the process, Marty Starger, as president of the new ABC Entertainment, gets further recognition for his role as network program manager as well as added prestige and authority. The department also "becomes responsible for its own financial destiny."

In practice, however, Mr. Rule doesn't regard this change as representing "as dramatic a departure as it looks at first blush." Program scheduling will still be handled by the program board, made up of the TV network's major department heads, subject to final approval by Mr. Rule, who has been an ex officio member of the board, and by Leonid H. Goltsman, ABC Inc. chairman and chief executive officer.

The network president has been chairman of the program board in the past, but

Mr. Rule plans to take that role for the foreseeable future. Presumably it will go eventually to Mr. Schwartz, but the intricacies of programing and counter-programing are so great that, as Mr. Rule puts it, "Mr. Duffy couldn't be expected to just walk in and take on this from the beginning." Mr. Duffy continues as a member of the program board, as does Mr. Starger. The board is also being expanded to include, in addition to network department heads, Elmer Lower, president of ABC News, President Arledge of ABC Sports and President O'Leary of ABC-Owned TV stations.

The assigned responsibilities of the new ABC Entertainment unit are "providing entertainment programming for the TV network as well as developing various other entertainment productions."

Network programing will undoubtedly be the bulk of its work for the immediate future, although some sources mentioned programing for video-cassette players as an ultimate area of diversification. For some time, ABC has had an agreement with Associated Television (ATV) looking to production of cassette programing. With the changes, Mr. Duffy's responsibilities embrace network sales, affiliate relations, advertising and promotion. He will also continue to act as spokesman for the network on industry, public and related issues.

Pressures like those that Mr. Rule spoke of in reference to his tenure as network president presumably also figured in the decision to put the broadcast division under two presidents, one for TV and one for radio, rather than put it all under a single executive, as it was once. Mr. Rule headed the division from March 1971 until he was elected president of ABC Inc. in January of this year.

Mr. Schwartz has had a record of success, both as president of the ABC Radio Network and its innovative four-network-service concept, which is expected to make the network division profitable this year for the first time in many years, and as a station operator at ABC-owned WABC (AM) New York and in various management and sales posts at Westinghouse and other stations extending back to 1955.

Mr. Neal, his radio counterpart in the new structure, also has a record of success spanning nearly 30 years, all of them with ABC. He, too, is a former general manager of WABC having preceded Mr. Schwartz in the post, and is credited with a key role in making the station one of the highest-rated in the U.S. As president of ABC Owned Radio Stations for the last nine years, he has led what is generally regarded as one of the most profitable radio groups in the country and also pushed FM by separating AM-FM station management and creating a separate FM stations division and FM spots sales unit.

Rallying around the WMAL decision

What was called precedent is used as precedent in replies to challenges to Philadelphia license renewals: A station's service area is not just the city of license.

Communications attorneys are already emphasizing the legal groundwork laid by the U.S. Court of Appeals in Washington in its decision three weeks ago upholding the license renewal of WMAL-TV Washington. Such indications were available in several filings at the FCC last week in which challenged licensees responded to petitions to deny filed against their facilities earlier this month (Broadcasting, July 10).

In its WMAL-TV ruling, the court is seen to have upheld the existing FCC policy of affording licensees substantial discretion in the areas of programing, employment and community-needs ascertainment — the three issues that have consistently been under attack by challenging citizens groups in license-renewal proceedings. And in so doing, it was contended in the broadcast filings last week, the court nullified several popular challenger arguments.

One such argument has been that a licensee is required to gear an amount of his programing to the minority audience proportionate with the percentage of minorities in the city of license. The court's ruling on this issue, however, was that the licensee is equally obligated to serve all those living within his entire coverage area. This point was emphasized last week by WPRL (TV) in responding to a black group that contended since Philadelphia's total population is 33.6% black, that station should have dedicated 33.6% of its programing (rather than the alleged 13%) to its black viewers.

WPRL stated that, based on the WMAL opinion, it is obligated to serve all those in its Area of Dominant Influence, the population of which is only 14.5% black. Therefore, the station claimed, its past performance "satisfies even petitioners' mechanised approach."

Essentially the same argument was advanced by several licensees included in
a petition by a group calling itself the Communications Coalition, which requested that the commission force 28 of the city's 36 broadcast stations to cease operating in violation of the equal-employment requirements. The gist of that petition was that since the named stations do not look to the black community for 33.6% of their work force, they are guilty of employment discrimination on the basis of race. (The group arrived at this conclusion through the submission of statistical data compiled from the individual stations' equal employment affirmative-action plans on file at the FCC.)

The FCC served last week was that the court refused this argument in WMAL. What's more, Metromedia Inc., in response to the Communications Coalition petition, claimed that the equal-employment provisions (section 403 of the Communications Act) "vests no right to third parties." This means, Metromedia claimed, that the composition of a petition must be denied since it fails to show that the petitioners will be directly harmed by renewal of the license and that the equal-employment rules, as interpreted by the commission, are designed to remedy a condition for which the stations named in the brief are responsible. Metromedia claimed that the petition did not include a single affidavit from an individual alleging discrimination against himself by any of the affected stations.

This opinion was shared by two other stations named in the petition, WPRS (FM) and WSHH (FM). Stating that documents it has previously filed with the commission demonstrate that it has compiled with the equal-employment rules, WSHH suggested that the coalition apparently feels compliance is not sufficient proof that a station warrants renewal. WSHH emphasized another point: Taking into consideration the rapid turnover of employees inherent in the broadcast industry—particularly at small outlets such as WPBS—it would be "both unfair and unrealistic" to conclude that a station has discriminated against employees in the industry, he said.

After the commission served the petition last week—to dispose of his 51% interest in Wood Broadcasting Inc., licensee of WOOD-AM-FM Grand Rapids, or terminate his employment at the TV station.

Last December the commission granted the purchase of WOOD-AM-FM from Time-Life Broadcasting Inc. (which retained WOOD) by Wood Broadcasting Inc., on the condition that the TV station's general manager, William Schroeder, within 120 days would either resign from his post or resolve the cross-interest situation.

Wood Broadcasting had advised the FCC that Mr. Schroeder wanted to continue as general manager of the TV station for two to four years to complete his TV career and to provide for management continuity during the early tenure of McGraw-Hill Inc., which had contracted to buy Wood-TV from Time-Life. It said the voting rights of Mr. Schroeder's radio stock had been placed in a five-year trust that could be terminated any time prior to June 21, 1976, if Mr. Schroeder ceased to be general manager of the television station.

The commission last week said that the voting trust arrangement does not eliminate the violation of the cross-interest policy. And it pointed out there is no need to provide continuity of management of Wood since the sale of the station to McGraw-Hill will not be consummated. (To settle a protest by minorities, Wood-TV was taken out of a transfer of all Time-Life television stations to McGraw-Hill.)

Schroeder is told to give something up

The general manager of WOTV (formerly WOOD-TV) Grand Rapids, Mich., was given a choice by the FCC last week—to dispose of his 51% interest in Wood Broadcasting Inc., licensee of WOOD-AM-FM Grand Rapids, or terminate his employment at the TV station.

Representatives of citizen groups and lawyers who have participated in license-renewal challenges, it would be appropriate for those whose views differ significantly from those of the industry to meet with the President. Besides license-renewal matters, the letter noted reports that the broadcasters had discussed counteradvertising and cable television with the President or his aides.

There was no immediate comment from the White House.

The letter's signatories include representatives of blacks (Black Efforts for Soul in Television and the Black Coalition on Fair Media), chicanos (The Colorado Committee on Mass Media and the Spanish Surnamed and the Mexican American Legal Defense Fund), a women's group (National Organization for Women), a parent group (Action for Children's Television), and lawyers who have represented them, Janice Goodman, of the Center for Constitutional Rights; Earle K. Moore, counsel for the Office of Communications of The United Church of Christ; Tracy Westen, of the Stern Community Law Firm; Geoffrey Cowan, of the Center for Law and Social Policy; and Albert H. Kramer and Robert Jay Stein of the Citizens Communications Center.

BEST's William Wright last week noted that there were no black, chicanos or female broadcasters at the President's Office.
Grassroots persuasion. Whenever an FCC commissioner shows up at a broadcasters' meeting, the local radio station is under orders to grab him and whisk him on a tour of the facilities. That's a project instituted by Charles F. Jones, director of the Radio Information Office of the National Association of Broadcasters. Two weeks ago, at the Colorado Broadcasters Association meeting in Cooperstown, N.Y., last week.

"These are the two areas that the NAB is concentrating its fire power on," Mr. Chapin said. "We are not ignoring other areas, but these two are labeled 'must win' at NAB headquarters." And, he added, there are encouraging signs in Congress on license renewal legislation, as well as in newspaper editorial support against counteradvertising.

The role of the broadcaster in political action was discussed by Andrew M. Ockershausen (Evening Star Stations, Washington), who is chairman of the NAB's radio board, and by Robert E. King, Capital Cities Broadcasting Corp. Both termed the forthcoming broadcasters' political-fund committee as essential for the preservation of the free-enterprise system of broadcasting, and as enlightened self-interest.

The threat of the loss of over-the-counter drug advertising to television (see page 16) was termed "a serious matter" by Norman E. (Pete) Cash, president of the Television Bureau of Advertising.

 meetings "even though participation by minorities in broadcasting was one of the central issues of discussion."

In their letter, the groups sought to counter what they said was the broadcasters' argument that license-renewal challenges constitute a threat to the broadcast industry's "stability and profitability." The letter said that "no more than two or three broadcasters have lost their licenses as a result of citizen participation" and that the effect of that participation has been the establishment of a dialogue between the broadcaster and his community that permits "previously disenfranchised segments of the society to participate in controlling the media's impact on their lives."

They also said that their participation in the regulatory process not only results from the "failure of broadcasters generally to tailor their broadcast operations to local concerns" but "has been conditioned and approved by the courts," including judges nominated by President Nixon—Chief Justice Warren E. Burger and District of Columbia Circuit Judge Malcolm R. Wilkey.

"Just as the regulatory processes must reflect divergent viewpoints," the letter concludes, "so too must there be an opportunity for different perspectives to be directly heard at the presidential level."

**Broadcasters urged to political action**

NAB leaders say it's needed to protect licenses, advertising

License renewal and counteradvertising are the broadcasters' two big battles in Washington—and it's beginning to look as if they might be won. That was the word of Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the National Association of Broadcasters, to the New York State Broadcasters Association meeting in the right-hand picture, FCC Commissioner Charlotte Reid (r) is being shown KSPN's music-library facilities by (l to r) Messrs. Busch and Heater and A. Donovan Faust, vice president-station operations for GE Stations; Mr. Faust makes his headquarters at GE's KOA-AM-FM-TV Denver.

New additions to Pastore subcommittee

Hollings goes aboard to push for passage of renewal bill; Beall also joins Senate unit

The Senate Commerce Committee has expanded the membership of its Communications Subcommittee with the addition of Senators Ernest F. Hollings (D-S.C.) and J. Glenn Beall Jr. (R-Md.).

Senator Hollings, a member of the Commerce Committee since he began his Senate career in 1966, had requested membership on the subcommittee. He has expressed interest in broadcast legislation, particularly the National Association of Broadcasters' license-renewal bill.

Senator Beall had been seeking a slot on the subcommittee since he joined the Commerce Committee last fall.

The subcommittee, of which Senator John O. Pastore (D-R.I.) is chairman, now has seven Democrats and six Republicans.
Bull session on bureaucracy. An overview of the broadcast regulatory scene, with emphasis on license renewals, counteradvertising and the new political-spending law, was presented at the New York State Broadcasters Association meeting last week in Cooperstown by panel members (l-r) Robert K. King, executive vice president, Capital Cities Broadcasting; Andrew M. Ockershausen, vice president and assistant general manager, Evening Star Stations and radio board chairman of the National Association of Broadcasters, and NAB officials Grover C. Cobb, executive vice president, government relations; John B. Summers, general counsel, and Richard W. Chaplin, Stuart Enterprises, Lincoln, Neb., joint-board chairman.

WNYS-TV control goes to Outlet
Settlement with minority group precedes government approval

The Outlet Co., Providence, R.I.-based group broadcaster, last week received FCC approval to acquire control of W.R.G. Television Inc., licensee of WNY5-TV Syracuse, N.Y. The transaction is for Outlet stock valued at $4.8 million.

Outlet is acquiring the stock of four of five companies that operate the joint-venture licensee. The companies involved are W.R.G. Baker Inc., which owns 40%; Six Nations Broadcasting Co., 20%; Onondaga Broadcasting Co., 15%, and Salt City Broadcasting Co., 2%. Outlet already owns half of Salt City and is acquiring the other half. When the sale is consummated Outlet will own 80%. A fifth company, Syracuse TV Inc., is retaining its 20% interest.

Outlet, a publicly held company, owns WJAR-AM-FM-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla., and KSAT-TV San Antonio, Tex. It also owns a chain of department stores and has 75% interest in Com-Cable TV Inc., operator of CATV systems in California.

The FCC set the grant fee for the transfer at $95,363.53. In the same action it granted WNY5-TV's license-renewal application. WNY5-TV, in channel 9, is an ABC-TV affiliate.

The renewal application had been opposed by the Syracuse Coalition for the Free Flow of Information in the Broadcast Media, which contended that WNY5-TV's programming failed to meet the needs of local minority and women's groups and that the station's hiring policy was discriminatory. But the petition to deny was withdrawn in June 1971, when Outlet agreed to provide a new 30-minute weekly program in cooperation with local minority and women's groups.

Changing Hands

Announced

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

* KFI(AM) Los Angeles: Sold by the estate of the late Earle C. Anthony to Cox Broadcasting Corp. for $15.1 million (see page 14).

* WHOL(FM) Indianapolis: Sold by Martin Williams Sr. to Susquehanna Broadcasting Co. for an estimated $500,000. Mr. Williams established WHOL as that city's first FM facility in 1957. Susquehanna, a York, Pa.-based group broadcaster, operates WBAA-AM-FM-TV York; WARM(AM) Scranton/Wilkes Barre, Pa.; WHLO(AM) Akron and WHLO(FM) Canton, both Ohio; WJCE(AM) Providence, R.I.; WBBN(AM) Freeport, N.Y.; WQBA(AM) Miami; WKYS(AM) Orlando, Fla.; and WLOQ(FM) Toledo and WLOQ(FM) Cincinnati, both Ohio. WHOL operates on 95.5 mhz with 25 kw and an antenna 275 feet above average terrain. Broker: R. C. Crisler & Co.

* WMOH(AM)-WMOH(FM) Hamilton, Ohio: Sold by Hamilton Broadcasting Co. to Raymar Communications Inc. for $250,000. Bill McRae, formerly vice president and national sales manager for HR Representatives Inc. and vice president, sales, WDKR(FM) Philadelphia, is president of Raymar. Richard Delaney, WDKR national sales manager, is vice president of firm. WMOH operates on 1450 kzh with 1 kw day and 250 w night. WMOH is on 103.5 mhz with 3.36 kw and an antenna 255 feet above average terrain. Broker: R. C. Crisler & Co.

* WWAB(AM) Lakeland, Fla.: Sold by WWAB Inc. to David C. Blossman and Hugh Hughes for $230,000. Truman A. Morris is president of the selling firm. Mr. Blossman has interests in WREN(AM) Brandon, Miss.; WWCL(AM) Oak Grove, and WARR(AM) Covington, both Louisiana. Mr. Hughes is general manager of WMAG(AM)-WOQT(FM) Forest, Miss. WWAB operates on 1330 kzh with 1 kw day. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week.

**Featured by America's Outstanding Media Broker**

**MID-ATLANTIC**

$250,000

Top 100 market daytimer located close to New York City. Area ranks high in personal income. Station has good past record, but has suffered recently from absentee ownership problems. Price is less than twice last year's gross revenue. All cash preferred.

**BLACKBURN & COMPANY, INC.**

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20036
202-333-9279
1725 K Street, N.W.
CHICAGO 60601
332 N. Michigan Ave.
(312) 848-6480
ATLANTA 30309
1655 Peachtree Road, N.E.
(404) 973-5826
BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151
72-33

Broadcasting July 24, 1972
America's most dynamic and experienced media brokers.

**MIDWEST:**

Major market suburban day-timer with tremendous coverage. Station priced at $475,000, with extremely liberal terms. Well below two times gross volume.

Contact Richard A. Shaheen in our Chicago office.

Hamilton-Landis & Associates

**WASHINGTON, D.C.:** 1100 Connecticut Ave. N.W., 20036 (202) 393-3456

**CHICAGO:** 1429 Tribune Tower, 801 N. Michigan Ave. (312) 337-2794

**DALLAS:** 1511 Bryan Street, 75201 (214) 748-0345

**S AN FRANCISCO:** 111 Sutter Street, 94104 (415) 392-5671

**Brokers of Newspaper, Radio, CATV & TV Properties**
The First has provided term loans and revolving credits to both production companies and film distributors.

We've helped the television industry with term loans, revolving credits and lease financing.

We've helped radio broadcasters arrange term financing for expansion of facilities, and mergers and acquisitions.
THE FIRST LENDERS FROM CHICAGO.

James Douglass and Charles Calderini. They come up with the money that keeps people entertained.

The entertainment industry is a lot of things and a lot of people. Sound stages. Cable TV. Cameras. Locations. Broadcasters. Film producers. Sports complexes. And they all require a lot of money.

That's where we come in. Our specialists can offer full financing for everything from equipment to production to distribution. They can help you with term loans for facility expansion. Revolving lines of credit for production financing. They can arrange lease financing. They can help you decide when a merger or an acquisition is a good idea. And when it isn't.

It's our business to keep up to date with your industry's problems and credit needs. When you need financial help, talk to the First Lenders from Chicago.

The First National Bank of Chicago

Benjamin Lenhardt and Louis Kuppenheimer are deeply involved in CATV. Currently The First provides financing to several MSOs, plus a number of unit systems.
uses of the broadcast band, when it permitted subsidiary communications services in addition to regular FM broadcast service, and when it authorized Spanish-language programming. The company asked for one of two rulings: that special-interest programming such as it proposed is a "broadcasting service," or that SIBC be permitted to present the special-interest programs under a two-year waiver of the rules.

The commission denied both requests and rejected the reasoning behind them. It said that subsidiary communications service operates on a subcarrier of the main FM carrier, is transmitted simultaneously with regular programming, and does not disrupt that programming. As for Spanish-language programming, the commission said that it is a type of broadcast service, intended for reception by the general public.

The vote was 6 to 0, with Commissioner Benjamin L. Hooks not participating.

Better times for RCA

Sarnoff reports record sales, earnings, despite leftover losses from computers

RCA Corp. achieved record revenues and income in the second quarter of 1972, and sales in the first half also reached a new high.

Robert W. Sarnoff, RCA chairman, announced last week that the net income for the second quarter was $40.1 million, a 14% rise over 1971 second-quarter earnings from continuing operations and 106% over reported net income for the same period. The reported net income for the 1971 period included a $15.7 million loss, from computer-related operations that were discontinued last September.

Revenues for the second quarter were $925 million, a jump of 9% over sales of $850 million from continuing operations in 1971's comparable period and slightly above the quarter's previously reported sales of $903 million, including discontinued operations.

Mr. Sarnoff pointed out that revenues and income in the first half were substantially ahead of the 1971 period.

Revenues and income were reported to have increased comfortably for both the second quarter and the first half for all of RCA activities except for the Hertz Corp., whose profits dropped slightly from last year.

NBC revenues and income according to

Mr. Sarnoff, are running ahead of last year and "the strong improvement in NBC's daytime profit structure produced a vigorous advertising response."

Additionally, Mr. Sarnoff said, the "economy's over-all performance is having a positive impact on RCA's diversified operations, particularly in consumer-related areas." Mr. Sarnoff concluded, "A continuation of this trend will contribute favorably to RCA's long-term goal of sustained sales and profit growth. We feel we are moving ahead at a good pace."

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share $0.12</td>
<td>$0.19</td>
</tr>
<tr>
<td>Revenues 8,806,507</td>
<td>7,778,981</td>
</tr>
<tr>
<td>Net income 1,988,792</td>
<td>1,998,999</td>
</tr>
</tbody>
</table>

Financial Briefs

Loan accord. Ampex Corp., Redwood City, Calif., which previously announced that it had completed interim working agreement to extend company credit position to June 30, now says new long-term loan accord has been reached with creditors. New agreement extends company's credit until July 31, 1974. It replaces interim agreement that has been in effect since April. Sarnoff had called $89.7 million in fiscal 1972, which ended April 29 (Broadcasting, July 17).

Cablecom-General Inc. Denver, reported decline in net income for current six-month period over same period last year because of "increased charges for interest, depreciation and other costs associated with the development of new CATV systems, together with a less than anticipated rate of growth in subscriber revenues in such systems." Cablecom is eighth largest CATV operator.

"For six-month period ended May 31:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share $0.28</td>
<td>$0.18</td>
</tr>
<tr>
<td>Sales 12,006,000</td>
<td>11,444,000</td>
</tr>
<tr>
<td>Net income $391,000</td>
<td>222,000</td>
</tr>
</tbody>
</table>

Scripps-Howard Broadcasting reported increases in revenues and income for six months ended June 30, 1972, compared with same period last year. For six months ended June 30:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share $0.52</td>
<td>$0.79</td>
</tr>
<tr>
<td>Revenues 12,731,801</td>
<td>11,570,537</td>
</tr>
<tr>
<td>Net income 2,380,273</td>
<td>2,037,500</td>
</tr>
</tbody>
</table>

Transamerica Corp., San Francisco-based diversified parent of United Artist Corp., reported record earnings for first half of 1972, including improved earnings from entertainment holdings.

For six months ended June 30:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share $0.67</td>
<td>$0.65</td>
</tr>
<tr>
<td>Revenues 956,089,000</td>
<td>770,725,000</td>
</tr>
<tr>
<td>Net income 43,410,000</td>
<td>32,285,000</td>
</tr>
<tr>
<td>Shares outstanding 2,721,700</td>
<td>2,572,000</td>
</tr>
</tbody>
</table>

Notes: Earned per share based on shares adjusted to reflect 4% stock dividend payable to stockholders of record July 6.
### Broadcasting Stock Index

#### Weekly market summary of 120 stocks allied with broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

#### Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

#### Cable

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

#### Programing

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing July 19</th>
<th>Closing July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

---

Broadcasting: ABC, CBS, COX, LIN, MGN, MCM, NWE, RHC, RAL, TWA, TGAC

**Market**:

- **Broadcasting**: ABC
- **Cable Communication**: ABC
- **Cable Communications**: ABC
- **Cable CCAB**: ABC
- **Cable TV**: ABC
- **Cable Labs**: ABC
- **Cable Stock**: ABC
- **Cable Closing**: ABC
- **Market**:
  - **Broadcasting**: ABC
  - **Cable Communication**: ABC
  - **Cable Communications**: ABC
  - **Cable CCAB**: ABC
  - **Cable TV**: ABC
  - **Cable Labs**: ABC
  - **Cable Stock**: ABC
  - **Cable Closing**: ABC

---

**Stock Market Summary**:

- **Broadcasting**: ABC
- **Cable Communication**: ABC
- **Cable Communications**: ABC
- **Cable CCAB**: ABC
- **Cable TV**: ABC
- **Cable Labs**: ABC
- **Cable Stock**: ABC
- **Cable Closing**: ABC

---

**Market**:

- **Broadcasting**: ABC
- **Cable Communication**: ABC
- **Cable Communications**: ABC
- **Cable CCAB**: ABC
- **Cable TV**: ABC
- **Cable Labs**: ABC
- **Cable Stock**: ABC
- **Cable Closing**: ABC

---

**Stock Market Summary**:

- **Broadcasting**: ABC
- **Cable Communication**: ABC
- **Cable Communications**: ABC
- **Cable CCAB**: ABC
- **Cable TV**: ABC
- **Cable Labs**: ABC
- **Cable Stock**: ABC
- **Cable Closing**: ABC

---

**Market**:

- **Broadcasting**: ABC
- **Cable Communication**: ABC
- **Cable Communications**: ABC
- **Cable CCAB**: ABC
- **Cable TV**: ABC
- **Cable Labs**: ABC
- **Cable Stock**: ABC
- **Cable Closing**: ABC
Calling the shots as they see them still credo of network newsmen

So three executives advise New York broadcasters, while asking for local support to meet critical onslaught

Despite intensifying pressures on the performance of broadcast journalism, “we will call shots as we see them.” And irrespective of criticisms and attempts at intimidation, the network news organizations expect to make news decisions, or judgments, based on what appears to be fact.

This reaffirmation of the news role in broadcasting came last week from three network news executives, panelists in a session held at the 11th annual conference of the New York State Broadcasters Association in Cooperstown, N.Y. The news panel shared the spotlight with other panels in a far-ranging view of regulatory and advertising problems in broadcasting (see page 63).

Panelist Richard C. Wald, NBC News executive vice president, drew a round of applause when he referred to network news organizations calling their shots as they see them, and added that he expected stations to support the network news operations when mistakes are made (and “we make whoppers”) in the same manner as “when we do the right things.”

In a give-and-take session between broadcasters and the panel—which also included Emerson Stone, vice president, CBS News, radio, and William Sheehan, ABC News vice president—one broadcaster suggested that the network news arm was not aware of the pressures to which management may be subjected, pressures that could impact on a sensitive relationship between broadcasters and federal, state or local regulators. Mr. Wald said this was a “romantic idea but not realistic,” noting that network management was as aware of such pressures as the broadcasters themselves. But, he said, “this is not a game we are playing. It is real. We try to be as pure as Caesar’s wife.”

He said that he has met local broadcasters who say of network news organizations, in effect, “You are killing me. I have to live here, in this community.”
I find few among broadcasters who say they are the equal of the local newspaper and that 'we have rights, too, in living here.'

The broadcast industry problem, Mr. Wald said, "is that your general backing may be needed in an area that may hurt you."

Mr. Sheehan suggested that broadcast journalism would be subjected to closer scrutiny "for errors" during this year's political campaigns than at any time in history, and that "while we have a responsibility to management that we be right and not be subject to pressures, we will look to you broadcasters for support when we are right."

In response to a suggestion by Leslie G. Arries, vice president and general manager, WBEN-TV Buffalo (a CBS affiliate), that local operations must "bear the brunt of explanation to audiences" of what the "networks do nationally in the area of 'balance,'" CBS News's Mr. Stone said that "balance in news in 1972 has been adhered to in the same way it was in 1962 and in 1952, with a trained, experienced news staff who are permitted to work in an objective manner." He said he was aware that there are younger journalists who believe in advocacy journalism but that they are "not persuasive at CBS News." He said that because news basically reports change, the news "disturbs" some people and leads to their beliefs that news is either unfair or unbalanced.

NBC's Mr. Wald agreed—"I second the motion. There is not much different daily in what we do." But, he said, there are subtle changes in mood: At one time, he said, broadcast journalists believed "everybody loved them—now they know there are a lot of people out there who don't like them." Moreover, he said, network news "managers" would appear to have a greater sensitivity that "there are some things which get us in trouble. We are more aware of certain troubles and problems."

Mr. Wald said that "nationally we get the same dislike you get locally" and that "we are attempting not to make mistakes and not let mistakes intimidate us."

In another area—that of government regulation in broadcasting—Mr. Wald said that broadcasters have generally accepted the role of FCC as a traffic cop whose job has evolved from the initial function of directing traffic flow to heed-
Giant step for pay cable

Cablecom-General Inc. is jumping into pay television in a big way. The Denver-based multiple system owner has entered into an agreement in principle with Home Theater Network Inc., Los Angeles, to provide pay programs on an unidentified system by November, and on all Cablecom systems within two years.

Under the agreement, Cablecom will lease two channels on its systems for 10 years to HTN, which in turn will provide films, sporting events and other programs at prices of $2 to $3 each.

The service will utilize set-top converters, which the subscriber can activate by dialing a local telephone number. The number will be connected to a distant computer by a WATS line. The subscriber will send a control message to the computer, which in turn will log the order and send out a response. The response will open a circuit and enable the subscriber to view his requested program.

When the program ends, the subscriber's set will be turned off automatically unless new instructions are given to the computer.

A spokesman said last week that HTN's programming will consist of first-run features, blacked-out sporting events ("if we can get them"), rock concerts, symphonies, and special-event programs that HTN will originate—such as The Music Store, a musical variety program.

HTN plans to offer six programs a night, beginning in November. There will be two hours of programming per evening on each channel or three programs per channel on two different channels. Some will be rerun automatically by HTN; others will come from deals with various motion-picture companies and sports promoters, if possible.

The operation would be nationwide. HTN agreed to offer applications pending for channels from Telecommunications, Western Union, Penn Microwave and other companies. If the FCC approves, programs could be transmitted from either New York or Los Angeles.

HTN agreed to pay Cablecom $10,000 as an advance for channel rental, against 12% of its net receipts for programs. The Los Angeles company has a 10-year lease and an option to renew for up to 40, but it would be free to extract itself from the agreement if it is losing money.

Two other firms, Optical Services Inc. of Los Angeles and Theatelevision Inc., a New York firm, announced during NCTA convention week their plans to experiment with pay cable on systems in San Diego, Sarasota, Fla., and Vancouver, B.C. But the HTN-Cablecom venture shapes up as the most ambitious yet.

Home Theater Network was launched this year during the week of the National Cable Television Association convention (Broadcasting, May 22), with a capitalization of $1 million and the announced intention of using WATS lines for nationwide program ordering and billing. Its president is Richard Lubic, former cable executive with Time-Life and Trans World Communications. Its backers include oil billionnaire J. Paul Getty and his son Ronald, a film producer.

Cablecom General has over 50 cable systems and serves more than 170,000 subscribers.

Teleprompter settles on its president

Shafer assistant Bresnan will fill top post succeeding pro-tem Schlafly, who moves to executive vice president

William J. Bresnan, vice president and assistant to the chairman of the Teleprompter Corp., was designated president of the company last week, succeeding Hubert J. Schlafly, who becomes executive vice president for technological development.

Raymond P. Shafer, chairman and chief executive officer, said Mr. Schlafly had been serving as president on an interim basis, but a request was turned down from the presidency into the area of broadband communications technology, in which he is considered an authority. Mr. Schlafly, one of the founders of Teleprompter in 1950, was named president in April 1971 when Irving B. Kahn, board chairman-president, resigned both posts after he and the company were indicted on charges of bribery and conspiracy in the award of a CATV franchise to the corporation in Johnstown, Pa.

Mr. Bresnan, 38, has been in the cable field since 1958, starting as an engineer-designer. In 1965, he was named vice president in charge of engineering for Jack Kent Cooke's systems, and became executive vice president of H & B American Corp. in 1969. In 1970 H & B was merged into Teleprompter and he was appointed vice president in charge of Western operations. Last February Mr. Bresnan was named vice president and assistant to the chairman.

Mr. Bresnan, who also was elected to Teleprompter's board of directors, is chairman of the National Cable Television Association and chairman of the Broadband Communications Section of the Electronics Industries Association.

FCC sticks with rules on pay cable television

It rejects petitions of those that wanted more stringent policy, but leaves room for more comments

Petitions for reconsideration of FCC rules on pay cablecasting and CATV sports programming were denied by the commission last week. But the commission invited additional comments on the rules because of the importance of the issues.

In June 1970 the FCC adopted rules for pay cablecasting that applied to over-the-air subscription television (STV). They are designed to prohibit the removal of programs from the air for presentation on a payment basis. Last March the commission changed the STV rules to extend from two to five years the length of time a sports event would have to be off free TV before it can be broadcast on STV.

The commission had proposed comparable changes in the cable-television rules, but did not adopt them, indicating that it would consider comments on sports rules for cablecasting at a later date.

In filings with the commission last June, the three networks and the National Association of Broadcasters supported a petition by the Association for Maximum Service Telecasters that called for reconsideration of the antiphonering rule and called on the FCC to apply it to cable systems as well (Broadcasting, June 12). But the National Cable Television Association supported the FCC decision to deal later with the application of the rules to cable.

In denying the petitions, the FCC said that additional comments would provide useful new material.

It pointed out that the issue involved is
how best to regulate pay-cablecasting without undermining over-the-air television service. But it said that comments may be submitted on any aspect of the matter, including the differences between TV and pay-cablecasting, protecting the public's right to receive free, local, educational and religious programming under the present rules, administration of rules on access and leased-channel cablecasting not under the control of the CATV operator and whether there have been changes in the motion picture industry that should be reflected in the rules.

Comments are due Sept. 15 and reply comments by Sept. 29.

**Storer grows in cable**

Two cable subsidiaries of Storer Broadcasting Co. last week announced the purchase of five Southern CATV systems.

The companies, Storer Cable Television of Florida Inc., and Storer Cable Communication Inc., acquired systems servicing the cities of Williston, Fla.; Prattville, Ala. and Tifton, Nashville, Sparks and Adel, all Georgia.

The systems were purchased from a Jacksonville group headed by Michael J. Donziger, A. H. Edwards and Isaac L. Levy. No financial details were disclosed.

The five systems serve about 4,500 homes and bring Storer's subscriber total to over 80,000.

**Future talk**

The impact of cable television "will rival that of any existing medium of communications—including even the telephone," Cypress Communications President Burt I. Harris predicted last week.

Speaking in Los Angeles, Mr. Harris told Town Hall of California, a men's educational forum, that the CATV industry's capabilities indicate "truly revolutionary effects" in the nation's communications. Cable television's ultimate promise, he said, is "to restore a sense of community to Americans" and he suggested that this promise would be fulfilled through cable TV's potential for bringing people together and enabling them to communicate more directly.

According to Mr. Harris, many new cable TV services—and he listed many of them—"will have a profound effect on the future of the American public." He acknowledged that wiring the nation will require "an expenditure in the billions," but expressed confidence that "once the transmission networks are laid down in the big cities our dependence upon mass-appeal programs will wither away, because we will have a bridge to the future in which cable services are delivered on a demand basis, not restrictive according to their social utility, not by advertisers." Mr. Harris further predicted that within five or six years cable TV will be in some 25 million U.S. homes.

**Tele-Communications buys Calif. systems**

Tele-Communications Inc., Denver-based multiple-CATV owner, has announced its agreement to purchase several California cable systems owned by the Evening Telegram Co., Superior, Wis.

The systems serve over 12,500 subscribers in the communities of Pacifica, Half Moon Bay, Daly City and Fremont, all located in the San Francisco area.

Bob Magness is president of TCI, which has in 22 states serving 249,000 subscribers. It also operates a major common-carrier microwave communications network.

Mrs. Morgan Murphy, widow of Morgan Murphy who died early last year, is president of the Evening Telegram Co., which publishes the Superier Evening Telegram and several other newspapers. Its broadcast interests are WISC-TV Madison, Wis.; KTHI-TV Fargo-Grand Forks, N.D.; KRME-TV Kennewick, KXLY-AM-FM-TV Spokane and KAPP-TV Yakima, all Washington.

**Another step toward two-way**

Patent in hand, Video Information plans installation in New Jersey

Video Information Systems Inc. has been granted a patent for a two-way communication system that it tested last year in New York. The patent covers both the system and the bidirectional terminal.

The two-way operation will be permanently installed late in 1973 on a cable system in South Orange, N.J. About 3,000 viewers in that city would be able to shop, vote, be polled, receive pay-TV programs and report fires or burglaries over the cable.

Video Information, a subsidiary of multiple-system-owner Cable Information Systems Inc., New York, says its two-way operation may also be used as an educational tool in the school system, and—in a simplified version—for hotel and motel pay TV.

The operation permits a viewer to make selections by pressing buttons on his converter. The impulses are fed into a computer with a television message, or be it a vote, a shopping order or whatever. Joseph Beck, vice president of Video Information, said the terminal unit is compatible with any two-way transmission system.

The hardware was tested for seven months last year on the Sterling Manhattan cable system in New York City.

**ATC acquisition**

American Television & Communications Corp., Denver, has agreed in principle to acquire stock of Coaxial Cable Co., operating cable TV systems in 22 states serving some 5,000 subscribers in Franklin, Pa. Terms of acquisition were not disclosed. ATC, one of nation's major publicly owned cable-TV, already operates in Pennsylvania, currently serving more than 27,000 subscribers in Reading and new transaction is expected to be completed by end of this month. ATC has agreed to a merger with Cox Cable Communications (see page 15).

How tight a rein on cable imports of distant sports?

That's subject of argument that FCC hears before lapsing into extended summer doldrums

The FCC broke camp for about six weeks last week after hearing two days of oral argument on an issue that could be as controversial as any that the commission has dealt with in connection with CATV—cable carriage of sports.

For what is involved, as a number of the speakers reminded the commission, is the American public's demonstrated devotion to watching sports events on television, whether received by cable or over the air.

At issue is a proposed rule that would prohibit a CATV system within the grade B contour of a station in a professional sports team's city from carrying a broadcast of a game in that sport without the consent of the home team when it is playing at home.

But representatives of professional football, baseball, basketball and hockey, and of broadcasting said the rule did not go far enough. And they warned of the dire consequences to their respective leagues and ultimately the fans if it were not expanded.

Cable interests said the proposal went too far. And William Dimmerling, president of the Pennsylvania Cable Television, who said there should be no protection for televised coverage of sports events, said the "outcry" against the proposed rule on the part of subscribers has been "terrific." The cable position was supported by two members of Congress—Representatives Fred Rooney (D-Pa.) and Robert Mollohan (D-W.Va.).

The professional sports representatives—Pete Rozelle, commissioner of the National Football League; Don V. Rack, vice president of the National Hockey League; Walter Kennedy, commissioner of the National Basketball Association, and Bowie Kuhn, commissioner of baseball—all expressed concern about the impact on the gate of imported sports attractions.

But although the "unrestricted" importation of sports events that some mentioned is impossible under the existing cable rules, with their limitations on the number of signals that systems may import, the representatives of professional sports made it clear they want more than a simple home-game blackout rule. John Vanderstar, counsel for the NFL, said the league wants the same kind of regional control over cablecasting that the league has over over-the-air television—the right to veto the showing of a game in a league city even when the home team is away.

As he explained it, the ratings in Denver or in Boston would suffer if CATV were transmitting some other game in Denver.

NBA's Mr. Kennedy put basketball's position this way: "The NBA . . . sub-
mists that the league, and each of its teams, should have the right to prohibit the carriage of distant signals of its games, not only in its home city under the blackout concept, but also in any other areas.

Michael Horne, counsel for the Association of Maximum Service Telecasters, warned there would be a drop-off in sports telecasts if the proposed rule were not adopted—and even that proposal, he said, falls short of what is needed. AMST's solution, he said, is "no distant-signal carriage of sports."

Mr. Horne said that sports is not a profitable television commodity; he called it a "loss leader." And he warned that CATV carriage of distant sports events would fragmentize audiences for locally televised sports contests—to the point where advertisers who said now pay a high cost per thousand to buy time in them would finally abandon them as advertising vehicles.

But cable interests expressed concern about what programming would be left to CATV if the commission's rule were adopted. David Foster, president of the National Cable Television Association, noted that the leapfrogging restrictions in the new CATV rules limit cable systems as to the stations they can import and that the new exclusivity requirements deny cable systems "a significant number of motion pictures and the more popular syndicated series."

Now, he said, the commission is proposing to deny cable subscribers the access to sports programming they would otherwise have. He said there are cable systems in 28 major-league sports markets that could under present rules import one or more of the 16 independent stations that carry home and/or away games.

Mr. Foster left no doubt about his attitude toward the proposed rule. He said it is "unnecessary, discriminatory, overly protective of broadcast stations, broadcast networks and sports owners, a usurpation of the prerogatives of Congress, contrary to the spirit of the cable television consensus agreement [which led to the commission's adoption of the new CATV rules], and most important of all, flagrantly against the legitimate interests of the consumers served by cable television."

A less unequivocal position was staked out by Alfred R. Stern, president and chairman of the board of Telecommunication Corporations. He indicated he would not object to a blackout rule that affected a 35-mile area rather than the entire service area of a station out to its Grade B contour. Such a rule, he said, would be "more than adequate" to protect the gate without disrupting the viewing of subscribers who said he have a right to CATV-relayed sports events.

The commission is not expected to begin grappling with the problem—or other major issues—until September. Chairman Dean Burch was to leave over the weekend for a three-week tour of Israel (where he will attend the opening of a communications-satellite earth station) and Europe. And, with commissioners and many staffers taking vacations in August, the commission expects to deal only with emergency items at its regular Wednesday meetings until September.

FCC begins to move on cable certificates

The FCC last week moved its first batch of cable-televising applications for certificates of compliance through the mill. Thirty systems that will operate in 23 communities were involved. Backed up in the pipeline are more than 800 applications.

The action was related to the subject on which the commission last week heard two days of oral argument—sports programming. Each of the 13 had been opposed by sports interests seeking general restrictions on carriage of sports by the CATV systems, but without making specific charges as to possible economic impact. The commission rejected the complaints on the ground that the pending rulemaking is the appropriate forum for resolving the issues that were raised.

In addition, the commission delegated authority to its Cable Television Bureau to dispose of similar complaints against applications for certificates of compliance in the same manner. Officials also indicated that the delegation of authority would probably extend beyond generalized sports complaints to nonspecific complaints about other matters that are the subject of commission proceedings.
Maxim, VP, Tinker, Dodge & Delano, New York, elected VP's of Marshallk. Tinker and Marshallk are members of Interpublic Group.

Wallace Butterworth, L.E. Gallagher Jr., W. E. Sprague and Alexander C. Thompson, VP's and management supervisors, Ketchum, MacLeod & Grove, Pittsburgh, named senior VP's.

Currie Brewer, VP and marketing director, Weber, John & Riley Advertising, Chicago, named VP and general manager, Bozell & Jacob, Phoenix office.

Ray Sutton, manager, Western sales, NBC-TV, appointed director, Western sales, NBC-TV, with headquarters in Burbank, Calif.

Paul A. Wischmeyer, sales manager, KRON-TV San Francisco, appointed general sales manager. George D. Davidson, assistant sales manager, succeeds Mr. Wischmeyer as sales manager.

William Katsafanas, with WTA-E-TV Pittsburgh, appointed national sales manager.


Melvin Waskey, staff supervisor, automotive advertising, Baltimore Sun, joins WFB-R(AM) Baltimore as general sales manager.

Bill Burchett, local sales manager, WSPD-AM Toledo, Ohio, appointed general sales manager

David L. Graham, supervisor of regional network services, CBS-TV sales, New York, appointed to newly created position of manager, regional network services.


Madeleine H. Schreiber, research manager, CBS-FM sales, New York, joins Blair Radio there as assistant research director.

John Hokin, account executive, KKO Radio Representatives, Chicago office, appointed sales manager there.


Lawrence A. Redkin, director of broadcasting, Sander Redkin Advertising Ltd., Chicago, named VP.

James A. Baar, communications executive, General Electric, Schenectady, N.Y., named VP and director of public relations, Lewis & Gilman, Philadelphia-based advertising and public-relations agency.

Melvin S. Wolff, media buyer and planner, Benton & Bowles, New York, joins Helitzer Advertising there as associate media director.

James E. Gorman, public-relations and advertising manager, Getty Oil, New York, joins Humbert & Jones, advertising agency there, as account management supervisor. Mr. Gorman continues as president of East Wind Communications, Glen Cove, N.Y., specializing in public-relations firm.


Maryanne (Micky) Trentin, with Katz Radio, Detroit, named saleswoman.


Jonah Ben Morse, VP, production and office management, Lenox and Newell, New York, joins Alberten Bernard & Dean, advertising and public-relations firm there, as production coordinator.

Down to business. Burbank Broadcasting Co., which last week received approval for acquisition of KBBO-(AM) Burbank, Calif. for $2.2 million (see page 65), announced new management team of radio executives hired away from across section of major Los Angeles area stations. Gary Price, station manager of KHJ-FM Los Angeles, appointed VP and general manager of KBBO. Lee Larson, sales manager of KHJ(AM) joins KBBO as general sales manager. Leo McElroy, news director of KABC(AM) Los Angeles, named director of news and public affairs for KBBO. Johnny Darin, program director of KRLA(AM) Pasadena takes over that responsibility with new operation. James Ross, assistant business manager for KFWB(AM) Los Angeles, rounds out new management team at KBBO as director of business affairs.

Morton Needelman, assistant to director, Bureau of Consumer Protection, Federal Trade Commission, named assistant director for evaluation; Joan Z. Bernstein and John M. Cunningham, FTC attorneys, appointed assistants to director of bureau.


Media

John P. Cowden, VP, information services, CBS-TV, named VP and assistant to President Robert D. Wood.

R. Thomas Crouch, general manager WKBW-(AM) Buffalo, N.Y., and Eugene McCurdy, general manager, was named Philadelphia, elected VP's of Capital Cities Broadcasting Corp., group station owner.

George B. Hagar, VP and general manager, WQX-TV Atlanta, Pacific & Southern Broadcasting station, joins Arthur R. McCoy, former P&S president, as founding partner in new broadcast company. Mr. Hagar will be executive VP. Sales of P&S stations KNON-TV Honolulu and KXK-(AM) Oregon City, Ore., to Mr. McCoy are pending FCC approval.

John J. Nugent, with KSTP-TV Minneapolis-St. Paul, named general manager, KSTP-AM-FM.

George C. Castrucci, business manager, financial controls and planning, broadcast operations, Taft Broadcasting, Cincinnati, appointed business manager, broadcast division. Carlyle J. Wagner, general manager, Taft-owned WTVN-(AM) Columbus, Ohio, named VP.

F. Berry Smith, executive VP and general manager, WTVN-(TV) Evansville, Ind., named president, Evansville Television Inc., licensee of WTVV.

Harold Sundberg, director of acquisitions, Shepard Broadcasting Co., group owner, joins WUHO-TV Battle Creek, Mich., as general manager.

William F. Blake, general manager, WJLS-(AM)-WBKW(FM) Beckley, W. Va., named VP and general manager of license, Personality Stations.

Dave Overton, announcer and program director, WSAM(AM) Nashville, appointed station manager, WSM-FM there.

James F. Collier, promotion manager, KNXT(TV) Los Angeles, appointed manager, promotion and information services.

Charles Porter, news reporter, KTRK-TV Houston, appointed community-relations director. Kitty Borah, with promotion department and children's show hostess, appointed public-service director.


Mr. Cowden
Programming

Lennart Ringquist, director of syndication sales, MGM Television, New York, appointed program manager of KWHAM-TV there, effective today (July 24).

Al Newman, VP, programming, Golden West Broadcasters (radio division), assumes responsibility for programming on GWR-owned KSFQ(AM) San Francisco, while continuing as consultant to group's other stations—KMPC(AM) Los Angeles; KEX(AM) Portland, Ore.; and KVI(AM) Seattle. Pete Scott, program director of KSFQ, continues with station as on-air personality.

Vincent H. Jeffers, VP-sales promotion, Walt Disney Productions, Burbank, Calif., elected to newly created position of VP, merchandising and promotion.

Jon Eichstaedt, marketing director, Bill Burrud Productions Inc., Hollywood, named to VP, marketing and business affairs.

David W. Field, business manager, technical operations, NBC-TV, Hollywood, appointed manager, operating budgets, program business office.

Marlene DeMarco, with promotion department, KDKA-TV Pittsburgh, appointed associate producer.

Ruth Williams, continuity director, WOW-AM-FM Omaha, appointed creative director. Michael Baylor, television director, appointed production manager.

Don Ridel, post-production supervisor, for Make a Wish children's series on ABC-TV, joins WNBC(AM) New York news department as assignment editor.

Michele Clark, CBS News reporter, Chicago bureau, appointed CBS News correspondent there.

Frank Scott, formerly reporter, KOMA (AM) Oklahoma City, joins KOCO-TV there as on-air reporter. Ron Hudson, correspondent, KOCO-TV, appointed to newly created position of chief correspondent. Bob Duff, correspondent, appointed anchor/news, morning report. Ray Gaskin, correspondent, appointed sports reporter and anchor/news, weekend sports reports.

Clarence Jones, investigative reporter, WSHA-TV Louisville, Ky., joins WPLG-TV Miami in same capacity.


James Keeler, weekly news moderator, WKYC-TV Cleveland, and W. Leigh Wilson, associate producer, NBC News, New York, appointed coordinating producers, NBC News bureau, Cleveland. WKYC-TV is NBC-owned.

Bob Starr, sports broadcaster, KMOX(AM) St. Louis, appointed play-by-play announcer, all Cardinal professional and University of Missouri football games. Don Scott, anchor/news, WIND(AM) Chicago joins KMOX as news announcer and program host.

Ronald T. Barr, with news department, WSMW-TV Worcester, Mass., joins KIRO(AM) Seattle, as staff meteorologist.

Music

Louis Weber, sales and licensing executive, American Society of Composers, Authors and Publishers, New York, appointed to new position of director of broadcast licensing. He succeeds Jules Collins, who performed same function under title of sales manager until his retirement June 1 (BROADCASTING, June 5).

Karl F. Lowenstein, with Crane School of Music, State University of New York, Potsdam, joins WSLU-FM Canton, N.Y., as coordinator of concert-music programming.

Ed Cozens with WVOJ(AM) Jacksonville, Fla., appointed music librarian.

Cable


Stanley Gerendas, telecommunications consultant to Ford Foundation, joins Cable Television Information Center, Washington, as director of applications; he will study and advise on use of cable to meet social and economic needs. Victor Nicholson, chief applications engineer, Jerrold Corp., joins Cable Tele-

New order. In realignment of key executives in NBC public relations last week, Robert D. Kasmire, VP, corporate information, NBC, New York Inc., was named VP, public relations, a new post, with continuing executive responsibility for NBC's corporate information, publicity, advertising, promotion and broadcast-standards activities. He will continue to report to Chairman David C. Adams. Sydney H. Elges, VP, public information, will concentrate on NBC special-information projects and assignments for President Julian Goodman, to whom he will report (in the past he has reported to Mr. Kasmire). M. S. (Bud) Rukeyser Jr., VP, press and publicity, was named VP, corporate information, with responsibility not only for press and publicity but also for NBC staff corporate information function (Harold Queens, director) and special projects function (Michael Lawrence, director), and will report to Mr. Kasmire rather than to Mr. Elges as in past. Betty K. Hoffman, manager, corporate information, was appointed director, audience services, reporting to Mr. Kasmire rather than to Mr. Queen. John Scoupplo, VP, promotion, and Paul Mosher, director, program merchandising, who have been reporting to Mr. Elges, will report to Mr. Kasmire. Gerald E. Rowe, VP, advertising, and Herminio Traviessa, VP, broadcast standards, continue to report to Mr. Kasmire.
Equipment & Engineering

For the Record

Gene R. Liggett, staff engineer, Taft Broadcasting, Cincinnati, appointed assistant to engineering VP.


Deaths
John C. Davidson, 41, VP/executive art director, Dancer-Fitzgerald-Sample, New York, died July 1 in Buffalo, N.Y., after lengthy illness. He is survived by his wife, Sally, and four children.

Thomas P. Coleman, 54, retired broadcast executive of AP, New York, died Wednesday (July 19) after long illness. He leaves in charge of Western division of AP broadcast department, coordinating membership activities in Western and Midwest states and also responsible for photographic services offered TV stations throughout North America, for 16 years before taking disability retirement in April. He is survived by his wife, Clare, and five children.

As compiled by BROADCASTING, July 11 through July 18, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, as.—asural, aux.—auxiliary, CATV—community antenna television, CH—channel, CP—construction permit, D—day, DA—direction antenna, FAM—effective radiated power, GHz—gigahertz, kw—kilowatts, LS—local station, mhz—megahertz, NV—night, PIA—preincident authority, SCA—subservitory communications activity, SAA—special service authority, STA—special temporary authorization, TV—antenna television, ultra frequency, U—unlimited hours, VHF—very high frequency, vs.—visual, w.w.—watts, *—educational, alt.—altitude, A—above average terrain, CARS—community antenna relay station.

New TV stations
Applications

WATERLOO, Iowa—Stake Educational Radio and Television Facility Board. Seeks UHF ch. 32 (578.584 mhz). ERP 916 kw vis. 183.2 kw aur. Ant. height above average terrain 1620 ft.; ant. height above ground 1923 ft. P.O. address: c/o John A. Montgomery, Box 1758, Des Moines, Iowa 50306. Estimated construction cost $899,250; first operating year cost $131,923; revenue more. Geographic coordinates 42° 18’ 39” north lat.; 91° 51’ 31” west long. Type trans. Gates BT-110U. Type ant. RCA TP-242-JDAS. Legal counsel Pierson, Balch, Gates, Harrisonburg, Va., representing Principals; Dr. Robert F. Ray, Lester Menke, et al. Dr. Ray is dean and professor at University of Iowa. He is also chairman of Facility Board. Mr. Menke is engineer. He is also vice chairman of Facility Board. Ann. July 6.

PHILADELPHIA—First Television Inc. Seeks VHF ch. 6 (192-194.994 mhz); ERP 182 kw vis. 27.4 kw aur. Ant. height above average terrain 443 ft.; ant. height above ground 336 ft. P.O. address: c/o Harold E. Kolm, 1214 TVB Building, 1700 Market Street, Philadelphia 19103. Estimated construction cost $3,599,400; first year operating cost $5,200,000; revenue $12,500,000. Geographic coordinates 40° 21’ 31” north lat.; 75° 41’ 16” west long. Type trans. RCA TA-35-FH-(PC). Type ant. RCA TW-9A10R. Legal counsel Welch and Morgan, Washington, representing engineer Walter L. Davis, Cohen and Dippell, Washington, Principals; Solomon Katz (34%), Harold E. Kolm (35%), et al. Mr. Katz is chairman of board and 20% owner of Strick Corp., truck trailer manufacturer in Fairless Hills, Pa. Mr. Kolm is attorney. Ann. July 6.

Actions on motions


Hearing Examiner David I. Kraushaar in Norfork, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.) TV proceeding, granted motion by Hampton Roads for leave to amend its application in order to specify change in personnel of company's corporate officers (Docs. 18791-2). Action July 7.

Rulemaking action


Existing TV stations

Final actions

FCC denied request by Storer Broadcasting Co. for waiver of "off-network" restrictions of prime-time network rule, in rural markets, specifically in Wisconsin; granted Motion By Broads. to operate temporarily on ultra frequency. U—unlimited hours, VHF—very high frequency, vs.—visual, w.w.—watts, *—educational, alt.—altitude, A—above average terrain, CARS—community antenna relay station.

For The Record

As compiled by BROADCASTING, July 11 through July 18, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, as.—asural, aux.—auxiliary, CATV—community antenna television, CH—channel, CP—construction permit, D—day, DA—direction antenna, FAM—effective radiated power, GHz—gigahertz, kw—kilowatts, LS—local station, mhz—megahertz, NV—night, PIA—preincident authority, SCA—subservitory communications activity, SAA—special service authority, STA—special temporary authorization, TV—antenna television, ultra frequency, U—unlimited hours, VHF—very high frequency, vs.—visual, w.w.—watts, *—educational, alt.—altitude, A—above average terrain, CARS—community antenna relay station.

New TV stations
Applications

WATERLOO, Iowa—Stake Educational Radio and Television Facility Board. Seeks UHF ch. 32 (578.584 mhz). ERP 916 kw vis. 183.2 kw aur. Ant. height above average terrain 1620 ft.; ant. height above ground 1923 ft. P.O. address: c/o John A. Montgomery, Box 1758, Des Moines, Iowa 50306. Estimated construction cost $899,250; first operating year cost $131,923; revenue more. Geographic coordinates 42° 18’ 39” north lat.; 91° 51’ 31” west long. Type trans. Gates BT-110U. Type ant. RCA TP-242-JDAS. Legal counsel Pierson, Balch, Gates, Harrisonburg, Va., representing Principals; Dr. Robert F. Ray, Lester Menke, et al. Dr. Ray is dean and professor at University of Iowa. He is also chairman of Facility Board. Mr. Menke is engineer. He is also vice chairman of Facility Board. Ann. July 6.

PHILADELPHIA—First Television Inc. Seeks VHF ch. 6 (192-194.994 mhz); ERP 182 kw vis. 27.4 kw aur. Ant. height above average terrain 443 ft.; ant. height above ground 336 ft. P.O. address: c/o Harold E. Kolm, 1214 TVB Building, 1700 Market Street, Philadelphia 19103. Estimated construction cost $3,599,400; first year operating cost $5,200,000; revenue $12,500,000. Geographic coordinates 40° 21’ 31” north lat.; 75° 41’ 16” west long. Type trans. RCA TA-35-FH-(PC). Type ant. RCA TW-9A10R. Legal counsel Welch and Morgan, Washington, representing engineer Walter L. Davis, Cohen and Dippell, Washington, Principals; Solomon Katz (34%), Harold E. Kolm (35%), et al. Mr. Katz is chairman of board and 20% owner of Strick Corp., truck trailer manufacturer in Fairless Hills, Pa. Mr. Kolm is attorney. Ann. July 6.

Actions on motions


Hearing Examiner David I. Kraushaar in Norfork, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.) TV proceeding, granted motion by Hampton Roads for leave to amend its application in order to specify change in personnel of company's corporate officers (Docs. 18791-2). Action July 7.

Rulemaking action


Existing TV stations

Final actions

FCC denied request by Storer Broadcasting Co. for waiver of "off-network" restrictions of prime-time network rule, in rural markets, specifically in Wisconsin; granted Motion By Broads. to operate temporarily on ultra frequency. U—unlimited hours, VHF—very high frequency, vs.—visual, w.w.—watts, *—educational, alt.—altitude, A—above average terrain, CARS—community antenna relay station.
Summary of Broadcasting

Compiled by FCC June 1, 1972

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA*</th>
<th>CP's</th>
<th>Not on air</th>
<th>Total on air</th>
<th>Total CP's</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,351</td>
<td>4</td>
<td>17</td>
<td>4,367</td>
<td>55</td>
<td>4,422</td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,302</td>
<td>1</td>
<td>41</td>
<td>2,303</td>
<td>116</td>
<td>2,419</td>
<td></td>
</tr>
<tr>
<td>Educational AM</td>
<td>504</td>
<td>1</td>
<td>51</td>
<td>505</td>
<td>13</td>
<td>527</td>
<td></td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>184</td>
<td>6</td>
<td>190</td>
<td>196</td>
<td>60</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>687</td>
<td>2</td>
<td>712</td>
<td>717</td>
<td>73</td>
<td>774</td>
<td></td>
</tr>
<tr>
<td>Educational FM</td>
<td>504</td>
<td>1</td>
<td>51</td>
<td>505</td>
<td>13</td>
<td>527</td>
<td></td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>86</td>
<td>3</td>
<td>89</td>
<td>92</td>
<td>2</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>Total educational TV</td>
<td>203</td>
<td>3</td>
<td>210</td>
<td>213</td>
<td>13</td>
<td>227</td>
<td></td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
* Includes 25 educational AM's on nonreserved channels.
* Includes 15 educational stations.
* Indicates 4 educational stations on nonreserved channels.

proceeding, corrected memorandum opinion and order issue July 7 and released July 11 (Docs. 1939, 19158-9). Action July 12.

Hearing Examiner Millard F. French in Sanford, Pine Castle-Sky Lake, all Florida (Blue Ridge Broadcasting Co. and Hyman Lake), AM proceeding, for dismissal of application by Blue Ridge and dismissed application with prejudice; dismissed as most pretext of dismissal of application with prejudice filed by Hyman Lake (Docs. 19431-2). Action July 13.

Call letter action


2. KGMB Honolulu—Broadcast Bureau granted CP to change anti-trans. rule to 331D Kaye Broadcasting Inc. to extent that Big League is made party to proceeding and denied in all other respects (Doc. 19514). Action July 12.

3. WBT Charlotte, N.C.—Broadcast Bureau granted CP to change nighttime maximum expected operating field intensity in direction of RFAB Omaha. Action July 13.

Actions on motions

1. Hearing Examiner Forest L. McClennan in White Castle, La. (Sheld-Agard Broadcasting Inc., KSLU), for revocation of license, granted motion to consolidate application to Big League Broadcasting Co. to extent that Big League is made party to proceeding and denied in all other respects (Doc. 19514). Action July 12.


3. Hearing Examiner Chester F. Naumowicz in matter of Star Stations of Indiana Inc., for renewal of licenses of WIFE-AM-FM Indianapolis, ordered that opposition to petition to enlarge issues filed by WIFE-AM-FM, is denied by public notice and placed under seal pending further action. Action July 12.

4. Hearing Examiner Edward J. Loyd in Sandusky, Ohio for certification to review board for determination as to whether subject planning should be considered confidential (Docs. 19122-25). Action July 7.

Fine


New FM stations

Applications

1. Auburn, Me.—Andy Valley Broadcasting System Inc., for new FM station, 107.5 mhz, 1 kw, HAAT 975 ft., P.O. address 88 Court Street, Auburn 04210. Estimated construction cost $18,767. First-year operating cost $1,200; revenue $2,000. Principals: John J. Pineau (30%), Gerard R. Pineau (30%) and James A. Mclain (40%). John Pineau is president, general manager and 49% owner of WQHFM Showhegan, Me. Gerard R. Pineau is 51% owner of College Pharmacy Inc. in Lewiston, Me. Mr. Aikin is employed by Sunday W. James, advertising, sales and promotion manager of WQHFM. Action July 12.


3. WABC-FM, New York—Broadcast Bureau granted CP to install new trans. and new antenna, ERP 115 kw (horiz.) 89 (vert.) kw; height 380 ft; remote control permitted; conditions. Action July 12.


6. WBCN(FM) Boston—Broadcast Bureau granted CP to install new antenna; action; at main trans. location; ERP 19.5 kw; height 710 ft. Action July 6.


9. KSHE(FM) Crestwood, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 9 kw; cost $845; height 51 ft; remote control permitted. Action July 13.

10. KFREE(FM) Kaukauna, Wis.—Broadcast Bureau granted license covering changes; ERP 7.9 kw; height 59 ft. Action July 6.

11. WHUQ(FM) Jamestown, N.Y.—Broadcast Bureau granted license covering changes; ERP 2.9 kw; height 320 ft. Action July 6.

12. WEDV-FM New York—Broadcast Bureau granted CP to make changes in transmission line; ERP 8.6 kw; height 1,220 ft; remote control permitted; conditions. Action July 11.


15. WCAU-FM Philadelphia—Broadcast Bureau granted CP to make changes in antenna system; ERP 2.8 kw; height 1,000 ft; remote control permitted; conditions. Action July 12.


17. WMVO-FM Mount Vernon, Ohio—Broadcast Bureau granted CP to install new trans.; ERP 370 kw; height 370 ft; remote control permitted. Action July 7.

18. WYSH-FM Clinton, Tenn.—Broadcast Bureau....
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation, Shirley Hwy. at Edzell Rd., Alexandria, Va., 22314</td>
<td>(703) 579-5000</td>
<td>Service Professional BROADCAST KANSAS CITY, MISSOURI 64114</td>
</tr>
</tbody>
</table>
Modification of CP's, all stations

- KPA-Y(FM) Citizen, Calif.—Broadcast Bureau granted mod. of CP to change trans. location; change ant.; ER 6 kw; ant. height 1710 ft; remote control permitted. Action July 6.

Call letter actions

- WPFW(FM) Philadelphia—Seeks *KCMR(FM).
- KOTV(FM) San Francisco—Seeks KYA-FM.
- KORU(FM) Tulsa, Okla.—Seeks KHUL(FM).
- KWIL-FM Albany, Ore.—Seeks KHPE(FM).

Call letter actions

- WRWM-FM Elgin, Ill.—Granted WKJL(FM).
- WPX-FM Pensacola, Fla.—Granted WMZB(FM).
- WPKM(FM) Tampa, Fla.—Granted WEZQ(FM).
- KMED-FM Medford, Ore.—Granted KTTM(FM).
- KCPS(FM) Tacoma, Wash.—Granted *KPCM(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux. and new licenses where appropriate: KAST-FM, KXVB, KNXV, KXVR, KNAB-FM, WYVE, KCV, KYVE Santa Rosa, all California; KVOW-AM-FM Cheyenne, WY; WBAR-FM, WMNQ, KJOQ, KYDO, KINQ, KWYX-FM, KVBW Baby, Baby, Bay, KBVQ, KAYS, KXCV, KFCS, KXCR, KXCV Baby, all New York; WTD-TV, WTHS, WTV, WMZT, WTV, WTV, all New Jersey; WANC, WTAG, WTHS, WTV, all Pennsylvania; WTV, WTV, WTV, WTV, all Tennessee; WTV, WTV, WTV, WTV, WTV, all Texas; WTV, WTV, WTV, WTV, all Utah; WTV, WTV, WTV, WTV, all Virginia; WTV, WTV, WTV, WTV, all Washington; WTV, WTV, WTV, WTV, all Wisconsin; WTV, WTV, WTV, WTV, all Wyoming.

Other actions, all services

- FCC denied request by Democratic presidential nomination candidate Terry Sanford asking that commission order NBC to allow him to appear on July 9 edition of Meet the Press or give him equal time. Commission agreed with NBC that program, as broadcast by program, was not exempt from equal opportunities requirement of Section 315, Action July 9. U.S. Court of Appeals for District of Columbia Circuit on July 8 denied motion by Mr. Sanford for court order requiring FCC to direct NBC to include him on program.

Translator actions

- Likely, Calif.—FCC authorized Likely TV Club, Licentiation, to build translator for K216AB, 84 5.5 megacycle from 695.5 megacycle on ch. 20, for auxiliary purposes only; ER 6 kw; ant. height 210 ft; remote control permitted. Action July 6.
- KNC(FM) Seattle—Broadcast Bureau granted license mod. of CP to change trans. and ant. July 12.

Call letter actions

- KFC-FM(AM) Photograph—Seeks *KCMR(FM).
- KOTT(FM) San Francisco—Seeks KYA-FM.
- KORU(FM) Tulsa, Okla.—Seeks KHUL(FM).
- KWIL-FM Albany, Ore.—Seeks KHPE(FM).

Call letter actions

- WRWM-FM Elgin, Ill.—Granted WKJL(FM).
- WPX-FM Pensacola, Fla.—Granted WMZB(FM).
- WPKM(FM) Tampa, Fla.—Granted WEZQ(FM).
- KMED-FM Medford, Ore.—Granted KTTM(FM).
- KCPS(FM) Tacoma, Wash.—Granted *KPCM(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux. and new licenses where appropriate: KAST-FM, KXVB, KNXV, KXVR, KNAB-FM, WYVE, KCV, KYVE, Baby, Baby, Bay, KBVQ, KAYS, KXCV, KFCS, KXCR, KXCV Baby, all New York; WTD-TV, WTHS, WTV, WMZT, WTV, WTV, all New Jersey; WANC, WTAG, WTHS, WTV, all Pennsylvania; WTV, WTV, WTV, WTV, all Tennessee; WTV, WTV, WTV, WTV, all Texas; WTV, WTV, WTV, WTV, all Utah; WTV, WTV, WTV, WTV, all Virginia; WTV, WTV, WTV, WTV, all Washington; WTV, WTV, WTV, WTV, all Wisconsin; WTV, WTV, WTV, WTV, all Wyoming.

Other actions, all services

- FCC denied request by Democratic presidential nomination candidate Terry Sanford asking that commission order NBC to allow him to appear on July 9 edition of Meet the Press or give him equal time. Commission agreed with NBC that program, as broadcast by program, was not exempt from equal opportunities requirement of Section 315, Action July 9. U.S. Court of Appeals for District of Columbia Circuit on July 8 denied motion by Mr. Sanford for court order requiring FCC to direct NBC to include him on program.

Translator actions

- Likely, Calif.—FCC authorized Likely TV Club, Licentiation, to build translator for K216AB, 84 5.5 megacycle from 695.5 megacycle on ch. 20, for auxiliary purposes only; ER 6 kw; ant. height 210 ft; remote control permitted. Action July 6.
- KNC(FM) Seattle—Broadcast Bureau granted license mod. of CP to change trans. and ant. July 12.

Call letter actions

- KFC-FM(AM) Photograph—Seeks *KCMR(FM).
- KOTT(FM) San Francisco—Seeks KYA-FM.
- KORU(FM) Tulsa, Okla.—Seeks KHUL(FM).
- KWIL-FM Albany, Ore.—Seeks KHPE(FM).

Call letter actions

- WRWM-FM Elgin, Ill.—Granted WKJL(FM).
- WPX-FM Pensacola, Fla.—Granted WMZB(FM).
- WPKM(FM) Tampa, Fla.—Granted WEZQ(FM).
- KMED-FM Medford, Ore.—Granted KTTM(FM).
- KCPS(FM) Tacoma, Wash.—Granted *KPCM(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux. and new licenses where appropriate: KAST-FM, KXVB, KNXV, KXVR, KNAB-FM, WYVE, KCV, KYVE, Baby, Baby, Bay, KBVQ, KAYS, KXCV, KFCS, KXCR, KXCV Baby, all New York; WTD-TV, WTHS, WTV, WMZT, WTV, WTV, all New Jersey; WANC, WTAG, WTHS, WTV, all Pennsylvania; WTV, WTV, WTV, WTV, all Tennessee; WTV, WTV, WTV, WTV, all Texas; WTV, WTV, WTV, WTV, all Utah; WTV, WTV, WTV, WTV, all Virginia; WTV, WTV, WTV, WTV, all Washington; WTV, WTV, WTV, WTV, all Wisconsin; WTV, WTV, WTV, WTV, all Wyoming.

Other actions, all services

- FCC denied request by Democratic presidential nomination candidate Terry Sanford asking that commission order NBC to allow him to appear on July 9 edition of Meet the Press or give him equal time. Commission agreed with NBC that program, as broadcast by program, was not exempt from equal opportunities requirement of Section 315, Action July 9. U.S. Court of Appeals for District of Columbia Circuit on July 8 denied motion by Mr. Sanford for court order requiring FCC to direct NBC to include him on program.

Translator actions

- Likely, Calif.—FCC authorized Likely TV Club, Licentiation, to build translator for K216AB, 84 5.5 megacycle from 695.5 megacycle on ch. 20, for auxiliary purposes only; ER 6 kw; ant. height 210 ft; remote control permitted. Action July 6.
- KNC(FM) Seattle—Broadcast Bureau granted license mod. of CP to change trans. and ant. July 12.

Call letter actions

- KFC-FM(AM) Photograph—Seeks *KCMR(FM).
- KOTT(FM) San Francisco—Seeks KYA-FM.
- KORU(FM) Tulsa, Okla.—Seeks KHUL(FM).
- KWIL-FM Albany, Ore.—Seeks KHPE(FM).

Call letter actions

- WRWM-FM Elgin, Ill.—Granted WKJL(FM).
- WPX-FM Pensacola, Fla.—Granted WMZB(FM).
- WPKM(FM) Tampa, Fla.—Granted WEZQ(FM).
- KMED-FM Medford, Ore.—Granted KTTM(FM).
- KCPS(FM) Tacoma, Wash.—Granted *KPCM(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending aux. and new licenses where appropriate: KAST-FM, KXVB, KNXV, KXVR, KNAB-FM, WYVE, KCV, KYVE, Baby, Baby, Bay, KBVQ, KAYS, KXCV, KFCS, KXCR, KXCV Baby, all New York; WTD-TV, WTHS, WTV, WMZT, WTV, WTV, all New Jersey; WANC, WTAG, WTHS, WTV, all Pennsylvania; WTV, WTV, WTV, WTV, all Tennessee; WTV, WTV, WTV, WTV, all Texas; WTV, WTV, WTV, WTV, all Utah; WTV, WTV, WTV, WTV, all Virginia; WTV, WTV, WTV, WTV, all Washington; WTV, WTV, WTV, WTV, all Wisconsin; WTV, WTV, WTV, WTV, all Wyoming.

Other actions, all services

- FCC denied request by Democratic presidential nomination candidate Terry Sanford asking that commission order NBC to allow him to appear on July 9 edition of Meet the Press or give him equal time. Commission agreed with NBC that program, as broadcast by program, was not exempt from equal opportunities requirement of Section 315, Action July 9. U.S. Court of Appeals for District of Columbia Circuit on July 8 denied motion by Mr. Sanford for court order requiring FCC to direct NBC to include him on program.
Help Wanted

RADIO

Help Wanted Management

Looking for experienced manager with capital to purchase part interest in full-time regional Florida AM. Box G-139, BROADCASTING.

General manager needed for leading Top 40 station in rapidly growing Mid-Atlantic community. Must be an outstanding performer with a proven ability to develop listenership, to train and motivate station staff. Apply to Box G-361, BROADCASTING.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for Mid-Western sales manager. Full time, five days a week travel. Previous CCA sales experience advantage, but not required. Must be self-starter with ability to address large groups of women: ability to sell station management and motivate station staff. Apply in writing, including recent snapshot. Personal interview successful applicants. Opening immediate. CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Credentials in sales, programming, promotion, to build sales and audience of new powerful FM in Coralvile, Tex. Excellent management group needs full-time professional. Send resume, photograph, and character references. Richard Kealey, 11546 Aladdin, Dallas, Texas 75229.

Sales

Are you the 22 salesman where you are now? Small market FM near Washington, D.C. is looking for top performer to become our #1 salesman. Long hours, much work. If you want to grow, this is the one. Fulltime, permanent. Box G-361, BROADCASTING.


Salesman—Grow with us. Future unlimited. Start by selling our FM in Central New York. Box G-197, BROADCASTING.

Eastern prestige rock station has $60,000-4 in commissions on running billings to split between 2 new salesmen. Fulltime is nothing, retirement is money. Fulltime waterworks contract is in the hopper. Send resume to Box G-221, BROADCASTING.

Learn a new, powerful sales concept. Continuous sales training. Midwest background only. Written resume only. Dale Low, KSS/KSMN, Mason City, Iowa 50401.

Central Florida. Full-time MOR station owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-President, Glom. WRB, 222 Hazel Street, Orlando, Florida. 320-425-6001.


 Outstanding opportunity for aggressive sales pro at solid group station in Wisconsin. Winning combination of exclusive-in-the-market formats: contemporary AM, beautiful music stereo FM. Unusually attractive opening for a creative, mature, dedicated radio sales person who believes in service. Excellent growth potential. Tape with three references. Contact Vee Blackmon, WIBM, Box 1450, Jackson, Mississippi 42903.

If you're a good salesman and would like to work for New Jersey's most progressive, exciting station, with a possibility of becoming sales manager, write Bob Locke, Nassau Broadcasting Co., Box 1350, Princeton, N.J. 08540, or call 609-924-3000.

Announcers

Experienced morning personality for leading progressive market in beautiful city. Experienced in both formats. Great place for insecure talent to find himself. All details to Box G-126, BROADCASTING.

Help Wanted Announcers

Continued

Experienced music director—air personality—production manager. Great opportunity for growth in realm of talent. Beautiful medium market contemporary. All details to Box G-126, BROADCASTING.

Warm, modern country lock for a medium market, southern coast for afternoon drive. Must be stable, mature, and sober. Starring salary—$600. Excellent opportunity for advancement. Send tape and complete resume first time. Box G-148, BROADCASTING.

Eastern 5000 watt daytime urging needs morning wake-up personality. Aggressive communicator will work hard for five-figure salary plus fringe benefits. Rush tape and resume to Box G-184, BROADCASTING. Equal Opportunity Employer.

Experienced staff announcer, not a personality, strong on news and commercials. Southwestern Ohio AM & FM, taste, salary, resume to Box G-188, BROADCASTING.

New York upscale small station needs experienced announcer with ambition. Box G-215, BROADCASTING.

Modern country powerhouse needs exp. jock. Must have stable record and third, endorsed. No beginners. Send resume and tape to Box G-229, BROADCASTING.

Arizona MOR station seeks an experienced mature sounding announcer. Good commercial delivery important. If you're looking for a change, your future can be sunny in the Southwest. Send resume, picture, to Box G-233, BROADCASTING.

Major S.W. market needs warm, rich, professional voices. Successful AM/FM good music station. Great living, beautiful area. Interested send resume. Box G-237, BROADCASTING.

Modern country powerhouse needs exp. jock. Must have stable record and third, endorsed. No beginners. Send resume and tape to Box G-229, BROADCASTING.

Modern country powerhouse needs exp. jock. Must have stable record and third, endorsed. No beginners. Send resume and tape to Box G-229, BROADCASTING.

Progressive jock with creative credentials and experience needed in 2nd largest Calif. radio markets (San Diego). No matter how hard working you are, we have a way to make you look sprint. Send resume and tape, please send resume and tape. Replies held confidential. Box G-239, BROADCASTING.

Talk show-host. Combination of light chatter with pleasant contemporary music (no rock) to do a feni- cious interest program hours, New England facility. Send everything you can to convince us you're worth interviewing with non-reimbursable tape. Salary desired, etc., to Box G-239, BROADCASTING.


Immediate opening experienced announcer with first phone for contemporary Florida station. Box G-267, BROADCASTING. Equal Opportunity Employer.

Needed jock from rural area who is wizard in production room. Capable of putting some color on the air. Excellent salary. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penna.

WAME, Charlotte needs all-around personality. First helpful, but not necessary. Carl Ed Robinson, 706-377-9116.

Announcer: MOR type who understands 1 to 1 concept to work in framework of beautiful music format. Superior production ability a must. High base with extras. Needed September 4th. Send tape, picture, resume to PD, WATL, Indianapolis 46217.

Central Indiana contemporary seeks announcer with strong voice, personality and enthusiasm for afternoon drive shift. Send tape, resume, and photo to Craig Weston, WGMQ Radio, Marion, Indiana 46952.

August opening for morning announcer. 1000 watt AM, 3000 watt FM Stereo. Send tape, photo and resume to WIMC, Box 645, Monroeville, Alabama.

Leading Radio-TV operation has opening for top-flight receptionist. Some experience if qualified. Send tape. WSAV Savannah, Ga.

Florida's Capital... WONS... progressive MOR seeks talented individual for airshift and super creative production. Stable situation with growing corporation. Rush tape, resume to Bob Dennis, Box 3127, Tallahassee 32303.

**Announcers Continued**

**Announcers Continued**

**First phone. Quoos—"Voice excellent, network quality." Now working in Chicago. Engineer, Radio Continental, New Jersey, Delaware. Box G-131, BROADCASTING.**

**One of America’s most unique personalities available—small market. In the fall of 1960, I moved to the top ten market. Box G-144, BROADCASTING.**

**DJ, third phone, looking for first break into broadcast. Tight and fighting, commercials, ready now. Box G-171, BROADCASTING.**

**One of the West Coast’s finest young announcers at the top 40 level. Sale of your time. Box G-189, BROADCASTING.**


**First phone, authoritative news, top small market, 11am-3pm broadcasting schedule including TV news, college, happy talking light rock or MOR. Box G-185, BROADCASTING.**

**Enthusiastic, dedicated and cooperative. 2 years experience in all types of TV and Radio. Minimum sales of $15,000.00—Married. Box G-189, BROADCASTING.**

**Freal one tape, one resume. Both yours for the asking. Seeking top job. Currently working in NYC, Box G-193, BROADCASTING.**

**Have larynx, will travel. I also have my passport ready. Black Vietnamese Vet. Will go anywhere in United States. Must have top salary. On the line for you, now give me a chance to prove to you that I belong in broadcasting. 2 1/2 years experience and great, Box G-200, BROADCASTING.**

**As the morning goes on, so does the station. If you agree with that statement, let me in with the phone. I have worked successfully in two major markets, am proven on commercials and ratings. Originator of "Rep Line," and other bits. Outstanding reference. Box G-200, BROADCASTING.**

**Have worked successfully in two major markets, am given on commercials and ratings. Originator of "Rep Line," and other bits. Outstanding reference. Box G-200, BROADCASTING.**

**Three years first phone announcer-sales-D.J. with background and desire for truck all-nights. Market, Family. Relocate. Box G-208, BROADCASTING.**

**Experienced young professional, family, rock, modern board, country, adult contemporary. Box G-2, BROADCASTING.**

**Outstanding 37 year old available for management. 5 years in top management with group station in New York City. 4 years station manager small market, 6 years with major rep. Box G-206, BROADCASTING.**

**General manager available soon. Box 3312, Green Bay, Wls. 54304.**

**Sales**

**Experienced sales manager, salesman, play-by-play man—looking for position in South. Aggressive with proven track record. In small, medium and large markets. Good organization and group experience. Need five figure income with possibility of more. Send inquiries to Box G-122, BROADCASTING.**

**Southeast—Sales manager-announcer sportscaster 18 years experience with present management with you. Prefer small market part ownership opportunity. Excellent background. Box G-136, BROADCASTING.**

**Experienced administrative-sales-announcing. Left radio to get into television in non major market. Want to get back into radio again in any capacity. Must be resident area, preferably Chicago. Call (312) 588-2347 or write Box G-247, BROADCASTING.**

**Account Executive. (Available for sales or management assignment and/or special assignment.) Every qualification. Eight years broadcasting sales experience, reporting to marketing manager. Energetic, professionally motivated. Excellent appearance. Box 37, New Biltmore, 640, 0621.**

**Nightman. Seventeen years professional background in New York, Los Angeles, Chicago. Strong on news. Veteran with college, Third ticket, Open to any type check. Box G-110, BROADCASTING.**

**Dj tight board, personally, charm, will, plus voice. Excellent opportunity top 40 with production. Ready to move. Box 212-526-7745, 3173 4th St., Astoria, N.Y.**

**First phone, Brown grad, AA Degree Mass Communication, 2 1/2 exp, cable and radio. Will consider anywhere—Bob Krête, Jackson, Minnesota 56143. 507-847-3471.**

**Announcer-MOR, top 40, progressive. Immediate availability. Box 317, NY, PA, Gay Murph’s 485 Valley Street, Maplewood, N.J. 07040. 201-753-1957.**

**Announcer third class with endorsement. Six months experience. Prefer Northeast but will relocate anywhere with any compensation. Box G-223, BROADCASTING.**

**Country DJ—some experience—3rd endorsed. After 1:00 p.m. Clyde Bass, 464 Beavhy, Mishawaka, Indiana 219-239-8112.**

**Experienced announcer-dj. First phone. Absolutely no maintenance. New territory or within commuting distance. No drinking, no drugs, no temperament. Just thoroughly professional with distinctly different personality. Call Jimm Whalen, 212-424-1176.**

**Professionally trained announcer. University of Kansas graduate. Commercial and production specialist. 3rd. Will relocate. Ron Moore, 8708 Stearns, Overland Park, Kansas 66214. 913-792-8040, Ext. 344.**

**For talk, to you. A copywriter who’s an announcer too. Production and creative. Box G-222, For your Springfield, Illinois, call or write, 3200 South First, dinner tonight.**

**Dj tight board, good news, commercials. Ready now. Tony Dala, 1634 Division Ave., Piscataway, N.J. 08854.**

**Experience is a combination of quantity and quality. Not sure what that means? So are you. Box G-231, BROADCASTING.**

**Dj announcer. Top 40, expanded sales, 2 years experience. Prefer Northeast, but will relocate anywhere with any compensation. Box G-232, BROADCASTING.**


**Personally! Now Available. Any format except coun- tinous pop. 10 years experience working 85-B in Radio TV, first pipes, finest references. Val Feeney, 854-4976.**

**First phone—2 broadcast schools. Will do any type of work in order to gain experience. Will relocate anywhere. Our Gerhart, 7130 Chew Ave., Philadelphia, Pa. 19119.**

**Technical**

**First phone operator desires maintenance experience. Southeast, Box G-151, BROADCASTING.**

**Large market chief. Proven track record of boosting loudness and signal penetration. AM/FM directional, proofs, construction, Age 27, married, B.S. Currently employed NE at 12K salary. Box G-183, BROADCASTING.**

**Directional experience all powers AM/FM combo. Mature, degree, reasonable. Box G-216, BROADCASTING.**

**Southern California chief wants out of high smog area. Over quarter century experience AM, stereo and directional construction brings mature, conserva- tive and experienced with 100% competence. Box G-220, BROADCASTING.**

**Engineer-announcer—experienced, proofs, etc. Country music, program production. Consider any location. Box G-222, BROADCASTING.**

**Chief engineer broadcasting AM and FM. Desires change, forty years experience. Directional arrays and antennas. Can also do civil and erosion work. References furnished, Box G-245, BROADCASTING.**

**Chief Engineer—29 years in business—planning, design, project management, engineering, control. Jullian Craft, 236 E. 39th St., Norfolk, Va. 703-625-0295, 852-9257.**
News

Young Newman, currently working part-time on major market FM, looking for full-time position in small or medium market. College graduate with Journalism and Accounting background. Has limited sales experience. Box G-118, BROADCASTING.

Three years experience in major university sports including writing, editing, broadcasting, and public relations. Has served in director, coach, and athletic director positions. Box G-116, BROADCASTING.

Sports sales, experienced, employed, 26, excellent voice and style, seeking major college or network play-by-play for radio or TV. Excellent sales and production. Radio or TV. Married, presently employed. Box G-243, BROADCASTING.


Resistant voice, polished pro. Inside/outside capabilities. Writer, BA, PhP, 1st phone. I’m funny; are you? Box G-228, BROADCASTING.

Blackman—4½ years experience, Indiana University broadcasting major, experienced as news director, reporters, play-by-play and production. Radio. Married, presently employed. Box G-243, BROADCASTING.

Experienced sportscaster—college basketball and football play-by-play. Reporting sports and news. Will relocate. Box G-206, BROADCASTING.

Currently news director—desires permanent home in medium market. Either reporter or director for your network. Background and activities adequate for top notch position. Have filed several reports with top network. Have written features for state-wide newspaper. Have done some play-by-play and talk shows. Interested? I’m interested and have tape—resume—xix walking. Box G-255, BROADCASTING.

News director, state capital correspondent, city bureau chief, licensed for five channels in all newses/news talk station. Last job in large Michigan market. Box G-269, BROADCASTING.

Journalist-writer-camera operation, writer, announcer, BA from top university, experience for resume. For picture, picture, and tape, write: Box G-264, BROADCASTING.

Sports/News writer, experienced in newscasting. Want to get started in either field. Attended Dan Martin School, 6 years journalism experience, 3rd phone. For tape contact Steve Andrews, 508 N. Pauline 45, Anaheim, Calif. 92801.

Michigan—former resident returning home. 3 years in radio and television news and production. Resume with audio tape on request. Thomas Stephens, 217-789-2979, after 6 p.m. Currently employed.

Z-Grad: 3 years radio experience; stable worker wants responsibility soon. Paul West, 2550 College Avenue 28E, Miller Light Direct. Single, will relocate. Box G-195, BROADCASTING.

Time to move. Experienced full-time newswoman, in top medium market of 500,000. Excellent play-by-play background and remote sportsperson experience. Box G-262, BROADCASTING.

Programing, Production, Others

San Francisco P.D.—creative, practical programer—cautious researcher—excellent administrator—extensive experience in all phases of programing and operations—seeking new, challenging opportunity. Box G-161, BROADCASTING.

PD, medium market, prefer Midwest. Presently PD for major market rocker/americana. References. Box G-182, BROADCASTING.

Just in case you missed it. Do you need a country (or rock and roll) DJ? 20 years experience in enjoying people. Don’t believe in scenarios. Versed w/modern sound, local news-FBF sports, production, copy and remote w/market analization, I want my licks. Full time news, I have that, and fresh jingles. Send Air checks of your best and worst, and a list of your references completely. Box G-210, BROADCASTING.

Solid g fledg I would love to program it fulltime. Presented top in a top market for love of gold. File your claim here. Box G-231, BROADCASTING.

Black P. D. Looking. 919-483-6330.

Would like first shot at programming, but first I want to learn from someone who is doing it well now. Looking for entry level director job. Many years in advertising and production. Will work long and hard for the right employer. Box G-187, BROADCASTING.

Event staff, network news, can fill position. Good sports background. Married, no children will relocate. Box G-130, BROADCASTING.

TELEVISION

Help Wanted Announcers

Waaham-Aannoncer—opening for professional to perform newscasting duties and announce local programming. Send tape, resume, WSAV, Savannah, Ga.

Technical

The Grass Valley Group, Inc., is seeking a television systems design engineer. Applicant must have background in video and audio systems. Manufacturer produces equipment that is mandatory experience. Excellent benefits. Send resume and equal employment opportunity. Box G-195, BROADCASTING.

Midwest station in top 20 market is looking for news talent to co-anchor prime time newscasts. Previous experience must confirm a team person with personality and a total commitment accompanied with VTR to Box G-160, BROADCASTING.

News director production manager for exciting top 20 network stations. Going for number 1. Box G-179, BROADCASTING.

Reporter, special effects newsman (or woman) for nationally renowned mid-Eastern top fifty market. NBC affiliated station. Profile in gathering and writing news plus strong on air work for anchoring daily woman’s oriented public affairs program a must. An equal opportunity employer. Box G-201, BROADCASTING.

Experienced hard news documentary producer for S.E. Fla. TV station. Experienced only apply Box G-228, BROADCASTING.

Immediate opening for dedicated newswoman with network affiliated UHF television station in Ohio. Be an applicant. . . . anchor . . . feature writer. Only dedicated newswomen need apply. Resume, picture, and references to Box G-265, BROADCASTING.

Programing, Production, Others

Operations-Traffic. If you are a traffic manager or #2 person and you don’t want to go up, this is the ad you want. Top-10 independent needs a sales-oriented manager. Resumes accepted—will interview enough to carry them to the top. Money, security, opportunity are no problem to the right person. EO. All replies held in strictest confidence. Reply to Box G-129, BROADCASTING.

Promotion manager wanted for dominant station in booming Southern market. Expertise in all phases. Heavy on promotion ability. Box G-260, BROADCASTING.

Television director—Experience required—board shift, spot production, and remotes in fast-moving, hard-working operation. Write WULR-TV, Box 7711, Green Bay, Wisconsin 54302, or call Jim Ericksson or David Campbell at 414-497-8111.

Producer-Director, Commercial tape production house needs creative director with heavy experience directing commercials and programs. We offer an excellent plant, facilities, working conditions, and salary. You provide experience, hard work and ability. Send letter and resume to: Ron St. Charles, Production Manager, University Park, Cleveland, Ohio 44129. An equal opportunity employer.

Network A-announcer/sales personality desired position with promotion minded major market radio or television station. Excellent references and education required. Box G-120, BROADCASTING.

College grad, with FM and closed circuit experience. Good sports background. Married, no children, will relocate. Box G-130, BROADCASTING.

Situations Wanted Announcers

Network announce/air personality desires position with promotion minded major market radio or television station. Excellent references and education required. Box G-120, BROADCASTING.

College grad, with FM and closed circuit experience. Good sports background. Married, no children, will relocate. Box G-130, BROADCASTING.

NEWS

News

Major market VHF Network affiliated station in Midwest seeks program talent as Editorialist. Applicant must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the finest facilities to produce and audit tape to Box G-139, BROADCASTING.

Major market VHF Network affiliated station in Midwest seeks program talent as Editorialist. Applicant must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the finest facilities to produce and audit tape to Box G-139, BROADCASTING.

Major market VHF Network affiliated station in Midwest seeks program talent as Editorialist. Applicant must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the finest facilities to produce and audit tape to Box G-139, BROADCASTING.

Radio—TV newscaster. Must be knowledgeable of all broad experience qualifies me to assume immediate responsibilities as program director and/or production manager. Degree. Family man. Box G-224, BROADCASTING.

Journalist, Army veteran, trained, recently discharged, seeks good position, good pay and future, willing to work more than his share for a good future in television or radio. References, DD 214, resume, and voice tape available. Will travel. Box G-244, BROADCASTING.

Production manager/producer director seeks new challenge in major market similar position or upward move. Young, professional, enthusiastic, versatile. Excellent references. Box G-245, BROADCASTING.

Producer/producer/director desires position in small or medium television market. Experienced in all phases of television production. Excellent references. Box G-225, BROADCASTING.

Black producer/director, B.A. degree in Mass Media. Experienced in all phases of production. Wants to relocate, salary open, presently production director. Box G-257, BROADCASTING.

Producer-Director, young, imaginative, style, edge, experience. Ideally suited for the top west coast market. Has worked all the major west coast markets with some remote experience but flexible. Cinematographer plus all phases production experience. Excellent references. East Coast Group, Bowling Green, Ohio 43402.

Executive director for ETV station in Nashville, Tenn. Experience in graphic art including layout, design and finishing art for offset printing, set design and stage art direction. Will relocate, married, references. Box F.9-60, BROADCASTING.

Experienced reliable first phone operator, Southeast. Box G-91, BROADCASTING.

TV, switcher, director, first, BA, editing, announcer. 315-470-BFRL. Box G-74, BROADCASTING.

Director of engineering of a successful operation is looking for a challenge. Prefer major market similar position or upward move. Box G-237, BROADCASTING.

Engineers; first phone. Five years TV and two years radio experience. Transmitter and protection. Strong maintenance. Prefer assistant chief or transmitter supervisor. Consider all locations. Resume and phone on request. Box G-241, BROADCASTING.

News

Are you looking for an anchorman? Employed 50 market. Over a decade of experience in broadcasting. Do you want to try a top-rated station? Box G-237, BROADCASTING.

Reporters with major market experience wants to re-locate. Radio, television, newspaper experience. Box G-230, BROADCASTING.

Radio-television news-sportscaster seeking television assignment. Experienced, authoritative on cable references. Currently employed. Box G-235, BROADCASTING.

Television sportscaster, experienced and currently employed in medium market, seeks sports director position. PBP of basketball, football, golf, baseball. Box G-225, BROADCASTING.

Journalist-engineer, photographer, writer, announcer, BA from top university, experience. For resume, picture, and tape, write: Box G-226, BROADCASTING.


Broadcasting Jul 24 1972
Television director/salesman, 94040. 870-2020, or 41/2" camera lenses and cables, $1,500.

Cellis in Miami**, 1920 Purdy Ave.

Elkias in Atlantic**, 71 Tenth St. at Spring, N.W.

Elkias in Chicago***, 3443 N. Central.

Elkias in New Orleans**, 2490 Canal.

Elkias in Minneapolis***, 4103 E. Lake St.

Elkias in St. Louis, 6655 Hampton Ave.

Elkias in Cincinnati, 11750 Chestdale.

Elkias in Oklahoma City, 501 N. 27th.

Elkias in Memphis***, 1362 Union Ave.

Elkias in Nashville**, 210-A 8th Ave. S.

Elkias in El Paso*, 6801 Viscount.

Elkias in Seattle**, 4011 Aurora Ave., N.

Elkias in Colorado Springs**, 323 South Nevada Ave.


Licensed by New York State, veteran approved for FCC 1st Class license and announce-disc-jockey training. Contact A.T.S. Training Studios, 25 West 43 St., N.Y.C. (212) 693-5945.

FCC 1st Class license examination fee: $5.00. FCC 2nd Class license examination fee: $3.00. FCC 3rd Class license examination fee: $2.00. FCC 4th Class license examination fee: $1.00. FCC 5th Class license examination fee: $0.50.

INSTRUCTION

First Class FCC License theory and laboratory training in six weeks. Begins every Monday, unless the number of students is insufficient to begin a new class. The number of students required to begin a class is 10. Money refunded to students enrolled in a class if the number of students does not reach the required number. Registration forms are available at the R.E.I., 1336 Main Street, Sarasota, Florida 33577.

Elkias in Miami**, 1920 Purdy Ave.

Elkias in Atlanta**, 11 Tenth St. at Spring, N.W.

Elkias in Chicago***, 3443 N. Central.

Elkias in New Orleans**, 2490 Canal.

Elkias in Minneapolis***, 4103 E. Lake St.

Elkias in St. Louis, 6655 Hampton Ave.

Elkias in Cincinnati, 11750 Chestdale.

Elkias in Oklahoma City, 501 N. 27th.

Elkias in Memphis***, 1362 Union Ave.

Elkias in Nashville**, 210-A 8th Ave. S.

Elkias in El Paso*, 6801 Viscount.

Elkias in Seattle**, 4011 Aurora Ave., N.

Elkias in Colorado Springs**, 323 South Nevada Ave.


Licensed by New York State, veteran approved for FCC 1st Class license and announce-disc-jockey training. Contact A.T.S. Training Studios, 25 West 43 St., N.Y.C. (212) 693-5945.


Licensed by New York State, veteran approved for FCC 1st Class license and announce-disc-jockey training. Contact A.T.S. Training Studios, 25 West 43 St., N.Y.C. (212) 693-5945.
Broadcast Project, Product and Sales Specialists

The continuing growth of RCA's Commercial Communications Systems has created additional openings for Project, Product, and Sales Specialists. Your background should include an engineering degree with a minimum of 3 years experience (or technical diploma and seven years experience), and sound knowledge of broadcast systems including color cameras, video tape machines or UHF/VHF transmitters, etc.

Sales Engineer's background should include a proven record in capital goods selling as well as preferred experience in broadcast equipment.

Project Specialist positions are based in Camden, N.J. and require a minimum of 50% travel throughout the United States and overseas. A bilingual ability is desirable.

In addition to an excellent salary, RCA offers an extensive benefits program including relocation allowance.

Send a detailed resume, including salary requirements to:
Mr. M. H. Kessler, RCA, Bldg. 3-2, Camden, N.J. 08102.
We are an equal opportunity employer.

BEAUTIFUL

We want the best Beautiful Music Programmer in the U.S.A. Please submit taped music sample, resume, etc.

Box G-146, Broadcasting

KLZ- DENVER

A Group One Station—Needs Strong Afternoon Traffic Personality

Contact—Russ Knight
KLZ Radio Station
123 Spear Blvd.
Denver, Colorado 80217
An Equal Opportunity Employer

500 MILE RACE DOUBLE HEADER

CHAEFER 500—PENNSY 500
Saturday/Sunday—July 29/30

Join Coast to Coast Radio Network: Associated Sports Ent./Empire Radio Prod.
509 E. 24th St., Brooklyn, N.Y. 11210
212-639-5370
201-829-5884

TELEVISION

Help Wanted

TV Station Contact
Major network is seeking person to handle program clearances with its affiliates. Requires college graduate with minimum of 16 months experience in agency, station rep., or network performing related tasks.
American Broadcasting Co.
1330 Ave. of the Americas
Bldg. 53rd & 54th St., 20th Fl.
New York City, New York
All in the family: 
Stan and Sis Kaplan

“It was at the NAB convention in 19...”

Stan Kaplan’s voice trailed off as he tried to remember the exact date. “We met in April of ’63 at the NAB in Chicago,” Sis Kaplan said quickly, and I’ll tell the story, Stan. Your version is all wrong. Mine’s right.”

There were really few discrepancies between the two accounts of how Stan and Sis Kaplan met and created one of the most noteworthy alliances in broadcasting. It began as a business deal, plain and simple. She was working for sports entrepreneur Bill Veeck, handling his TV deals. A station operator was interested in having a Bill Veeck show for his station. “It’s just not economically feasible to do it for just one station,” the then-Sis Atlass told him.

“Well, if I could get it syndicated, would you be interested then?” the station operator replied.

“Sure.”

“Well, I know a guy who could do it. Let’s see if we can get together with him at the [National Association of Broadcasters] convention and make the deal.”

It all seemed business-like. Meet the syndicator from Mars Broadcasting and make the deal. But the syndicator from Mars, Stan Kaplan, was not as interested in the show as he was in Sis Atlass.

“Let’s have dinner tonight,” he offered.

“Oh, I can’t,” she said. “I’ve got to do some TV production tonight until 10 o’clock.”

“I always eat dinner at 10,” Stan Kaplan replied.

A year later, and proposals every day after that 10 o’clock dinner date, Mr. Kaplan said, they were married. They spent a year in Boston, while he ran WBAI and she did some work for ad agencies. Unhappy in Boston, they planned to move to New York. “And then the phone rang,” Mr. Kaplan said.

Hal Ross, who would become financial director of Sis Radio Inc. five years later but who was working for Pacific and Southern Broadcasting at the time, was on the other end. He said that there was a radio station in Charlotte for sale. “It’s too small for us, but it could be a helluva opportunity for you,” he said.

The Kaplans flew to Charlotte that next day in 1965, looked over the facility and made the deal in 48 hours. The station was WAYS (AM) and it was an automated, coast-to-coast operation. “Fast automation and late contemporary,” Mrs. Kaplan laughed.

“And dead last in the ratings,” Mr. Kaplan added. “It had been grossing $150,000 a year like clockwork for 20 years.” In the first year the Kaplans owned “Big WAYS” (pronounced “ways” like the word), “the station grossed $650,000. Last year it grossed $1.4 million and accounted for 45% of the radio business in the Charlotte market, they said.

Then they were off to find another station, the image of building a radio group looming larger in their minds. WAPE (AM) Jacksonville, Fla., was the next addition to Sis Radio Inc. (“I named the company,” Stan Kaplan said proudly) in 1970. WAPE grossed half a million dollars in the year before the Kaplans took the reins. Last year, it took in $950,000. They predict $1.1 million this year.

And at the end of last year, they agreed to buy an FM outlet in Charlotte, WRNA (FM). The sale is subject to FCC approval, but they expect confirmation by September. They plan to be programmed separately, sold separately; it’ll be its own radio station. And, if I have my way, it’ll compete with WAYS,” says Mr. Kaplan.

“Our management philosophy is a lot different than that of some of the people for whom I worked,” Mr. Kaplan said. “There is nothing absentee about the ownership of these stations. We are involved intimately in every detail, one or both of us. We think that in this current contemporary radio there is an absolutely driving need for constant change, as opposed to being tied to some particular concept or format even though that format may have been successful 10, 15, or even a year ago. It’s a very volatile situation.

“I honestly believe that ownership that doesn’t manage is not on the front line of communication,” he emphasized.

“That’s where the battle is won or lost in our business. Owners who don’t manage are in the finance business, not the communications business.”

Mrs. Kaplan broke in. “Now, you can’t decide that you’re the beginning and the end of the radio business in the western world,” she said. “You have to realize that you are fun and alive, and that’s of major necessity.”

“From the very beginning,” Mr. Kaplan said, picking up the ball again, “we did not operate our stations like we were going to be a radio station that was going to gross $400,000. We decided we were going to be a radio station that was going to gross $1 million from the start.”

Stan Kaplan is a product of a broadcasting family. His father, Leslie Atlass, began WBBM (AM) with his uncle in 1923 in Lincoln, Neb., just for fun. He sold a part interest in his “hobby” to CBS six years later and moved to Chicago with the station. From then on he was Mr. CBS in the Midwest until his death in the early sixties.

“I was taught that you had to contribute something,” she said. “Staying with what’s happening was another thing—competition—that goes way, way back. The idea of competition was imbed in me, I guess, and if you compete you’re going to win or you’re not a competitor. I can remember when my dad was working for CBS and they took over the TV station in Chicago. They threw out everything. It was a whole new concept with a whole new ballgame. He taught me to always try new things.”

“And that’s probably our greatest single point of commonality,” Mr. Kaplan continued. “Our backgrounds couldn’t be more different. I can’t abide being anything less than number one.”

That concept of involvement and competition has clearly made an impression on the community-involvement projects their stations have done (“public-service announcements are all right,” Sis Kaplan said, “but they really don’t cut it.” On the grounds of WAPE they have set up a camp for underprivileged children, Camp Wayside.

“Those people don’t just see us as a spot on the dial,” he says. “Everybody on the FCC dairy dump talks about community involvement. It’s either something you do or its something you talk about for purposes of license renewal.” Sis Kaplan sits on the Human Relations Board in Charlotte. Stan Kaplan is the head of the first black co-op apartment complex in Charlotte.
Editorials

Hallucination
The National Commission on Marijuana and Drug Abuse looked to television last week for an easy answer to the intricate problem of narcotics addiction. The search was on for a connection between television advertising of proprietary medicines and the consumption of illegal drugs.

In a saner time so unlikely an association would have been dismissed out of hand. No more—not since the United States Congress decided that the prevention of lung cancer could be achieved by the prohibition of cigarette advertising on the air. It was in the mindless tradition of the cigarette case that the drug commission proceeded last week.

Nowhere in any testimony taken at the drug hearings was there any evidence that television has anything whatever to do with the drug problem—or indeed that the use of legally marketed remedies, advertised on television or not, leads to the use of illegal drugs. Never mind the absence of evidence, however. Senator Jacob K. Javits (R-N.Y.) promised senatorial guidelines for the control of television advertising. Representative Paul Rogers (D-Fla.) berated the FCC for inaction in a field where FCC Chairman Dean Burch had explained it had no authority to operate.

While television was getting all that attention, nobody mentioned that the number-one drug problem in the United States is alcoholism, which is believed to afflict some nine million persons. But then that one is harder to get at. Liquor is unadvertised on the air.

Feet to the fire
Now that the Democrats have fielded their team, the presidential campaign is on before the formality of the Republican nominating convention. That is how it must be viewed by broadcasters—who must be deeply concerned about every facet of the quadrennial run for control of the federal government.

Technically the rules, as postulated by Section 315 of the Communications Act, do not become operative until each side has selected its presidential battery. But because of the realities of what is likely to become an uncommonly acrimonious campaign, broadcasters must exercise utmost caution. There will be the inevitable claims of free time and equal time, allegations of purported violations of that portion of Section 315 exempting bona fide news events, and efforts to invoke the new political-spending law which has come into play for the first time in this year’s elections. Then there are the imponderables of the new youth vote that could turn a predicted re-election cake-walk into GOP nightmare.

Little of substance is likely from Congress in the few weeks between now and the GOP convention Aug. 21 in Miami Beach. Broadcasters, after a decade of dismal failures, have made a strong case for relief from regulatory abuses, which will be unfinished business in the next Congress.

There will be promises from both the incumbent Republicans (no matter whom President Nixon selects as his running mate) and the opposition McGovern-Eagleton ticket, tailored to assuage just about every segment of the electorate.

There is no valid reason why, at political rallies or news conferences, questions should not be asked of all candidates as to how they stand on the life-and-death issues confronting broadcasters. This is the stuff of which legislative records are built.

Senator Gordon Allott (R-Colo.), in a speech before his native-state broadcasters, admonished them to assert their rights to retrieve a sensible regulatory policy. Government, he proposed, should lengthen the license term from the present three-year limit, should “drop its policy of treating challenged licensees as guilty until proven innocent” and “should not be so confoundedly sensitive to the political agitations of the various minorities.”

And the senator had still more to say. He said mandatory counteradvertising, as proposed by the Federal Trade Commission, would be “counterproductive.” Access to the media, he said, was a limited privilege, not a right, and “this principle is not to be toyed with by a government bent on promoting this or that passing goal.”

This is not parliamentary language, but it certainly delivers the message. Any right-thinking candidate for the Presidency and Vice Presidency would agree with this rough-hewn Allott platform. Then why not get them to go on the record for all to see that, no matter who wins, there will be a mandate to the new Congress to end the siege of broadcasting and restore its free-enterprise and First Amendment rights?

Others’ business
The FCC’s hired expert on the economics of television programming for children has submitted his first report—69 pages of detail on revenues, costs and profits. As reported elsewhere in this issue, Alan Pearce has discovered that the networks make a profit on children’s shows and has projected that their profit would be smaller if commercials in such shows were reduced and would disappear if commercials were forbidden, as Action for Children’s Television has urged.

It really didn’t need 69 pages of figures to arrive at the findings Mr. Pearce has made. Making a profit on programing is essential to survival in commercial broadcasting, and it is therefore hardly a surprise that the existing networks earn a return on their children’s shows. Neither does it require extensive analysis to conclude that profits would decrease with a decrease in advertising positions or disappear with an exclusion of advertising.

The reflection here is not on Mr. Pearce’s work; it is on the assignment he was given. The FCC has no business getting into profit and loss on children’s programing—unless it is preparing also to get into the setting of limits on broadcaster earnings. If the latter is its aim, it needs a new law.
How television stacks up in Minneapolis/St. Paul

(when you’re hot you’re hot)

The average TV adult audience in Minneapolis/St. Paul, Monday-Friday, 7 a.m.-7 p.m., stacks up as shown.

Of the 24 total half-hour segments, KSTP-TV is No. 1 in total adults 18+ in 15 of them (compared to our nearest competitor with 8 and another competitor with 1) ...

... with shows like Today (with a cool 82% share 8-8:30 a.m.), Dinah's Place, Concentration, Sale of the Century, Hollywood Squares, "The World Today" noon news, Dial 5, Virginia Graham, Hogan's Heroes, Circus, National Geographic and many others.

Then we swing through prime time with such top-rated shows as Disney, Flip, Jimmy Stewart, Ironside, Dino, The Bold Ones, etc.

Then "The World Today" delivers a huge audience — a growing audience — of discerning viewers (especially strong in 18-34) ...

... followed at 10:30 by The Tonight Show, where Johnny reaches twice as many adults as any other late-night show (M-F avg.)

"Take 5" and you'll have things stacked in your favor.

A question of sanity.

Because of a quirk in the Nebraska law, a person can be committed to a mental institution on flimsy and sometimes non-existent evidence. This problem came to the attention of the Fetzer television station in Lincoln through the plight of a young working girl. The station developed a short prime-time program around her problem which revealed that she had been committed for insanity by a jilted boyfriend. Only fast action by her employer and a psychiatrist proved her sanity beyond a doubt. Her experience received strong response from sympathetic viewers.

As a result, the Governor's office has prepared corrective legislation for the Nebraska legislature. The Fetzer station was glad to have focused attention on this situation, so that the legislature can make "a question of sanity" a more responsible procedure throughout the state.