Good fiscal news of '72 obscures bad news of '71
MDS: A new medium shows faintly on electronic horizon

Broadcasting Aug 21
The newsweekly of broadcasting and allied arts
Our 41st Year 1972

"WGN? If you've lived in Chicago as long as I have, you know it's much a part of Chicago as State Street. You know what I mean?"

WGN is Chicago

Radio WGN Television
WGN Continental Broadcasting Company
Picture it.

Weekdays at 4:30, more 18-to-49-year-old women are watching Movie 4 than any other program.

For an advertiser, that could be a moving experience.

WNBC TV4

Source: May 1972 Nielsen Station Index.
Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services. Copies of such qualifications available on request.
The experts foresee a major recovery for television in 1972, perhaps even a record. And a look at the FCC’s newly released financial figures, which document what a dismal year 1971 was for the TV medium, underscores just how dramatic that recovery is.

A personal-products advertiser, admitted to TV, declines the honor.

Film producers and distributors get liberating word from Cost of Living Council: They’re now exempt from economic controls. Broadcasters, who aren’t—and think they should be—will make their case again.

Format issue kills one station sale, sends another to court.

More resignations at CPB: Witherspoon, Hulsen call it quits.

Olympics may draw the biggest worldwide audience ever—a billion viewers, in more than 100 countries. U.S. fans will see 17 days of prime-time coverage on ABC-TV.

Senator Ervin, journalists’ champion, introduces newsman’s-privilege bill.

GOP invokes Zapple ruling in seeking time to answer McGovern.

There may be gold for pay-TV hopefuls in unexploited multipoint distribution band.

Is super 8 a new way of television life? An experiment to find out.

NCTA’s Foster sings the common-carrier blues to security analysts.

Publicly owned firms in broadcasting, allied fields report a great first half—and the second may be better.

Tuned in to broadcast issues: Senator Richard Schweiker (R-Pa.).
### FALL '71 EARLY FRINGE

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<thead>
<tr>
<th>Time Block</th>
<th>PROGRAM</th>
<th>ADI RATING</th>
<th>ADI SHARE</th>
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<td>4-4:30</td>
<td>FLINTSTONES</td>
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<td>4:30-5:30</td>
<td>BIG VALLEY</td>
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<td>5:30-6</td>
<td>DRAGNET</td>
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<td>6-6:30</td>
<td>NEWSWATCH**</td>
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<td>6:30-7</td>
<td>CBS/CRONKITE**</td>
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<td>7-7:30</td>
<td>NEWSWATCH**</td>
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<td>7:30-8</td>
<td>JEANNIE</td>
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**NUMBER 1 EARLY NEWS PROGRAMS IN THE MARKET!**

### CAN YOU EXPECT LESS IN '72?

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<td>7:30-8</td>
<td>TO TELL THE TRUTH</td>
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*Source — November 1971 ARB. Subject to inherent limitations as stated in applicable reports.

**NUMBER 1 EARLY NEWS PROGRAMS IN THE MARKET!**

No Wonder... In Maryland Most People Watch

WMAR-TV

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
Prime politics

NBC-TV affiliates will get five minutes of network prime time per week for local sale to political candidates this fall, as they did in off-year election campaign two years ago. Network has advised them it is setting aside specific minutes, varying but averaging five weekly, exclusively for local political advertising starting Monday, Sept. 11, and continuing through Sunday, Nov. 5.

No way, but . . .

Though FCC and private engineering consultants agree there's no possible way under existing rules governing television allocations that application of noncommercial WETA-TV Washington can be granted channel-12 drop-in, application is likely to be given full consideration by FCC. Legal device of seeking "experimental" rather than regular authority to operate on dropped-in, short-spaced facility (BROADCASTING, Aug. 14), is said to preclude judgment on purely technical grounds. But it will take at least four of seven votes on FCC to grant test, and because of transparency of legal maneuver, those votes may be hard to come by, even though ETV drop-in advocates feel they have green light from FCC Chairman Dean Burch.

Man with the knife

Senator Richard Schweiker's (R-Pa.) amendment to allow armed forces to spend advertising dollars on TV and radio (see page 57) has been quietly killed in Senate-House conference on military-procurement bill. Representative F. Edward Hebert (D-La.), head of House conferees, wasn't in attendance but made his vehement objection known. Mr. Hebert sees no benefit in such advertising and feels it makes no sense to spend money with networks which he says are critical of military operations. It was Mr. Hebert, chairman of House Armed Services Committee, who was among first to blast CBS's The Selling of the Pentagon and who helped touch off controversy over that documentary last year.

Back to earth

Under "unbearable" pressures from stations, American Research Bureau has backed away from its plan for vastly stepped-up frequency of local TV reports in top-10 markets. ARB now plans to continue 48 weekly reports in New York and Los Angeles but is eliminating Chicago from projected 48-report list. In Chicago and rest of top 10, which had been slated to get 19 two-week reports, plans now call for 10 weekly reports—five in "first season," starting with week of Sept. 13-19 to coincide with network program premiers, and five in "second season," starting in January. There'll also be eight monthly reports for New York, Los Angeles and Chicago, as there were last year. Of other top-10 markets, which had six monthslies last year, Philadelphia, Boston, San Francisco and Detroit will have seven and Cleveland, Washington and Pittsburgh will again have six.

Stations had protested expansion plan not only because it involved 50% average increase in price but also on grounds, among others, that it would produce more data than they could possibly cope with. Pricing on curtailed plan was still being developed late last week, but in general cutback meant stations would pay less than they would have but in most cases probably more than they did last year. In separate development, ARB has changed dates for its November sweep, originally set for Nov. 8-28, to Nov. 1-21 to avoid changes in viewing patterns that may occur during Thanksgiving weekend. In new sweep period, election-night viewing will be dropped out.

Make good?

As the dust settles, one item of interest was omitted in extensive news conference Robert D. Wood, president of CBS-TV, called early this month to announce multimillion-dollar agreement with Joseph Papp, currently one of New York's most successful theatrical producers, to produce major works for television (BROADCASTING, Aug. 7). Missing was reference to earlier association between CBS-TV and Mr. Papp, who worked for network as obscure floor manager from 1951 to June 19, 1958. On latter date he was summarily fired after denying to House Committee on Un-American Activities that he was member of Communist party but refusing to answer other questions about his past. In contrast to effusiveness of recent announcement of CBS-Papp arrangement was this CBS statement of June 19, 1958: "The circumstances surrounding the case of Mr. Papp are such that we have decided to dismiss him from our employ" (BROADCASTING, June 23, 1958).

Washington wonderland

Small entrepreneurs often survey government's role in their lives and wonder if they have created their problems: For example: If cable operator wants loan from Small Business Administration, chances are all he has to do is violate FCC rules. While commission requires systems of more than 3,500 subscribers to originate programs, SBA says otherwise eligible cable operators cannot get loans if they originate. Reason: Those that cablecast fall into category of "communications media" and are ineligible for such loans; those that merely relay signals fall outside category and are therefore eligible. SBA offers funds to independent businesses with less than $1 million in annual revenue, which would include large number of systems covered by FCC rule.

Phase II of Part 73

With only 313 comments on its vast accumulation of broadcast rules (out of 7,000-plus radio licensees) in hand last week, FCC task force is in process of developing Phase II of its "de-regulation" project, hopefully to begin early next year. This would be in form of regional conferences in field, in which all of regulations contained in "Part 73" of FCC rules and regulations would be fair game for licensee participants with FCC experts in Broadcasting Bureau.

Disappointed over lack of response, Commissioner Richard Wiley, who heads task force, has asked staff to draft proposal that he might submit to FCC instituting regional-conference approach, wherein problems of mutual interest to government and licensees and other information would be exchanged.

Field trips

CBS Inc.'s new president, Arthur R. Taylor, is taking his boot training in broadcasting on location. Escorted by Vice Chairman Frank Stanton, he inspected company facilities in Los Angeles last week, went Friday to Miami Beach to look in on CBS News set-up at GOP convention. Word is he'll stay out of Washington until elections are over.

Egg and chicken

National Association of Broadcasters may have cooked up way to force creation of automatic radio transmitters that would require less skilled attention than those now in use. NAB's engineering committee will draft regulation keyed to automatic gear. If FCC adopts specifications for automatic transmitter, it's reasoned, manufacturers will build one.

Candidate

A. (for Asbury) Prose Walker, chief of FCC's Amateur Branch, is rallying support at FCC for promotion to deputy chief engineer. Vacancy was created by death of Saul M. (Whitey) Myers on Aug. 6. Mr. Walker, like Mr. Myers, is versed in international communications, having participated in numerous radio conferences during earlier employment at FCC and while engineering director of National Association of Broadcasters in 1950's.
Every TV and CATV operator needs it... and even the smallest can afford it! Titlemaster is a low-cost, self-contained electronic character generator designed for broadcast, CATV or CCTV.

Captions and announcements prepared on the typewriter-like keyboard are stored in an integrated circuit memory and converted to an EIA compatible signal for display on any video monitor. Model 1500 stores a full page of data, while Model 2400 stores up to four full pages.

And here's the best part: You can record any message onto a standard audio cartridge, via an optional interface from the Titlemaster keyboard to a SPOTMASTER or other tape cartridge recorder. Play it back whenever you wish... as often as you like.

- Ideal for election coverage, news bulletins, editorials, weather, sports, program announcements, commercials, etc.
- Display format of 15 lines, 32 characters each (Model 1500); or 8 lines, 16 characters each (Model 2400); full 64-character keyboard.
- Keyboard controlled "flashing" or "blinking" PLUS "roll" (from bottom of screen to top) PLUS horizontal "crawl"—fast or slow.
- Internal or external sync; composite video output.
- Ready for immediate delivery!

Get more information now; call or write:

BROADCAST ELECTRONICS, INC. A FILMWAYS COMPANY
8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983
But Scott finds women will accept commercials for feminine products

Scott Paper Co., maker of Confidets sanitary napkins, last week released results of a study among women (ages 18-45) to determine their attitudes toward commercials for feminine products, and findings contradict those reported for Playtex study (see page 20).

Scott study was made in Erie, Pa., and in Minneapolis, where Confidets spots were shown on stations that are not members of code of National Association of Broadcasters. It measured attitudes before and after one month of campaign. Scott found that prior to exposure, 35% of women thought such advertising could be in good taste, 54% had no opinion and 11% felt it would be in poor taste. During commercial run, second interview was conducted: "good taste" percentage rose to 43%, "no opinion" dropped to 45% and "poor taste" stayed about same, at 12%. Six months later, positive responses had risen to 60%, "no opinion" had shrunk to 29% and "poor taste" again remained relatively stable at 11%.

Spokesmen for Confidets said they feel this indicates wait-and-see attitude on part of public prior to exposure, with ultimate response heavily dependent on commercial itself. According to this interpretation, majority of women found Confidets commercial in good taste by time of third interview. Confidets, whose agency is BBDO, has submitted script to code authority for approval.

ABA would bar cameras in and around courtrooms

House of Delegates of American Bar Association, meeting in San Francisco last week, adopted proposal that would ban news photographers and broadcasters from courtrooms and adjacent areas. Move was taken despite opposition voiced by news spokesmen (Broadcasting, Aug. 7).

Provision on pictorial news coverage is part of recommended code for bar facilities—including public accounting of finances—that require adoption by state legislatures before they can be implemented.

At last minute, select ABA committee revised news coverage provision to make ban applicable to area "immediately" adjacent to courtrooms. Originally, provision did not carry this restrictive clause, and was read to apply to all areas near courtroom, including, it was inferred, streets. This triggered vigorous objections by newsmen, including Chet Casselman, KSFO(AM) San Francisco, president of Radio-Television News Directors Association, and Guy Ryan, president of Sigma Delta Chi professional journalism society.

ABA recommendations also contain section that encourages use of TV and radio recordings, filming and photographing of court proceedings for judicial and educational use.

Johnson says something's rotten in White House over public broadcasting; asks Pastore to investigate

FCC Commissioner Nicholas Johnson has suggested that Congress hold "full-scale hearings" on what he sees as Nixon administration plot to turn public broadcasting into "a domestic Voice of America."

In letter sent today (Aug. 21) to Senator John O. Pastore (D.-R.I.), chairman of Senate Subcommittee on Communications, and Representative Torbert H. Macdonald (D.-Mass.), chairman of House Subcommittee on Communications and Power, Commissioner Johnson claimed "largely successful" attempts by President and Vice President to "dominate public and educational broadcasting... has not received the attention and analysis it deserves."

Commissioner charged that numerous actions by President Nixon (through Vice President and Office of Telecommunications Policy)—including Mr. Nixon's veto of funding bill for Corporation for Public Broadcasting—points to administration goal of frustrating growth and development of public broadcasting "and to turn its program content to its own political ends." This activity was capped off two weeks ago by resignation of CPB President John Macy (Broadcasting, Aug. 14), Mr. Johnson said, claiming Mr. Macy was "hounded out of office at a time when he was recovering from surgery."

Higher profits for KDFW-TV owner

Times Mirror Co., Los Angeles, publisher and owner of KDFW-TV Dallas, reported an increase of 21% in net income for the first half of 1972. For 28 weeks ended July 16:

- 1972
- 1971
Earned per share $   1.03 $   0.66
Revenues 293,342,089 248,846,857
Net income 17,498,536 14,990,399
Shares outstanding 16,787,193 16,685,174

Up to and including

FCC Complaints and Compliance Division Chief William B. Ray has ruled that national election day falls within period in which broadcasters are required under 1972 Federal Election Campaign Act to bill political candidates according to lowest unit charge. Mr. Ray made ruling in response to inquiry by Glenn J. Sedan, general counsel for Committee to Re-Elect the President. Mr. Ray stated that legislative history of campaign act is "silent" on applicability of lowest unit charge to election day. However, he said, since it was Congress' intent to impose this requirement in period "proximate" to election day (broadcasters must afford lowest rate on 60 days preceding election), "the reasonable interpretation of the statute is to include election day within the specified period."

Hooks highlights opening of NATRA convention

Black broadcasters of National Association of Radio and Television Announcers moved into banquet and meeting hall of Marriott hotel in Philadelphia just as Daughters of the American Revolution convention was moving out last Thursday (Aug. 17). Speech by FCC Commissioner Ben Hooks captivated early conversation at four-day meeting.

At news conference Thursday evening Mr. Hooks said his staff was working on proposals for improving minority hiring practices to be presented to commission "before month of September is out." In speech that night he railed against poor representation of minorities in station ownership, commercial and public-broadcast employment and on FCC staffs.

"We're going to have a revolution in the communication industry," he said. "When we leave [FCC], you can say 'It ain't what it used to be.' My job is opening doors, and your job is to walk through."

Mr. Hooks's speech repeatedly brought convention to its feet, received two standing ovations at its end.

Blacks' say on WETA-TV

If noncommercial WETA-TV (ch. 26) Washington can request from FCC drop-in on channel 12 in that city, why couldn't black group command VHF allocation of its own? That was thrust of editorial in August edition of Black Communicator, newsletter published by Urban Communications Group in Washington.

Black Communicator, whose publisher is UCG president (and former FCC aspirant) Ted Ledbetter, stated following: "If the FCC decides to experiment with new VHF allocations in major markets (referring to possible grant of WETA-TV application), we expect it to consider two facts: That none of the 697 commercial TV stations is black owned; and that none of the 221 noncommercial (public) TV stations is black owned."

Editorial went on to assert that WETA-TV, which operates in city that is 71% black, "could have been a leader in non-

At Deadline
commercial minority programing and employment. Instead it chose to ignore 600,000 blacks.

And referring to recent claim by WETA TV President Donald Taverner that station is moving to reflect needs of black community, Black Communicator states: "We certainly hope that WETA is successful in those endeavors; but we don't feel that such promises should provide them with any advantage over those they have neglected in the past for the right to operate a new station."

NAB insecure with FCC log-review requirements
National Association of Broadcasters wants clarification of new FCC operator requirements for AM stations employing directional antennas.

In letter to Wallace E. Johnson, chief of commission's Broadcast Bureau, NAB General Counsel John Summers asked for interpretation of provision of new rules requiring chief operators at such stations to review technical logs on daily basis.

Mr. Summers indicated several questions put at issue by this requirement. For instance, he asked, is commission asking that chief operator review logs prepared only by third-class license holders (who were given added authority of performing routine maintenance chores in new operator requirements), or is it requiring such review of logs prepared by all employees, regardless of licensed degree? And, does new rule refer only to logs prepared during hours of directional operation, or all day long?

Mr. Summers said clarification is necessary in light of uncertainty about rule's applicability to third-class licensees employed on part-time basis.

Standing up for translators
Association of Maximum Service Telemasters has come out against proposal that would allow television set manufacturers to drop channels 70-83 from units they produce after November 1975 (Broadcasting, July 31).

Proposal by Electronic Industries Association's Consumer Electronics Group, AMST told FCC last week, would force off some 800 translator stations now operating on channels 70-83. Those frequencies have been re-allocated to land-mobile radio services, but commission would allow translators with assignments in that bandwidth to continue operating there unless land-mobile interest laid claim to channel.

AMST acknowledged that many translators on these frequencies have expressed intention to voluntarily move to lower channels. But, it claimed, such migrations could not be forced, as ITA group has suggested, in absence of new land-mobile tenants. It claimed that in remote areas with heavy translator concentration but little potential for land mobile, translators could operate on channels 70-83 "for many years, if not indefinitely."

Up year for AT&AC
American Television & Communications Corp., Denver, major cable-TV operator which last month announced plans to merge with Cox Cable Communication Inc. (Broadcasting, July 24), reported that its net income for fiscal 1972 nearly doubled over profits of the previous fiscal year.

For the year ended June 30:

1972 1971
Earned per share $0.42 $0.14
Revenues 14,798,173 11,331,400
Net income 1,452,339 732,387
Shares outstanding 2,362,097 2,172,169

Note: 1971 figures restated to include acquisitions on a pooling-of-interests basis.

Relay trade
United Video, microwave relay system owned by LVO Cable, multiple-CATV owner, has acquired Microwave Relay Services from Scientific-Atlanta Inc., Atlanta, in stock transaction that makes Scientific-Atlanta 15% owner of LVO Cable. Transferred to United Video in separate cash transaction was MRS's 150-mile Florida relay system, bringing to 1,250 number of route miles now owned by United Video. Also transferred to United Video were applications for new microwave relay links totaling 8,500 miles, plus 19 applications for multipoint distribution service applications in that many cities (see page 36). United Video has three of its own MDS applications pending before FCC.

Training ground
Full Opportunity Committee of New York Chapter of the National Academy of Television Arts and Sciences is beginning training program for minority-group members on Aug. 29, covering technical phases of television. Thirty-five trainees will be instructed in video-tape editing, set design, wardrobe, props and Cinematography. Group will meet once weekly for 12 weeks for two-hour sessions. Studio facilities, equipment and personnel are being contributed by Doyle Dane Bernbach, CBS and Richards & Myers Films Inc.

Larger quarters
RCA has begun construction on 34,000-square-foot addition to its color television picture-tube plant at Scranton, Pa. Completion of expansion is scheduled for Feb. 1, 1973, at which time plant will have total area of more than 442,900 square feet, spokesman said. RCA also leases 120,000 square feet of warehouse space on property bordering plant site.

Head of GE syndication subsidiary resigns
Lawrence O'Daly has resigned as president of Tomorrow Syndication, subsidiary of Tomorrow Entertainment Inc. No reason was given for resignation, and successor is expected to be named shortly. Tomorrow Syndication handled distribution of Pro Football from Canada, which suspended telecasts last Wednesday (Aug. 16) after eight weeks on air (see page 34). Tomorrow Entertainment is subsidiary of General Electric Co.

ABC News official dies
John T. Madigan, 60, director of special projects, ABC News, New York, died last Thursday. (Aug. 14). He was in hospital in Livingston, N.J. He had served ABC News in various executive capacities since 1943 except for period from 1954 through 1959 when he was program manager of WMAT-TV Poland Springs, Me. In 1948 he produced ABC's first television coverage of national political conventions, fed to 14 cities. He is survived by his wife, Frances, and five daughters.

Back to art programs
National Endowment for the Arts announced Friday (Aug. 18) awarding of 47 grants, totaling $535,939 in its public media program. Purpose of grants is to encourage high artistic quality in television, radio and film, and to increase "accessibility and understanding" of nation's finest films. Largest individual grant was $50,000 to New York's Educational Broadcasting Corp., to support production of 90-minute special on American Ballet Theater.

Headlines

Mr. Lawrence
Dick Lawrence, VP and director of syndicated sales, Independent Television Corp., New York, and Leonard I. Kornblum, VP and treasurer, elected executive VP's. Mr. Lawrence, with ITC since 1970, had been VP and sales manager of United Artists Television, syndication division, and general manager of World Broadcasting System. Mr. Kornblum, with ITC since 1958, is in charge of finance and administration at ITC.
You do things right and people take advantage of you.

Working for National ought to be a snap. After all, we’re not one of the big boys in the business, right? Wrong. In fact, it’s staggering to realize that we’ve actually got more new Chevys than anyone else in the world. Clean, shiny ’72 Chevys. (Not to mention our other fine cars.) That means that most every day upwards of fifty thousand businessmen and salesmen and vacationers and you name ‘ems can count on us to put them on the road.
It’s exhausting. Because with National there’s no fooling around.

Doesn’t matter if we’re renting you a car in Orinda, California or Boston, Massachusetts, there’s only one way to do it. The right way.

Keeping customers waiting, that’s a no-no. So those rental forms have to be filled out fast, fast, fast.
And all those Green Stamps we have to count out. It’s not enough to be like everyone else and just smile and say thanks.
No, we have to smile and say thanks with S&H Green Stamps.

And then there are all those reservations we have to keep track of. With business so good, you wouldn’t think that National would get so uptight about, well, goofing a reservation now and then.
With us, though, reservations are sacred. As you can see, it’s no cinch working for a company that does things the way National does.

But they figure that the more you have to offer the more people will take advantage of what you offer.
So far, it looks like they’re right. To reserve a car in the U.S. and elsewhere in the world call 800-328-4567 toll free.

Take advantage of us.

SOLID STATE
AM MONITORS
ACCURATE @ 125%

- Positive and Negative Peaks
- Read Simultaneously
- Digital Frequency Display
- Not Affected by Modulation
- Flashers and Meters "Removable"
- Both Monitors Can Mount In
One 5¼" Space

CCA
ELECTRONICS
CORPORATION
716 JERSEY AVE., GLOUCESTER CITY,
N. J. 08030 • Phone: (609) 456-1716
No. 1 in AM and FM

This week
Aug. 21-23—Republican national convention. Miami Convention Center, Miami Beach.
Aug. 22—Annual meeting of shareholders of Ampex Corp. Officers of company, 401 Broadway, Redwood City, Calif., 3 p.m.
Aug. 25-27—Fall meeting, West Virginia Broadcasters Association. Featured speakers: Richard E. Wylie, FCC commissions; Henry King, United States Broadcasters Association; Arthur V. Webster, Washington lawyer; Paul Miles, WCAW(AM) and WVAU(FM) Charleston; W. V. Greenbrier, White Sulphur Springs.

Also in August
Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by Klipsch Bros. at University of Georgia TV studio, Athens. Fee is $250. Contact: Wheeler Kegler Bros., 52-52 48th Avenue, Long Island City, N.Y. 11101.

September
Sept. 11—Regional sales clinic, Radio Advertising Bureau, Executive motor inn, Buffalo, N.Y.
Sept. 12—Regional sales clinic, RAB, Sheraton O'Hare motor hotel—airport, Chicago.
Sept. 14—Meeting, San Francisco chapter, National Academy of Television Arts and Sciences. Clay Whitehead, director of office of telecommunications policy, will be speaker. Mark Hopkins hotel.
Sept. 14-15—Fall meeting, Florida Cable Television. Rameda Inn, Fort Walton.
Sept. 19—Regional sales clinic, RAB, Hilton Inn (Sea-Tac) airport, Seattle-Tacoma, Wash.
Sept. 19-21—Video Expo '73, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Sponsored by the Knowledge Industries Publications. Information: (914) 426-5400. Commodore hotel, New York.
Sept. 20—Regional sales clinic, RAB, Pittsburgh Hilton, Pittsburgh.
Sept. 21—Regional sales clinic, RAB, Ponchartrain, Detroit.
Sept. 22—Regional sales clinic, RAB, Carousel Inn, Cincinnati.
Sept. 22-24—AWRT Northeast area conference. Mohonk Mountain House, Lake Mohonk, N.Y.
Sept. 25—Regional sales clinic, RAB, Sheraton motor inn, Charlotte, N.C.
Sept. 26—Regional sales clinic, RAB, Hilton Inn, airport, Atlanta.
Sept. 27—Regional sales clinic, RAB, Sheraton-Ondrian at Fort Inn, Orlando, Fla.
Sept. 28—Regional sales clinic, RAB, Delta hotel.

October
Oct. 5—Regional sales clinic, RAB, Colonnade, Boston.
Oct. 6—Regional sales clinic, RAB, Sheraton inn-airport (LGA), New York.
Oct. 6—Regional sales clinic, RAB, Sheraton Bald-more inn, Baltimore.
Oct. 8-9—AWRT West Central area conference, Chase Park Plaza, St. Louis.
Oct. 8-9—National meeting, Theta Sigma Phi (professional women in communications). Marriott hotel, Houston.
Oct. 9-9—Fall convention, New Jersey Broadcasters Association Playboy hotel, Great Gorge, McAfee.
Oct. 9-11—26th annual National Electronics Conference and Exhibition. Communications equipment will be among items featured. Regency Hyatt-O'Kane, Chicago.
Oct. 10—Regional sales clinic, RAB, Sheraton-Bea-pood, Memphis.
Oct. 10—Fifth annual Kansas Association of Broadcasters seminar. Theme: current problems facing the broadcasting industry and what can be done about them. Student Union, Kansas University, Lawrence.
Oct. 11-12—Television commercials workshop, Asso-
ciation of.

Let then use these unique cards ask for orders...express your thanks...collect accounts...make announcements...set up appointments...in fact, there are cards for every business purpose.

Thousands of top firms report: "Great results!" "Best mail campaign ever!" "Business is up 14%!" "Cards are terrific!"

Datebook

Major meeting dates in 1972
Aug. 21-23—Republican national convention. Miami Convention Center, Miami Beach.
Nov. 15-18—Sigma Delta Chi national convention. Statler Hilton, Dallas.
Nov. 26—Annual meeting, Association of National Advertisers. Century Beach hotel, Dorado Beach, Puerto Rico.
November
Nov. 2—Fall conference, National Association of Broadcasters. Sands hotel, Las Vegas.
Nov. 6—Fall conference, National Association of Broadcasters. Sheraton Plaza hotel, Boston.
Nov. 9-12—Meeting, board of directors, AWRT. Americana Beach Hotel, Miami Beach.
Nov. 15-18—Sigma Delta Chi national convention. Statler Hilton, Dallas.
Nov. 19—Fall conference, National Association of Broadcasters. Chase Park Plaza hotel, St. Louis.
Oct. 11-14—Annual fall convention, Tennessee Association of Broadcasters. Ramada Inn, Jackson.
Oct. 12—Regional sales clinic, RAB. Hilton Inn, Dallas.
Oct. 13—Regional sales clinic, RAB. Sheraton Inn, Denver.
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. 16—Regional sales clinic, RAB. Muskelech, Kansas City, Mo.
Oct. 17—Regional sales clinic, RAB. Burlingame Hyatt House, San Francisco.
Oct. 18—Regional sales clinic, RAB. Sheraton Bloomington, Minneapolis.
Oct. 18-21—WSGW(WJ)'s 47th Grand Ole Opry Birthday Celebration and Disc Jockey Convention. Municipal auditorium, Nashville. For information on registration write: P.O. Box 100, Nashville, 37202.
Oct. 19—Regional sales clinic, RAB. Regency Hyatt House, Chicago.
Oct. 19-20—All Japan Radio and Television Commercial Council (AAC) commercial festival. Top International Commercials in five categories will be honored. Hibiya Hall, Tokyo.
Oct. 19-21—Annual fall meeting, Missouri Association of Broadcasters. Plaza Inn, Kansas City.
Oct. 20-22—International Film, TV Film and Documentary Market (MIFED). Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodoscola 1, 20145, Milan, Italy.
Oct. 27-29—Fall convention, Texas Association of Broadcasters. Fairmont hotel, Dallas.

You're only HALF COVERED in Nebraska...
without Lincoln-Hastings-Kearney

☐ Check retail sales.
☐ Check the top station dominance* 60% Total Day Share, 54% Prime Time, 85% Early Evening, 85% Late Evening.
☐ Check with Avery-Knodel.

*Source: ARB Feb./March, 1971

Please send

Broadcasting

The weekly of broadcasting and allied arts

Subscriber Service.
☐ 1 year $20
☐ 2 years $37.50
☐ 3 years $50
Canada Add $4 Per Year
Foreign Add $5 Per Year
☐ 1972-1973 CATV
Sourcebook $9.50
☐ (If payment with order: $7.50)
☐ 1972 Yearbook $14.50
☐ (If payment with order: $13.25)
☐ Payment enclosed
☐ Bill me

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

Address Change: Please send your name and address label from a recent issue, or print this address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.
Academic view
Editor: Regarding your editorial comment in the July 31 issue: When will you (and some broadcasters) understand that mass communication and broadcasting are not the same thing.

Section 315 is absolutely essential. For to argue against it is to say that "we do not care to have all the candidates for an office talk to the people." Who cares if there are 10 persons running for an office? That is what this country is all about. And that is what radio and television should be all about: namely, to provide a platform for exposure.

George Schwartz, assistant to the dean, School of Communications, Graham Junior College, Boston.

Right man, wrong job
Editor: Your July 24 issue states correctly that William J. Bresnan, newly elected president of Teleprompter Corp., is chairman of the National Cable Television Association. [Teleprompter Executive Vice President] Hubert J. Schlaffy, however, not Mr. Bresnan, is chairman of the Broadband Communications Section of the Electronics Industries Association. John R. Barrington, vice president, public relations, Teleprompter, New York.

Double standards?
Editor: I don't understand why broadcasters are so upset with the language used by J. B. Stoner, [former] candidate for the U.S. Senate (Broadcasting, Aug. 7).

Television character Archie Bunker, though not using the same words, uses language similar to Mr. Stoner's and with the same message in mind. When Bunker expresses his racism, America thinks it's cute, and he becomes the dominant example for situation comedies.

So why is everybody disturbed when a politician tries to get into the act?—Steven Short, Simpson, Ill.

Initial error
Editor: In your July 31 issue, an item appears concerning the decision of A&M Records to use the Sansui matrix encoding system in a four-channel disc version of Joan Baez's "Come from the Shadows." Sansui's system is not "called the SS system," as you state. It was designated the QS coding system when first under development years ago and has been so identified during two years or so of commercial application, in recording and broadcasting, in the United States and worldwide.—Sidney C. Silver, Frank Barth Advertising, New York.

Consciousness praising
Editor: "Olivetti girls aren't forever" (Aug. 7) is going to give me quite a few suggestions for my speaking dates as well as for my programs. The facts are great, and the copy itself makes sense—every word of it.—Susan Bond, WMTW(AM) Morrisstown, N.J.
Monday Memo

A broadcast advertising commentary from Horace D. Nalle, senior vice president, N. W. Ayer & Son, Philadelphia

Broadcast, the image builder for the local retail merchant

The idea of hawking one's wares in the marketplace is not exactly a new one. But local merchants are once again finding that it pays to be vocal.

Although the bulk of their budgets still goes into newspaper lineage, more and more local retailers are finding that broadcast can effectively supplement items pictured and priced in print.

The trend is significant. In the last five years, television commercials placed by food stores, for example, have more than doubled (see chart). There are other significant trends. These have to do with the way broadcast is being used. And they reflect changes taking place throughout all of advertising.

First, the trend toward candor and simplicity. Some of this is undoubtedly prompted by the rise in consumerism—and the Federal Trade Commission. And the industry's own internal efforts to clean house. But much of it is also inspired by the way people today respond to interesting, honest commercials.

One large food chain, Pathmark, increased its gross sales last year by 40% when it began to project on the tube an image of quiet reasonableness. It used a convincing spokesman to explain simply and clearly such things as unit pricing, open dating, and the only difference ("a couple of pennies") between national and store brands.

The most visible and successful advertiser of them all, Sears, has put its fate in the hands of the gods and used live television to prove that its power mower starts on the first pull every time—almost. One or two failures clinched the success of the series.

Sears is into radio and television in a big way, and behind it all is the Sears creative credo which contains such disarming statements as: "We cannot bore people into buying our product" and "When we mislead customers, we become our own biggest competition."

Candor and simplicity—they're gaining, which means we're all gaining. It's a trend worth applauding.

Another is the trend toward smarter positioning. Applied to retailing, positioning simply means the creation of a distinctive image for a store, a difference, a unique personality.

Barney's, a men's clothing outlet in New York, has built itself an image as the clothier of local, budget-minded celebrities mainly on the strength of its radio and television campaigns. One of its award-winning TV commercials shows children on a brownstone stoop rapping about what they're going to be when they grow up. Casey says he's going to be a ballplayer. Fiorello says he's going to be the mayor. Barney observes: "You're all going to need clothes."

Another image-maker is Levitz, the furniture phenomenon, and one of the fastest growing retailers in the East. Levitz is using television to help position itself as the discount warehouse. This in itself is a trend in furniture/department store advertising. Historically, furniture brands have been unimportant. The store name was all important. Yet discount operation brings with it the need to establish "standards of quality." Recognized brands become those standards, and retailers are giving them greater and greater prominence. The shift has come in the last five years and will grow.

Price-and-item advertising belongs in newspapers. On the other hand, broadcast is the better medium for creating images. Even small retail operators are beginning to see the wisdom of using both: the papers for the prices, but radio and television for the picture a prospective customer will have in his head when he or she sets out to shop. The local merchants now are beginning to realize that an over-all image is just as important as their day-to-day bargains.

Which leads to a third trend: increased agency participation in retail advertising. Here at Ayer, we handle a number of retail accounts and have introduced many of them to broadcast.

One of them is the First Pennsylvania Bank, largest in the city with deposits of close to $3.7 billion.

Bank advertising has shown a great deal more vitality in the past few years, due in no small part to agency involvement. Creative people are at the other end of the spectrum from bankers. They see things differently and can sometimes capture an idea that eludes the rest of us.

Everybody knows that, come the end of the year, lots of workers get bonuses. But how to persuade people to put these windfalls to work in First Pennsylvania Bank? The creative mind says you do it with music. You create a series of commercials around the lyrics, "Don't sit on it, Mabel," and you watch as the deposits pour in.

A retailer who is thinking of going into broadcast on any kind of a continuing schedule probably needs an agency. First, he needs the agency to tell him whether he belongs there; second, to make sure he gets the best schedule; third, to keep his commercials from getting lost in the clutter.

Creative excellence does not always mean high production costs. Ingenuity is, still better economy than cost accounting, any day. And it may surprise you to learn that most agencies today offer their services on an affordable a la carte basis. You don't have to order the whole thing.

In fact, you don't have to go the broadcast route at all. Unless you want to grow and prosper—and have fun.
TV sales: a record in the making after two bleak years

Recovery-plus is now predicted as networks move toward sell-out in fourth quarter, spot buyers turn out in force and local billings keep riding that rising curve

The return to a sellers’ market in the television business has broadcast-sales executives projecting dramatic gains in 1972. In that context, the FCC’s official word last week that 1971’s performance in national sales was indeed dismal—even when compared with a soft 1970—only underscored the industry belief that it is at last in a genuine recovery.

Hopes are at the optimum for all areas of the business—network, spot and local. Of the three, only local has consistently posted annual gains since 1969.

The issuance of the FCC’s 1971 report (see story page 15) revived memories of a year troubled with the withdrawal of cigarette advertising, budget cuts by other advertisers, a faltering economy and an erosion in television’s price structure. Those memories have faded this year.

A Broadcasting sampling of key station-representation companies, network officials and other sales authorities last week elicited nothing but positive reports.

Sales executives said that the first wave of sales improvement this year, detected early in the spring, was but a signal for what was to follow—a flood of calls for availabilities and subsequent orders. Moreover, it is noted, the TV recovery is being supported by an upturn in the general economy.

Network-TV billings, first to feel the buoyancy (as early as the fall of 1971), were on the move in early 1972 and have been gaining momentum. Network schedules for the fourth quarter are virtually sold out.

What is perhaps the soundest evidence of recovery: reports by both network and spot salesmen that prices have firm ed. They note that advertisers volunteer, through their agencies, that they are prepared to pay higher cost-per-thousand.

A rise in C-P-M’s is at the opposite extreme of the business situation that existed in 1971. Last year many broadcasters were forced to sell commercial time at what one source remembered last week as the “best rate available,” which in most cases meant substantially below published rates.

National spot, enjoying its first solid advances since 1969, anticipates a healthy fourth quarter. With networks almost locked in, spot advertisers have been placing fall campaigns two to three weeks earlier than the usual buying season.

Most reps observed that advertisers and their agencies took the general advice offered a few months ago to move early and stake out their positions in fall schedules (“Closed Circuit, May 29”). As expressed by a major rep that at that time, agencies were encouraged to “buy early to prepare to spend more per gross rating point and with less opportunity for immediate pre-emptibles.”

The Television Bureau of Advertising is now predicting “conservatively” that network-TV billings should be up some 8% over 1971, spot up at least 10% and local up some 20% (“Closed Circuit,” Aug. 14).

Even the more conservative among the forecasters now believe that 1972 sales, based on current momentum, will exceed 1970’s. (One authority said 1970 will be passed “easily.”)

Station reps were unanimous in tracing the pattern of spot sales in 1972. Initially sales ran just a few percentage points above last year’s pace. But by March spot volume was going up, and fast. Reps sampled last week said the percentage of increase ranged from 10% to almost 20% for the first half of the year. The months of July and August were rather flat at some shops but ahead of last year at others.

For the full year to date, according to the reps surveyed, spot volume at their companies will be up from a low of 7% to a high of almost 20%. About a third of the reps put the range at approximately 12% for the year. A similar number predicted a gain of 15% or better.

The flow is said to be coming from all advertiser sources, with no specific group responsible.

Several reps, without prodding, offered

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast revenues 1</td>
<td>$1,084.1</td>
<td>$1,084.5</td>
<td>- 0.4%</td>
</tr>
<tr>
<td>3 networks 15 network owned-and-operated stations</td>
<td>254.6</td>
<td>311.5</td>
<td>- 18.9%</td>
</tr>
<tr>
<td>All other stations</td>
<td>$1,332.3</td>
<td>$1,396.5</td>
<td>- 4.7%</td>
</tr>
<tr>
<td>491 VHF</td>
<td>$1,127.2</td>
<td>$1,156.7</td>
<td>- 2.5%</td>
</tr>
<tr>
<td>182 UHF</td>
<td>$260.2</td>
<td>$261.1</td>
<td>- 0.3%</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$1,387.4</td>
<td>$1,417.8</td>
<td>- 2.1%</td>
</tr>
<tr>
<td>INDUSTRY TOTAL</td>
<td>$1,084.1</td>
<td>$1,084.5</td>
<td>- 0.4%</td>
</tr>
<tr>
<td>Broadcast expenses</td>
<td>$1,040.5</td>
<td>$1,040.9</td>
<td>- 0.4%</td>
</tr>
<tr>
<td>3 networks 15 network owned-and-operated stations</td>
<td>193.6</td>
<td>195.1</td>
<td>- 0.8%</td>
</tr>
<tr>
<td>All other stations</td>
<td>$946.3</td>
<td>$945.8</td>
<td>+ 0.06%</td>
</tr>
<tr>
<td>182 UHF</td>
<td>$1,080.2</td>
<td>$1,080.2</td>
<td>+ 0.02%</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$1,127.2</td>
<td>$1,127.6</td>
<td>- 0.3%</td>
</tr>
<tr>
<td>INDUSTRY TOTAL</td>
<td>$2,361.7</td>
<td>$2,361.6</td>
<td>+ 0.01%</td>
</tr>
<tr>
<td>Broadcast income (before federal income tax)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 networks</td>
<td>$53.7</td>
<td>$53.1</td>
<td>+ 1.1%</td>
</tr>
<tr>
<td>15 network owned-and-operated stations</td>
<td>91.2</td>
<td>91.3</td>
<td>- 0.1%</td>
</tr>
<tr>
<td>All other stations</td>
<td>$270</td>
<td>$271.9</td>
<td>- 0.7%</td>
</tr>
<tr>
<td>491 VHF</td>
<td>$327.1</td>
<td>(45.5)</td>
<td>-</td>
</tr>
<tr>
<td>182 UHF</td>
<td>$244.3</td>
<td>$244.4</td>
<td>- 0.02%</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$539.2</td>
<td>$538.8</td>
<td>+ 0.6%</td>
</tr>
<tr>
<td>INDUSTRY TOTAL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Net, after commissions to agencies, representatives and brokers, and after cash discounts.
2 In 1970 and in prior years, the commission paid on nonnetwork sales by one network’s owned-and-operated stations to a sales-representative firm owned by the same network were reported as selling expenses of the stations rather than as deductions from sales. Starting with 1971, the owned-and-operated stations of all three national networks report station-representative fees as a deduction from sales. If this network’s stations had reported under its old procedure, the 1971 broadcast revenue and broadcast expense figures would be slightly higher. Income figures are not affected.

Note: Data for 1971 is for three networks and 688 stations (506 VHF including 20 satellites that filed a combination report with their parent station and 182 UHF including eight satellites that filed a combined report with their parent station). Data for 1970 is for three networks and 688 stations (506 VHF including 19 satellites that filed combination reports with their parent station and 180 UHF included eight satellites that filed combined reports). Last digits may not add to totals because of rounding.

Broadcasting Aug 21 1972
14
The FCC confirmed last week what everybody knew already: The prohibition of cigarette business in 1971 cost television dearly. Total television revenues in 1971 were 2.1% below those of 1970, the last year of cigarette advertising on the air. In 1970 cigarettes had accounted for 6% of total revenues.

Profits suffered accordingly. Total industry income before federal income tax was $389 million in 1971, 14.2% below the $453 million of 1970—which itself was $100 million off the record profits of $553 million in 1969. The profit decline in 1970 was largely due to a sharp upswing in expenses, from $2.24 billion in 1969 to $2.35 billion, and a plateauing of revenues. In 1971 broadcasters almost kept the lid on costs, which rose slightly to $2.36 billion.

In 1971 profits represented 14% of revenues of $2.75 billion; in 1970 they were 16% of revenues of $2.8 billion.

The FCC's report for 1971 put advertising expenditures in network television at $1.49 billion, down 3.9% from 1970; in spot at $1.02 billion, down 7.2%, and in local at $666 million, up 13%. These figures include a total of $513 million in advertising-agency commissions, but do not include costs of commercials or programs furnished by advertisers.

Details appear in the accompanying tables (on this spread and through page 20), released by the FCC.

### Revenue and expense items for all TV stations reporting, 1971

<table>
<thead>
<tr>
<th>Item</th>
<th>Individual</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales to affiliated stations</td>
<td>$1,475,707</td>
<td>1.3%</td>
</tr>
<tr>
<td>Sales to affiliated stations</td>
<td>$357,000</td>
<td>0.3%</td>
</tr>
<tr>
<td>Sales to nonaffiliated stations</td>
<td>$324,700</td>
<td>0.3%</td>
</tr>
<tr>
<td>Sales to other television stations</td>
<td>$8,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Sales to radio stations</td>
<td>$2,350,000</td>
<td>2.1%</td>
</tr>
<tr>
<td>Sales to other stations</td>
<td>$1,384,000</td>
<td>1.2%</td>
</tr>
<tr>
<td>Sales to other sources</td>
<td>$3,848,000</td>
<td>3.4%</td>
</tr>
<tr>
<td>Total sales</td>
<td>$15,000,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

### Broadcast revenues

<table>
<thead>
<tr>
<th>Network</th>
<th>Sale of station time to networks:</th>
<th>Total sales of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)</th>
<th>Total sales of station time to other networks (before line or service charges)</th>
<th>Total station time</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>$274,488</td>
<td>$274,488</td>
<td>$274,488</td>
<td>$274,488</td>
</tr>
<tr>
<td>(2) Nonnetwork (after trade and special discounts)</td>
<td>$299,900</td>
<td>$299,900</td>
<td>$299,900</td>
<td>$299,900</td>
</tr>
<tr>
<td>(3) Nonnetwork sales (before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers)</td>
<td>$1,013,192</td>
<td>$1,013,192</td>
<td>$1,013,192</td>
<td>$1,013,192</td>
</tr>
<tr>
<td>(4) Nonnetwork sales (after cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers)</td>
<td>$656,834</td>
<td>$656,834</td>
<td>$656,834</td>
<td>$656,834</td>
</tr>
<tr>
<td>(5) Total sales of network stations</td>
<td>$1,286,028</td>
<td>$1,286,028</td>
<td>$1,286,028</td>
<td>$1,286,028</td>
</tr>
</tbody>
</table>

### Broadcast expenses

<table>
<thead>
<tr>
<th>Technical expenses</th>
<th>Other technical expenses</th>
<th>Total technical expenses</th>
<th>Program expenses</th>
<th>Total program expenses</th>
<th>Selling expenses</th>
<th>Total selling expenses</th>
<th>General and administrative expenses</th>
<th>Total general and administrative expenses</th>
<th>Total broadcast expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll</td>
<td>$125,731</td>
<td>All other technical expenses</td>
<td>$57,066</td>
<td>$182,797</td>
<td>Payroll</td>
<td>$211,570</td>
<td>$179,832</td>
<td>$391,402</td>
<td>$104,556</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>$79,481</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>$491,298</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Last digits may not add to totals because of rounding.
### Selected expense items of UHF stations classified by volume of revenues, 1971

<table>
<thead>
<tr>
<th>Broadcast revenues</th>
<th>Total Expenses</th>
<th>Salaries/Wages</th>
<th>Film and Tape</th>
<th>Talent</th>
<th>Depreciation</th>
<th>Royalties and License Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Reporting</td>
<td>Average</td>
<td>Reporting</td>
<td>Average</td>
<td>Reporting</td>
<td>Average</td>
</tr>
<tr>
<td>$7,500 and over</td>
<td>44</td>
<td>$346,083</td>
<td>44</td>
<td>$156,254</td>
<td>$81,398</td>
<td>$16,549</td>
</tr>
<tr>
<td>5,000-7,500</td>
<td>39</td>
<td>163,050</td>
<td>39</td>
<td>65,053</td>
<td>20,228</td>
<td>13,360</td>
</tr>
<tr>
<td>4,000-5,000</td>
<td>29</td>
<td>94,325</td>
<td>29</td>
<td>38,459</td>
<td>11,547</td>
<td>9,868</td>
</tr>
<tr>
<td>3,000-4,000</td>
<td>33</td>
<td>66,022</td>
<td>33</td>
<td>34,175</td>
<td>11,882</td>
<td>10,112</td>
</tr>
<tr>
<td>2,000-3,000</td>
<td>62</td>
<td>125,903</td>
<td>62</td>
<td>84,598</td>
<td>35,733</td>
<td>32,826</td>
</tr>
<tr>
<td>1,500-2,000</td>
<td>45</td>
<td>67,607</td>
<td>45</td>
<td>55,744</td>
<td>12,488</td>
<td>11,027</td>
</tr>
<tr>
<td>1,000-1,500</td>
<td>88</td>
<td>82,213</td>
<td>88</td>
<td>37,026</td>
<td>7,814</td>
<td>6,106</td>
</tr>
<tr>
<td>200-300</td>
<td>30</td>
<td>30,290</td>
<td>30</td>
<td>13,028</td>
<td>3,156</td>
<td>2,467</td>
</tr>
<tr>
<td>Under 200</td>
<td>8</td>
<td>1,315</td>
<td>8</td>
<td>666</td>
<td>181</td>
<td>101</td>
</tr>
<tr>
<td>Total VHF</td>
<td>453</td>
<td>$1,132,121</td>
<td>453</td>
<td>$434,228</td>
<td>$54,378</td>
<td>$5,999</td>
</tr>
</tbody>
</table>

1. Stations operating full year only, excluding satellite stations. Not all expense categories are shown, therefore the sum of the categories will not equal total expenses.
2. The average is calculated from the number of stations reporting that expense category, not from the total number of stations. Not all stations incur expenses in every category, therefore the number of stations reporting in each category may be less than the total number of stations.
3. Includes only payment contractual talent not on the station's payroll.
4. Includes music license fees and payments for other performance and program rights except film and tape.
Broadcast revenue of networks

I. NETWORK REVENUES:
(a) Revenues from sale of time when program is supplied by advertiser $47,477
(b) All other advertising revenues 1,440,016
(c) Revenues from stations for cooperative programs 4,191
(d) All other broadcast revenues 83,523
Total gross broadcast revenues $1,545,296

II. DEDUCT:
(a) Payments to stations 227,003
(b) Commissions to advertising agencies, representatives, brokers, and others, and cash discounts 224,075
Total deductions $451,078

III. NET BROADCAST REVENUES $1,094,130

Network broadcast expenses

GENERAL CATEGORIES OF EXPENSES:
Technical expenses $925,031
Program expenses 27,647
General and administrative expenses 87,784
Total broadcast expenses $1,040,460

SELECTED EXPENSE ITEMS:
Salaries, wages and bonuses of officers and employees engaged in the following categories:
(a) Technical $1,195
(b) Program 131,600
(c) Selling 11,925
(d) General and administrative 45,867
(e) Total (all officers and employees) 189,537

Depreciation of tangible property 21,815
Amortization expense on programs obtained from others (total) 587,002
(a) Feature film shown or expected to be shown in U.S. theaters 113,761
(b) All other feature film 9,841
(c) All other programs 404,400
Records and transcriptions 2,445
Music-license fees 7,389
Other: performance or program rights 65,934
Cost of intercity and intracity program relay circuits 60,845
Total expense for news and public affairs 113,204

Broadcast Income
Broadcast revenues $1,094,130
Broadcast expenses 1,040,460
Broadcast operating income (or loss) 53,670

1 Because methods of treating technical and program expense differ among the networks, the two figures have been combined.

2 In 1969 and 1970, part of the depreciation amount reported under expenses was allocated to each of the four general expense categories. In 1971, all depreciation is allocated to general and administrative expense. For consistency, the data for 1969 and 1970 have been revised by allocating all depreciation to general and administrative expense. (The revision does not affect total expenses.) For 1969, the revised network figures (in thousands of dollars) are: technical and program expense, $929,863; selling expense, $31,255; general and administrative expense, $90,423. For 1970, the revised figures (in thousands of dollars) are: technical and program expense, $973,814; selling expense, $32,451; general and administrative expense, $90,257.

3 This figure contains some of the costs already shown in other categories above. Costs of sports programs are not included.

Broadcast expenses of three networks and TV stations in 1971 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Item</th>
<th>Technical</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Networks</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>15 Network owned-and-operated stations</td>
<td>$33,000</td>
<td>$98,758</td>
</tr>
<tr>
<td>407 VHF network-affiliated stations</td>
<td>103,471</td>
<td>309,453</td>
</tr>
<tr>
<td>100 UHF network-affiliated stations</td>
<td>14,493</td>
<td>28,021</td>
</tr>
<tr>
<td>Total, 507 network-affiliated stations</td>
<td>150,964</td>
<td>356,232</td>
</tr>
<tr>
<td>31 VHF independent stations</td>
<td>17,185</td>
<td>87,121</td>
</tr>
<tr>
<td>45 UHF independent stations</td>
<td>11,400</td>
<td>35,802</td>
</tr>
<tr>
<td>Total, 76 independent stations</td>
<td>28,586</td>
<td>122,924</td>
</tr>
<tr>
<td>Total 506 stations</td>
<td>179,550</td>
<td>595,156</td>
</tr>
<tr>
<td>Total three networks and 598 stations</td>
<td>—</td>
<td>$1,662,735</td>
</tr>
</tbody>
</table>

Broadcast expenses of three networks and TV stations in 1971 (in thousands of dollars)

Number of television stations reporting profit or loss by amount of profit or loss, 1971

<table>
<thead>
<tr>
<th>Total VHF</th>
<th>Network Affiliated VHF</th>
<th>Independent VHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stations reporting profits</td>
<td>366</td>
<td>47</td>
</tr>
<tr>
<td>Number of stations reporting profits as percent of total</td>
<td>60.8</td>
<td>31.5</td>
</tr>
<tr>
<td>Number of stations reporting profits of:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5,000,000 or over</td>
<td>14</td>
<td>—</td>
</tr>
<tr>
<td>1,500,000-3,000,000</td>
<td>22</td>
<td>—</td>
</tr>
<tr>
<td>3,000,000-5,000,000</td>
<td>36</td>
<td>—</td>
</tr>
<tr>
<td>5,000,000-10,000,000</td>
<td>41</td>
<td>—</td>
</tr>
<tr>
<td>10,000-200,000</td>
<td>33</td>
<td>31</td>
</tr>
<tr>
<td>200,000-400,000</td>
<td>40</td>
<td>3</td>
</tr>
<tr>
<td>400,000-600,000</td>
<td>64</td>
<td>8</td>
</tr>
<tr>
<td>600,000-1,000,000</td>
<td>16</td>
<td>45</td>
</tr>
<tr>
<td>1,000,000-3,000,000</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>3,000,000-5,000,000</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>5,000,000-10,000,000</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Number of stations reporting losses</td>
<td>87</td>
<td>102</td>
</tr>
<tr>
<td>Unprofitable stations as percent of total</td>
<td>19.2</td>
<td>65.5</td>
</tr>
<tr>
<td>Number of stations reporting losses of:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>25,000-50,000</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>50,000-100,000</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>100,000-200,000</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>200,000-400,000</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>400,000 and over</td>
<td>9</td>
<td>27</td>
</tr>
</tbody>
</table>

* Stations operating full year only excluding satellite stations. Profits are before federal income tax.
**Broadcast Advertising**

**Playtex says women don't want to see tampon commercials**

Citing its research, firm will not use TV to advertise that product

In a surprise move, Playtex said last week that it would no longer advertise its tampons on television.

In 1971, prior to the National Association of Broadcasters' TV Code Review Board's decision to allow advertising of sanitary napkins, tampons and douches, Playtex spent $372,500 in spot on non-code stations.

A spokesman for Playtex reported that studies made during that time to ascertain women's reactions to the commercials. The results, he said, showed that 25-33% of American women questioned were unwilling to accept such advertising and regarded it as an invasion of personal privacy. It was indicated that Playtex would sooner avoid offending its customers by staying off television than risk another campaign.

On Aug. 11, the Code Authority issued a set of strict guidelines for advertisers and agencies (Broadcasting, Aug. 14). Commercials for feminine hygiene products may not contain hard sell, graphic language or video portrayals, nor may they play on possible fears or insecurities.

Other companies are still studying the new guidelines. A spokesman for Johnson & Johnson's Modess division commented: "About all you can put on TV is a recorded interlude of organ music."

The New York code office has acknowledged receiving two scripts for sanitary napkins and two for douches. Scott's Confidants has been identified as one of those advertisers. In 1971, Scott reportedly spent $781,000 in spots on non-code stations.

**Democrats drop plans for second telethon**

They may try again later, but NBC broadcast is out for now

The Democrats, who had planned to buy two hours of prime time on NBC-TV for a second fund-raising spectacular, "Circus Circuit," Aug. 14, canceled last week because they said there was not enough time to put the show together for the Aug. 29 telecast.

John Y. Brown Jr., who is acting as a consultant for the second project, said last week that actor Warren Beatty, who is in charge of special events for Senator George McGovern's (D-S.D.) presidential campaign, wanted to postpone the telecast until he could arrange for a bigger kne-up of top-name entertain-

ment. Mr. Brown, the board chairman of Kentucky Fried Chicken Corp., Louisville, provided $1 million to finance the Democratic National Committee's 18-hour telethon on ABC-TV July 8-9, which is expected to net $2 million toward repayment of debts totalling some $9 million left over from the 1968 campaign (Broadcasting, June 26, et seq.).

Mr. Brown said he and William Suessbrick, executive director of the DNC telethon (and executive vice president of Klemnun Advertising Inc., New York, which handles the account of Lums Restaurant Corp., one of Mr. Brown's business ventures), met with NBC officials last week and explained the situation.

Although NBC said last week that no plans were made for a future presentation, Mr. Brown said Senator McGovern's campaign committee—which would foot the entire bill for a second fund-raiser—would try to purchase two hours of prime time on the network in late September or early October. He estimated the time would cost $225,000, production expenses would run about $75,000 and the over-all expense, including promotion, would be $400,000. As Mr. Brown envisioned it, the program would originate live from NBC-owned WRC-TV in Washington. Mr. Suessbrick would again be the executive director for the project.

But Morris Dees, who is in charge of
fund raising for the McGovern campaign committee, said last week that plans for a second fund-raising telecast were still up in the air. There are other possibilities, he said, and these include simultaneous fund-raising dinners at various locations across the country, linked by closed-circuit television.

Good signs for business in New York radio

Figures from 10 AM's, 7 FM's show advertising gains of $1.78 million in first half of 1972

Radio advertisers increased their spending in New York in the first six months of 1972 to $28,296,000, a gain of $1,788,500 from the total spent in the same period a year ago, according to a compilation of a group of stations in the area. The billings were reported last week by the New York Market Radio Broadcasters Association, under a new policy of releasing data that Price Waterhouse & Co. previously compiled on a confidential basis. The figures are based on advertising (national, regional and local) on 10 major AM's and seven FM's in the New York market.

The association said that in June, combined AM/FM billings on these stations came to $5,394,000, a gain of more than $200,000 over June 1971.

In an AM and FM breakout, the association showed $24,888,000 billed by the 10 AM's for a gain of over $1.2 million in the first six months, and $3,408,000 and by the seven FM's, an increase of $578,000 in the period.

The association, however, pointed out that the figures offer only guidance to that a few non-reporting New York City stations and the "considerable billings" of ethnic and suburban stations are excluded from the reports.

American will sponsor bicentennial programs

Airline's package comprises 10 NBC specials running through 1977

American Airlines will sponsor 10 one-hour specials, The American Experience, on NBC-TV.

First of the specials keyed to the American Revolution bicentennial will be shown Oct. 20 (10-11 p.m. NYT, pre-empting Banyon). Other shows in the series will be telecast at the rate of two each year, 1973 through 1976, with the 10th special broadcast early in 1977.

The series production was initiated with an agreement of American Airlines (Doyle Dane Bernbach is the agency) with NBC Enterprises (BROADCASTING, Feb. 21). The Oct. 20 program is entitled "The Fabulous Country," which NBC said last week will "depict the innovative spirit of the young nation, as well as its growth over 200 years."

Series production will be handled by NBC Enterprises Division's special projects unit. Donald B. Hyatt, who heads

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes ended July 30</th>
<th>Total dollars week ended July 30</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday Sign-on 10 a.m.</td>
<td>64</td>
<td>$385,000</td>
<td>2,215</td>
<td>$13,255,700</td>
<td>$14,743,200</td>
</tr>
<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>996</td>
<td>2,215,600</td>
<td>80,000</td>
<td>201,467,700</td>
<td>205,091,300</td>
</tr>
<tr>
<td>Saturday-Sunday Sign-on 8 p.m.</td>
<td>251</td>
<td>2,150,400</td>
<td>9,201</td>
<td>104,611,700</td>
<td>91,915,600</td>
</tr>
<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>96</td>
<td>1,349,600</td>
<td>2,810</td>
<td>50,895,400</td>
<td>46,241,500</td>
</tr>
<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>10</td>
<td>126,800</td>
<td>399</td>
<td>8,404,500</td>
<td>13,535,100</td>
</tr>
<tr>
<td>Monday-Sunday 7:30 p.m.-11 p.m.</td>
<td>397</td>
<td>15,166,100</td>
<td>11,802</td>
<td>529,513,000</td>
<td>566,604,500</td>
</tr>
<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>160</td>
<td>2,341,100</td>
<td>4,504</td>
<td>55,581,500</td>
<td>43,241,500</td>
</tr>
<tr>
<td>Total</td>
<td>1,974</td>
<td>$27,788,700</td>
<td>59,709</td>
<td>$963,729,500</td>
<td>$981,372,700</td>
</tr>
</tbody>
</table>

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

Public reaction negative to magazine advertising

Starch sample finds most readers think it deceives them and is responsible for needless spending

A survey by Daniel Starch & Staff, Mamaroneck, New York, involving 18,304 interviews with respondents in a national probability sample was reported by Starch last week to have found, among other things, that a majority of the respondents "agreed" that "advertising is more informative nowadays than was a few years ago" but that it also "causes people to buy things they don't need."

Starch said that 64% of the men and 64.7% of the women agreed with the former proposition and that 67.7% of the men and 65.9% of the women agreed with the latter. In addition, the report said, 47.2% of the men and 43.4% of the women agreed—as opposed to 32.2% of each sex who disagreed—that "most advertising nowadays tries to deceive people rather than inform them."

Starch said these were among numerous attitudes and buying habits explored by the annual "Starch CMR" study, with findings tabulated for readers of each of 75 magazines ranging from American Farmer to Psychology Today.

Winchesters go national

Winchester "little cigars" will be advertised on all three TV networks and in national spot buys beginning next month. R. L. Reynolds, Winston-Salem, N.C., makers of Winchesters, said the campaign includes partial sponsorship of several network sports events. There will be no change in the commercial format for

the national campaign: the same cowboy who will continue to get the girl, as he has in commercials shown in eight test markets during the first half of 1972. Dancer-Fitzgerald-Sample, New York, is agency for Winchesters.

Controversy continues to surround little cigars and the manner in which they are advertised. The Federal Trade Commission is investigating complaints that many of these products have higher tar and nicotine counts than cigarettes, are often inhaled like cigarettes, and should therefore fall under the same legal restrictions, including no broadcast advertising. Last winter, hearings were held by the Senate Subcommittee on Consumer Affairs, headed by Senator Frank E. Moss (D-Utah), to allow both sides to record their views. No reports or recommendations, however, have come out of those hearings.

Business Briefs

Taking off. Dancer-Fitzgerald-Sample, New York, has resigned the Olympic Airlines account. Spokesmen for the agency indicated that pressures on the airline prevented it from arriving at "a clear-cut marketing strategy." The "airline of the gods" was with DFS for six months. A short-lived TV commercial showed the Greek gods flying Olympic. Olympic Airways' advertising will be handled by Barnett, Zlotnick, New York. Olympic billed approximately $500,000 last year in magazines and TV.

Aetna back. Aetna Life & Casualty, Hartford, Conn., returns this fall to TV with a year-round corporate-image campaign in prime time on all three networks. Though the fall campaign involves participation, a spokesman for Aetna noted, "We may very well be doing program co-sponsorship later on... We decided rather late and had to buy pretty fast." D'Arcy-MacManus, New York is Aetna's agency.

Corning is cooking. Corning Glass Works, Corning, N.Y., through its agency,

Broadcasting Aug 21 1972
DKG, New York, will run two extensive TV advertising campaigns this fall, using all three stations in production of a new line of casual cookware, Corelle Livingware, begins in October and runs through December. Heavy schedule of daytime and prime-time spots has been bought. In November, Corning begins six-week campaign for its Corning Ware cookware.

Kaselows firm. Kaselow Communications, New York, has been formed as public relations firm, also handling consulting assignments in communications field. Joseph Kaselow, most recently vice president, Cunningham & Walsh, New York, is president. Offices are at Humbert & Jones, New York agency, for which Mr. Kaselow is handling client and agency PR. 270 Madison Avenue, New York 10016.


Click for Kodak. Eastman Kodak, through J. Walter Thompson, New York, will sponsor a 90-minute adaptation of The Country Girl (ABC TV, spring of 1973). It will be filmed on location (Mystic, Conn.; Newport, R.I., and Fort Niagara, N.Y.) beginning in mid-September.

California cable sale. Viacom International Inc. reported the acquisition of Com-Cable T.V. Inc., a CATV system operating in Sonoma and Toulumne counties, Calif., undertaking a discount program. System has about 6,400 subscribers and passes over 11,000 homes.

Pepsi pageant. Pepsi-Cola Co., Purchase, N.Y., and its local bottlers are for the second year sponsoring the Miss Black Teenage America Pageant. The nationally syndicated program is being shown in mid-August at various dates at 68 markets. Pat Jackson is executive producer and host of the program, taped on July 28 at Madison Square Garden, New York.

Ticket for specials. Bell System has announced that Bell System Family Theater will again sponsor six prime-time specials on NBC-TV in 1972-73 season, starting with “The Lion at World’s End” on Aug. 20 and extending through dramatization of John Steinbeck’s “The Red Pony,” starring Henry Fonda and Maureen O’Hara, on March 18, 1973. “Pony” will be two hours, others one hour each. Bell agency is N. W. Ayer & Son, New York.

To near northside. Avery-Knodel’s office in Dallas has moved out of downtown area to near northside. New quarters have 25% more space, includes office for station clients. Oakwood Tower, Suite 600; 3626 North Hall Street; Dallas 75219. Phone (214) 528-1741-2.

Acquires Adtel. Booz Allen & Hamilton Inc., Chicago, announced acquisition of Adtel Ltd., Chicago-based TV advertising testing concern.

Controls out for programs, still in for broadcasters

But TV-radio spokesmen are ready to start new push for exemption now that Cost of Living Council has decided to grant immunity to producers, distributors

Broadcasters and their spokesmen began gearing up last week for one more move to get broadcasting exempted from the administration’s economic controls. The cause: an announcement by the Cost of Living Council that it had granted total exemption to motion-picture and TV producers and distributors.

The move theoretically leaves broadcasters as in a squeeze, since program suppliers can increase prices if they choose, while broadcasters must still abide by government restrictions limiting their freedom to raise their advertising rates.

At the same time, however, early comments by program suppliers and from some broadcasters indicated that prices should not change much from current levels—although it is assumed that some program suppliers will attempt to boost prices.

The CLC announcement, issued on Aug. 11, was sparked by a petition last February by the Motion Picture Association of America, whose president, former presidential aide Jack Valenti, said last week that the decision was a fair one and recognizes that films lead a broad life in the marketplace. He also said that he could see no predict-able changes in rental fees.

The CLC said that “due to the highly complex pricing practices which characterize the rental of motion picture films, the application and enforcement of price controls is not feasible.”

Historically, the council said, pricing is based on anticipated and actual public response to each film, rather than on cost of production. Therefore, it added, “these unique characteristics” are inconsistent with the Price Commission baseprice and cost-justification regulatory scheme.

CLC also said it does not anticipate highly inflationary price increases “since the industry is characterized by a large number of suppliers and highly competitive price bidding.”

It noted, finally, that exhibitors and theaters, not exempt under the small-firm exemption, remain subject to the economic stabilization controls.

Firms with 60 or fewer employees and with total revenues of less than $50 million annually, were exempted last May from all controls. This did not, however, apply to individual broadcast stations if they were part of larger businesses.

Although reaction from broadcasters was limited, since most of them had not received official word or had time to study the implications of the new CLC order, there is consensus of lawyers and others who have been assigned to watch economic controls was that the decision was unfair. Both the CLC and the Price Commission have refused to exempt broadcasters. Last month, the Price Commission said broadcasters may raise prices charged to advertisers if warranted by audience increases. But this may be done, the Price Commission added, only if a station’s advertising rates “historically have been based on a cost-per-thousand method of computing charges to advertisers (Broadcasting, July 17).

A subsequent question-and-answer clarification has yet to be issued.

Under this guideline, broadcasters whose program costs move upward may increase advertising charges enough to defray the additional expenses without increasing profits. The base for profit margins, however, is not too good for broadcasters, since it must be premised on two out of the last three fiscal years, as of Aug. 14, 1971. This puts broadcasters at a disadvantage. The decrease peaked in both 1970 and 1971 after reaching a high in 1969 (see story page 15).

An earlier request by the networks and the National Association of Broadcasters for exemption from controls was denied by CLC last May. Later that month, the NAB asked the Price Commission to exempt all TV and radio stations billing more than $250,000 annually and to establish a “reasonable” formula for relating advertising rates to audience size and/or costs.

The NAB also asked that the exemptions under the small-businesses ruling be applied to individual licensees rather than to parent corporations or entities. No action yet has been taken on either of these two requests.

Program prices are trending up even when the CLC acted last week. Earlier this year, a number of stations reported (and complained to the Price Commission) that charges for the renewal of syndicated programs had been boosted, in one case by 300% (“Closed Circuit, May 8”).

Meanwhile network sources in New York were unsure of the effect of the new ruling. They did point out, however, that in the case of continuing series, all have built-in increases in the contracts, and so the CLC decision plays no part.

Several leading producers-distributors of TV programs in New York said they were pleased by last week’s CLC ruling but stressed it would have little appreciable effect on their business operations. They said they are now designing their programs “reasonably” and at levels based on audience projections.

Keith Godfrey, vice president and director of sales for MCA TV, noted that the council has agreed that TV production and distribution constitute a “unique” business. He said MCA TV has a prac-
tice of placing a fair price on its product, subject to negotiation with stations.

Erwin H. Ezeez, board chairman of United Artists Television, said prices for programs and motion pictures for TV are based on the company's projections regarding sales and audience count and are not related to actual production costs. He said he was pleased the council has imposed the guidelines.

Alan Silverbach, vice president in charge of syndicated sales, 20th Century-Fox Television, felt the council's action will have no effect on his company's pricing policies since Fox always has placed what it considers to be "reasonable" tags on its programs. He added he has heard no adverse comments regarding prices from his station and advertiser clients.

And, on the West Coast, Dick Dinsmore, head of Wolper Syndicated Sales, Los Angeles, said: "The original ruling and this ruling really don't affect us much at all." This reaction was typical of others, such as:

Charles D. McGregor, executive vice president, Warner Bros. Television, "Television production and distribution can only work under the laws of supply and demand. Thus in exempting film and TV distributors from the economic controls the Cost of Living Council has made a legitimate and proper ruling." Jack Rhodes of Rhodes Productions, Los Angeles "What the Cost of Living Council ruling means to me is that the escalations that I had already built into my contracts have been held in abeyance up until now. But now I can collect these funds retroactively. Yet this is not going to mean any immediate money bonanza. There is a direct relationship between what we charge for a program and the time period it goes into and what a station charges for that time."

"As example take a station where I contracted that the first 26 weeks price for a show was $800 and the second 26 weeks was $1,200. I've had to stay at that $800 level. And what it means now is that I can go back for that $400 additional."

"In our pricing practices from now on it isn't going to mean that we'd demand a 300% increase from stations. Again there is a direct relationship between what a show is doing and what a station is charging for its spots. Another example: With the Hollywood Squares, which we handle, where a station has been able to increase its revenues within a time period 25%, I obviously expect a 25% increase on my property. But where a show hasn't been able to cut it, well then I expect to go in at the same price that I did this year."

"I never thought we should have been covered by the price freeze anyway and welcome the new Cost of Living Council ruling."

And a motion-picture and TV film distribution executive who didn't want to be identified explained: "Our situation is a question of whether we can charge for a later package of features than we did for an earlier package. They each have 30 pictures, let's say. But these pictures have different lengths and casts. It's an apples and oranges kind of thing. One package has nothing to do with the other package. They are two entirely different things. It's like coming out and saying you charged me more for a truck this year than you did for a passenger automobile last year. They are really two different things. So this price freeze never really affected us directly. The only other way we got involved with it was when an earlier package of features we sold came up for renewal. But then we wouldn't normally get more for the renewal than we got originally, so again as far as we were concerned the price freeze never really came up."

**Broadcasters get to work on political action**

**Committee starts with money in bank, seeks 'working' advisory council and funds from allied businesses**

The first meeting of the broadcast industry's political-action arm, the National Committee for the Support of Free Broadcasting, took place in Washington last week, and resulted in the establishment of a list of prospective members of the committee's advisory council of trustees.

Douglas L. Manship, Baton Rouge, La., broadcaster, who is chairman of the committee, reported that the organization now was official, with all regis-trations required by law accomplished. He also said that the committee is seek-ing "working, not honorary" members for the advisory council. The advisory council, to consist of up to 15 members (with not more than one-third from the National Association of Broadcasters board) is the second level of the committee that is charged with raising funds and contributing to political candidates, as well as establishing a political-education campaign.

Mr. Manship said he hopes that advisory trustees will be chosen in 10 days to two weeks and that a joint meeting of all trustees might be held in 30 days.

Mr. Manship also noted that contributions will be sought from all sources—

not only broadcasters, but also station representatives, equipment manufacturers and others in allied fields.

Present at last week's half-day meeting held at the NAB building, were, in addition to Mr. Manship, these other executive trustees: Vincent T. Wasilewski, TV producer; Anthony Caruso, KTVN-TV Casper, Wyo., and James M. Caldwell, WAVE(AM) Louisville, Ky. Absent was Thomas Chauncey, Kool-AM-TV Phoenix.

Also at the Washington meeting were NAB executives, including Grover C. Cobb, governmental relations; Burns Nugent, station relations; James H. Hulbert, public relations, all executive vice presidents of NAB; and Roy Elson, vice president, government affairs.

The committee also learned that it is starting life with $20,000 from broadcasters who have been sending political-action contributions to NAB during the last few weeks. About $200 of that amount is in the form of corporate checks that, under the law, may be used for political-education purposes only. The remainder are personal checks that can be used to make donations to friendly congressional and senatorial candidates. The total sum was banked in the committee's name, since it is specifically organized to be outside the NAB structure, although NAB officials are lending their assistance in getting it started.

**Citizen protests on format change kill another sale**

Kelly decides not to buy its way into a hearing on San Diego FM; Roth's Denver purchase appealed

One station sale was quashed and another challenged in court last week on protests against proposed format changes. A third transfer, approved by the FCC despite similar opposition, was upheld by an appellate court.

The sale that was aborted was that of KFSD-FM (formerly KOGO-FM) San Diego by Time-Life Broadcast Inc. to Kelly Broadcasting Co. The FCC was notified last week that Kelly was letting its purchase contract lapse as an alternative to prosecuting its appeal. Although a hearing the FCC had indicated it would hold (BROADCASTING, Aug. 14). Kelly's proposal to change the station's format from classical to contemporary music evoked a protest from a local group.

The sale that was challenged in court was that of KFTH-FM (formerly WTVH-AM) by trustees of Mullinsa Broadcasting Co. to Mission Denver Co. The FCC approved the transfer over protests against a change of format from all-news to country-and-

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Mr. Manship

Broadcasting Aug 21 1972 23
western music (BROADCASTING, July 31). The original opponents of the sale last week asked the U.S. Court of Appeals in Washington to reverse the FCC decision.

In the third case, the same appellate court rejected an appeal by a local minority group of FCC appeal to RKO General's gift of WICT-TV Hartford, Conn., to Faith Center, a California religious organization. The station, a UHF, had been operated first as a pay-TV experiment and later as a commercial outlet (BROADCASTING, Feb. 21).

In the KFSD-FM case, the FCC found that the questions raised in a petition to deny by the local chapter of the National Business League were "substantial" and "material" enough to warrant exploration in a hearing. The major question was whether Kelly's plan to change format would deserve the public interest by depriving San Diego listeners of their only classical-radio service.

In ruling that a hearing was necessary, the commission in effect killed the sale. Attorneys for the principals told the commission in a letter last week that Kelly had concluded that the acquisition wasn't worth the "burden and expense" of a hearing. Kelly, who owns KCRA-AM-TV and KCTC(FM) Sacramento, Calif., had contracted to pay $250,000 for KFSD-FM.

In its KFSD-FM ruling the commission relied heavily on a Court of Appeals decision last year overturning the commission's approval of the sale of WOGA-AM-FM Atlanta. A citizen group opposing the station had utilized essentially the same argument as that of the objectors to the San Diego transaction—that the deprivation of a classical-music format would work against the public interest.

But in last week's appeal of the KLTR transfer approval, the commission was accused of "clearly and unequivocally" ignoring the principle of the WOGA decision. The minority organizations that had unsuccessfully challenged the Denver sale at the commission contended that if the agency had adhered to the WOGA ruling it would have been forced to order a hearing. (KLAK Lakewood, Colo., which also objected to the KLTR sale, filed a separate appeal with the court last week.)

The commission, however, had differentiated between the WOGA and KLTR cases in asserting that while the former involved the alleged abandonment of a "unique" program service, KLTR did not offer unduplicated programming in the Denver market. If Mission gave up all news, the Denver listeners could obtain news from a plethora of other radio stations in the market, the commission claimed.

But in making that determination, the KLTR petitioners told the court, the commission committed several mistakes. It "erroneously" concluded that news would be available on other Denver radio stations 24 hours a day, they contended, asserting that there would be several time periods throughout the day in which no stations would be providing this service.

Another error, it was argued, was the commission's failure to consider its own precedent of two years ago in its disapproval of the McLendon Corp.'s purchase of WCAM(TM) Camden, N.J. In that case, the KLTR challengers argued, the commission stated that when a proposed buyer plans to reduce a station's news, public affairs and other non-entertainment programming, it must make a strong and substantial showing that such a reduction will serve the public interest.

The petitioners also told the court that there is a "substantial and serious dispute" as to whether Mission attempted to "prevent the commission from understanding the depth of community opposition to the format change." They claimed that out of 79 persons interviewed by Mission in its community-needs ascertainment survey, 25 were opposed to the pending format change. The petitioners said Mission concealed this information by including only one of these negative comments in the report on the survey it reported to the commission.

Mission Denver is owned by Jack Roth, who also owns KONO(AM) and KITY(FM) San Antonio, Texas, and other stations. The price of KLTR was $1.5 million.

In the WICT case, the court was asked to find that Faith Center's proposed alteration of the station's programing from a concentration on entertainment to an emphasis on religious fare would not serve the needs of the Hartford community. The center's allegedly specialized religious programing, it was argued, would result in a diminution of service.

The court ruled, however, that "the generalized nature of Faith Center's programing and the availability of comparable viewing alternatives (or four other stations serving the Hartford area) takes this case out of the so-called 'format' cases"—in which, the court indicated, the WOGA decision is still the benchmark.

"The mere fact that a licensee is a religious organization," the court continued, "should not disqualify it from operation upon the airwaves any more than it should automatically qualify the licensee." It found that, based on Faith Center's past record as a licensee (it also operates KIHF-TV San Bernardino, KIHF-FM Los Angeles and KFM(FM) Bakersfield, all California) coupled with what it judged to be an adequate "public-interest showing" the FCC made a "reasonable choice."

Changing Hands

Announced
The following sales of broadcast stations were reported last week, subject to FCC approval:
- KQTV(TV) St. Joseph, Mo.; KRQV(FM) St. Louis and KLYX(FM) Houston: Sold by Intermedia Inc. to Joseph C. Amaturo and others. KBFA(AM) Mission, Kan., and KBEY(FM) Kansas City, Mo.: Sold by Intermedia to Robert P. Ingram and Mark Woodinger, respectively. Total estimated price is in excess of $5 million (see page 27).
- WROP(AM) Hartford, Conn.: Sold by Joseph C. Amaturo and others to Merv Griffin for $2.5 million (see page 27).

Approved
The following transfer of station owner-
ship was approved by the FCC last week (for other FCC activities see "For the Record," page 46).

- **KKIS(AM)** Pittsburgh, Calif.: Sold by Norcal Broadcasting Corp. to Dick Schofield for $475,000. Mr. Schofield was formerly manager of KFOX(AM) Long Beach, Calif. KKIS operates daytime on 990 kHz with 5 kw.

- **KYNA(FM)** Des Moines, Iowa: Sold by Carl L. Williams, Dwight E. Herbert and others to Mid-America Broadcasting Inc. for $225,000. Burell Small is the major stockholder of Mid-America Broadcasting. He has controlling interests in WQUA(AM) Moline; WRAK(AM) Kankakee and WURL(AM)-WUIN(FM) Peoria; all Illinois; WIRE(AM) and WKTZ(FM) Indianapolis; and KIAO(AM) Des Moines. The FCC waived its three-year holding requirement in approving the sale, citing the sellers' claim that unavailability of capital has forced the station off the air for lengthy periods. KYNA operates on 93.3 mhz with 35 kw and an antenna 410 feet above average terrain.

**WOKR-TV wins right to keep files closed**

FCC's Zias declines to let challenger have look at information he wanted

The head of a Rochester, N.Y., anti-poverty organization which has challenged the license renewals of that city's 14 broadcast stations has been turned down on a request that one of those stations—WOKR-TV—be forced to provide him with information from its confidential files.

In a letter to James McCuller, executive director of Action for a Better Community Inc., FCC Renewal and Transfer Division Chief Joseph Zias denied all of four specific requests by Mr. McCuller because they fail to conform with commission standards.

Mr. McCuller had asked that WOKR-TV make available to him: 1) a tape or transcript of a May 21 Channel 13 News Conference, in which he appeared; 2) a tape or transcript of an April 29 WOKR-TV newscast in which he also appeared; 3) a list of persons who had applied for a position as black weathergirl at WOKR-TV, and 4) a list of guests on several WOKR-TV public affairs programs and the topics discussed on these shows.

Mr. McCuller claimed that the News Conference text is needed to determine whether a fairness issue is at stake here. He did not elaborate. In response, Mr. Zias noted that while the commission could direct a station to make reply time available under the fairness doctrine in cases where a personal attack has been made upon the complainant, the information contained in Mr. McCuller's communication does not support such a finding. In any event, he said, the commission does not require that transcripts be furnished in fairness cases.

Regarding the second and fourth requests, Mr. Zias found that the material Mr. McCuller desired would have been used in responding to briefs submitted by Rochester stations in opposition to the petition to deny that the Action group filed against them three months ago (BROADCASTING, May 5). Since Action has already formally responded to those pleadings, Mr. Zias said, there is "little merit" in the requests for additional information.

Mr. Zias also stated that while Mr. McCuller's purpose in seeking a list of WOKR-TV employment applicants is "certainly commendable," (the list would have been referred to other stations having similar job openings), the "ultimate decision in this matter rests with the licensee, not with this agency."

Mr. McCuller also urged the commission to request that WOKR-TV officials participate in a broadcast workshop currently being held by Action. That request followed several frustrated attempts by both the licensee and petitioner to achieve dialogue. Reportedly, the parties could not agree on a meeting date to discuss the issues presented in the Action petition.

The communications gap between the parties reached a peak last month, when a group of some 100 local blacks entered WOKR-TV's studios and demanded a meeting with Ben Larsen, the station's general manager. Accounts of these incidents are conflicting. Mr. Larsen contends that he declined to hold discussions with a group of that number but emphasized that he would be willing to meet with representatives of Action in "a neutral place." Mr. McCuller, on the other hand, claims that Mr. Larson and other WOKR-TV management officials had been "unresponsive" to the demands of the community. "So we took the community to the station," he added. On both occasions, the group dispersed within 30 minutes after each individual filed out an employment application.

Regarding Mr. McCuller's request that the commission intervene to ensure negotiations between the two sides, Mr. Zias said that while the commission "encourages the amicable resolution of disputes between licensees and members of the community on a local level" the rules do not require that licensees enter into such negotiations.

**GAO enlists with Macdonald**

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has been assured the full cooperation of the U.S. comptroller general in developing standards to measure the performance of the FCC and the Federal Power Commission.

In reply to a letter from Mr. Macdonald asking the General Accounting Office to develop the criteria (BROADCASTING, July 17), Comptroller General Elmer B. Staats has said he would have members of his staff meet with the subcommittee staff to discuss the project.

A subcommittee spokesman said a date for the meeting has not yet been set. He added that the two agencies would be consulted in developing the performance standards.

**SOUTHEAST:**

Major market opportunity, 5 kw fulltime AM. Owner will consider offer from qualified buyer capable of handling a multimillion dollar cash transaction.

**Contact Cecil L. "Lud" Richards in our Washington Office**
Daytimers show gains

Seven out of 10 show a profit, and the over-all figures come up, according to NAB survey.

The average daytime-only radio station had a good year in 1971, with seven out of 10 reporting a profit—about the same as in 1970.

Net revenues for the median daytimer, according to the National Association of Broadcasters, rose by 9.04% over 1970 to $114,600, with the profit margin (the relation of profits before federal taxes to revenues) reaching 6.09%. This is the first time the typical daytimer's profit margin has topped 6% since 1968, according to Ron Irion, director of NAB's broadcast management department.

Local advertising in 1971 for the typical daytimer moved up by 8.24%, while national spot business remained virtually steady at last year's level. Expenses jumped by 8.36%, with selling costs, including promotions, rising by 13.41%.

Earnings before federal taxes moved up by 20.69% to $7,000.

In net revenues, daytimers showed double the rate of increases reported for the typical AM station. In operating expenses, the jump was double that of the typical AM radio station. The NAB's financial report on all radio stations was issued last month (Broadcasting, Aug. 1).

The NAB daytimer estimate was based on questionnaire returns from 564 stations.

CPB money still uncertain

Scaled-down authorization clears Hill, but appropriation bill is vetoed.

Congress last week cleared for certain presidential approval the bill that public broadcasters worked for months to avoid—a one-year, $45-million authorization for the Corporation for Public Broadcasting. But CPB's financial uncertainty is far from over.

As expected, the President last week vetoed—for reasons having nothing to do with public broadcasting—the appropriations bill that contains $45 million for CPB. The measure, which provides funds for the Department of Labor and Health, Education and Welfare, was nearly $2 billion over what the administration wanted. The House promptly sustained the veto.

The veto means that even after CPB's authorization bill is signed, the organization will have to keep operating on a continuing resolution, which provides interim money at last year's level, until the appropriations issue is finally settled. Also hanging in the balance is public broadcasting's federal money for facilities.

The new authorization bill calls for up to $25 million, but that figure is academic since the vetoed appropriations bill calls for $15 million. The money is distributed to local stations through the U.S. Office of Education.

The authorization measure, a hasty substitute for a more generous bill that was vetoed last year, got through the House on a vote of 377-to-8. It was then returned to the Senate, which originally approved the bill last month, for minor technical adjustments.

In its final form, the bill actually provides $40 million in flat federal support and up to $5 million in matching of nonfederal contributions. That wording was adopted to accord with the language of pending appropriations legislation for CPB.

Last week's House debate was a shadow of this year's previous squabbles, but it demonstrated the extent of the administration's triumph. On the one hand, there was House Minority Leader Gerald Ford (R-Mich.) commenting that, with passage of this new bill, we can adequately monitor the performance of (CPB) and its personnel. If they disappoint us, then the House as well as the other body will have an opportunity to work their will in the next Congress.

On the other hand, Representative Lionel Van Deerlin (D-Calif.), who said he found such statements "both sinister and chilling," and illustrative of "the necessity of getting public broadcasting out from under the thumbs of politicians." And House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), who expressed similar sentiments, got up only "reluctantly" to support the diminished authorization bill as the best available compromise.

During the same debate, House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) reported that at his request the General Accounting Office is conducting its first audit of CPB. The organization has been privately audited in past years. During debate earlier this year, however, Representative John Heinz (R-Pa.) introduced an amendment to require a GAO audit this year. The proposal, which would also have cut what was then a two-year authorization to one year, lost by a margin of four votes.

Shortly thereafter, Mr. Staggers wrote to request a GAO audit which is authorized but not required by the Public Broadcasting Act. Last week he reported that "it has been started."

More resignations in the wake of Macy

CPB's top television and radio men, John Witherspoon and Albert Hulsen, are latest to announce departure.

John P. Witherspoon, director of television activities for the Corporation for Public Broadcasting, and his radio counterpart, Albert Hulsen, last week became the latest in a series of key CPB executives to announce their resignations.

In a message to the local stations, Mr. Witherspoon said his reasons were "generally related" to those of CPB President John W. Macy, Jr., who announced his resignation earlier this month. It was known that the changing political scene, particularly the President's veto of a CPB authorization bill, was a major factor in Mr. Macy's decision to quit.

In these two cases, however, the tensions within the industry may have been an even stronger factor. More than any other CPB executives, they have been directly involved with the local stations and their financial needs. No positions at the corporation could involve a man more directly in the industry's internal politics.

It is difficult and sometimes dismally frustrating," Mr. Witherspoon told the stations, "to build a broadcasting system comprised of maximum insulated independence for all elements, truly participative decision-making, responsive and responsible programing, and reasonable, statewide cohesiveness. Given a difficult political context, too little money and our well-known tendency for self-destruction, it sometimes seems almost beyond human competence. It is, however, the task we have set for ourselves."

Mr. Hulsen sent the stations a copy of a memo to his staff expressing his intention to stay on during the transition period when new leadership comes in. He did not fix a date for his resignation. Mr. Witherspoon's is effective Oct. 15.

Messrs. Witherspoon and Hulsen are the only current CPB staff members to have come from public broadcasting. Before coming to CPB, Mr. Witherspoon was manager of KPBS-TV, the non-commercial station in San Diego. Mr. Hulsen was station manager of WFCR (PM).
ISC selling out; Amaturo trades up; Griffin expands

**In series of related deals six stations will change hands**

ISC Industries Inc., Kansas City, Mo., financial and investment firm, is exiting from the broadcast business, it was learned last week. A spokesman for the firm said agreements have been reached to sell the five broadcast properties licensed to Intermedia Inc., ISC's wholly owned broadcast subsidiary, to three different interests. The transactions, all of which are subject to FCC approval, involve a total consideration of more than $5 million.

A Hartford, Conn., group headed by Joseph C. Amaturo will acquire Intermedia's KQTV (TV) (ch. 2, ABC) St. Joseph, Mo.; KGRV (FM) St. Louis and KLYX (FM) Clear Lake City (Houston), Tex.

A Kansas City businessman, Robert P. Ingram, will buy Intermedia's KBEY (FM) there; the firm's AM in the Kansas City market, KBEA Mission, Kan., will go to the current Intermedia president, Mark L. Wodlinger.

It was emphasized that prices on all the transactions are subject to adjustment. The Amaturo group would pay an estimated $3.6 million for KQTV and about $500,000 each for KGRV and KLYX. The total price of the Kansas City AM-FM combination was put at $950,000, with no breakdown available last week.

In requesting the FCC's approval of the three transfers, Intermedia will ask for a waiver of the commission's three-year-holding requirements. Intermedia was established in 1969 with the acquisition of KQTV. Transfer applications are currently being prepared.

In explaining the reasoning behind the divestiture, the ISC spokesman said the properties "did not develop economically as hoped." ISC, he said, has determined that the broadcast subsidiary "just was not a successful venture." The firm will concentrate its future efforts in its principal lines of business, the ownership and operation of investment, financial and insurance companies.

Paul Hamilton Jr. is the chief executive officer of ISC, a publicly owned corporation.

Mr. Amaturo and his associates are the stockholders of WPOP (AM) Hartford. In a related announcement last week, the Amaturo firm said it has agreed to sell that station to Metromedia personality Merv Griffin for a sum "in excess" of $2.5 million. That transaction is also subject to FCC approval.

Mr. Griffin is acquiring WPOP through his wholly owned January Productions. He is host of the *Merv Griffin Show*, for-
merly carried on CBS-TV and now syndicated by Metromedia Producers Corp. Other January stations include WMDI-(AM) Atlantic City; WENE-(AM)-WENV- (FM) Epidotte, N.Y.; WBAX-(AM)-Wilkes- Barre, Pa., and WWCW-(AM)-WIOF-(FM) Waterbury, Conn.

Mr. Amaturo will serve as consultant in the operation of WPOP following consummation of the sale.

Edwin Tornberg & Co., New York, served as broker in the Amaturo transaction.

KOVT-(TV) operates with 100 kw visual and 20 kw aural and an antenna 910 feet above average terrain. KGTV is on 107.7 mhz with an antenna height of 320 feet. KLYX is on 102.1 mhz, also with 100 kw, and an antenna 920 feet above average terrain. KBEY-(FM), also a 100-kw facility, operates on 104.3 mhz with an antenna height of 450 feet. KBEY is full time on 1480 kzh with 1 kw day and 250 w night. WPOP is full time on 1410 kzh with 5 kw.

**Kaiser, Field seek OK**

Kaiser Broadcasting Corp. and Field Communications Corp. last week jointly sought FCC approval of their plan to form a partnership consisting of five Kaiser UHF stations and Field’s WFLD-TV (ch. 32) Chicago (BROADCASTING, May 29). Under terms of the proposal, a new company will be formed to operate WFLD-TV and the Kaiser properties—WKFB-TV Boston-Cambridge, Mass., WKBF-TV Cleveland, WKBV-TV Detroit, WKBV-TV Burlington, N.J. (Philadelphia), and WHKB-TV San Francisco—in which Kaiser would have an 80% interest and Field 20%. The new company would retain the Kaiser Broadcasting Corp. name. Not included in the deal is Kaiser’s UHF station in the Los Angeles market, KBSC-TV Corona, Calif., which is to be sold.

**Out, AFTRA.** The six-member staff of KBON(AM) San Bernardino, Calif., in a National Labor Relations Board supervised election on July 28, voted out the American Federation of Television and Radio Artists as exclusive bargaining agent for employees of the station. AFTRA had represented all newsmen, announcers and performers at the station since Sept. 1, 1969.

**NATAS says TV is 25**

The National Academy of Television Arts and Sciences resumes publication of the *Television Quarterly* in September with an issue devoted to what it has determined to be the 25th anniversary of television.

Columnist Harriet Van Horne, editor of the *Quarterly*, said last week the board of the academy decided that 1947 was “the year when people began to become aware of television as a medium and when they started to go out and buy sets” and felt that a 25-year retrospective was indicated.

Contributors to the fall issue will include comedy writer Goodman Ace; CBS sports reporter Heywood Hale Broun; NBC News producer Fred Freed; Lawrence Laurent of the *Washington Post* television production executive David Levy; pioneer television producer Worth- ington Miner; veteran soap opera writer Agnes Nixon and producer-writer-per- former Carl Reiner.

**NBC gathers research, planning under Rubens**

He reports to Adams; Order from MGM and Coffin report to him

Consolidation of NBC’s research and corporate planning activities under William S. Rubens in the newly created post of vice president, research and corporate planning, was announced last week by David C. Adams, NBC chairman.

Mr. Rubens, who has been vice president, audience research, will report to Mr. Adams. Under Mr. Rubens, Thomas E. Coffin, who has been research vice president, becomes vice president, research planning, and Alfred Ordover, who has been director of development and planning for MGM Television, Hollywood, will join NBC in New York as director, corporate planning.

Dr. Coffin will be responsible for developing and advising on new research methodology, formulating research plans, guiding basic research projects and serving as senior professional adviser, and will continue to represent NBC in industry organizations engaged in research. Mr. Ordover will be responsible for identifying and interpreting economic and other trends affecting broadcasting, developing long-range plans and providing staff services to assist NBC operating divisions in their planning and development projects.

In other changes, J. Ronald Mil lavsky, a key figure in NBC’s current studies of possible relationships between TV violence and the behavior of young people, was promoted from manager to director of social research. He will report to Mr. Rubens, as will Gerald M. Jaffe, director, audience measurement; Richard D. Lind- heim, director, program research (based in Burbank, Calif.); Sam Tuchman, di- rector, special research projects, and Terry G. Vavra, director, news audience research.

The changes, announced following the disclosure that Allen R. Cooper had re- signed as vice president, planning (BROAD- casting, Aug. 14.), become effective Sept. 4.

**Funds seek waiver of 3% rule**

Two investment funds serving the academic community have asked the FCC to waive its multiple-ownership rules to permit them to maintain their present level of broadcast holdings.

The Teachers Insurance and Annuity Association and the College Retirement Equity Fund, which manage investments for the two funds for 2,300 educa- tional institutions, asked the commission to treat them in the same manner as banking organizations as far as the mul- tiple-ownership rules are concerned. This would allow them to maintain a bench- mark of 5% in holdings in broadcast licenses.

The request follows a ruling by the commission in connection with the approval of Metromedia Inc.’s purchase of WTCN-TV Minneapolis-St. Paul. In that ruling, the commission interpreted CREF—which has a 4.56% interest in Metro- media—to divest of all broadcast hold- ings in excess of 3% of a respective company. Three per cent is the benchmark designated by the commission for maximum broadcast holdings in mutual funds.

In their pleading TIAA and CREF claimed that their investment functions resemble those of the trust department of a banking institution rather than those of mutual funds. They claimed the serv- ice they provide to beneficiaries entails the management of pension plans (with assets of $4.6 billion) for investment purposes only, and is not designed to gain control of companies or to influence their management.

**More NAB rap sessions**

Six more radio-TV mini-conferences are scheduled for the next month by the Na- tional Association of Broadcasters. The meetings, begun two years ago, are limited to 25 to 30 broadcasters and are promoted as shirt-sleeve, informal, openend working sessions to deal with and minor issues with key NAB staffers.

The schedule: Sept. 13, San Diego, West Gate Plaza; Sept. 14, San Fran- cisco, Fairmont hotel; Sept. 15, Portland, Ore., Sheraton hotel; Sept. 20, Chicago, Sheraton O’Hare hotel; Sept. 21, Wausau, Wis., Wausau club; Sept. 22, Minne- apolis, Ritz Sheraton hotel.

**Drop out. Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) resigned last week as a member of the American Revo- lution Bicentennial Commission be- cause he does not have time for it and has an unexpired term of the commission’s operation. The sen- ator described the commission as a “rather loose” operation in which the members “don’t really know what’s going on. I don’t like the general smell of the whole thing,” he said.**

**More on PBS board**

Five new public members have been added to the enlarged board of the Public Broadcast ing Service. Named last week were Thomas I. Atkins, secretary for communities and development, Mass-achusetts; Erwin D. Canham, editor, *Christian Science Monitor*; Dottie Ann Cole, teacher and businesswoman, De- troit; Leonard Woodcock, president of the United Auto Workers; and Sam E. Wylly, president and chairman of the board, University Computing Co., Dallas. Paul O’Neill, who earlier this year enlarged its board from 12 to 19 members. Six new station members will be added shortly.
Olympics may draw biggest worldwide audience ever — and there'll be plenty to see

ABC-TV readiness for 17 days of prime-time coverage; so, in varying degrees, do representatives of over 100 nations: the result may be seen by more than a billion viewers

ABC-TV will begin its record 61½ hours of satellite coverage of the 1972 summer Olympic games from Munich with a two-hour Summer Olympics Preview on Friday (Aug. 25) at 8-10 p.m., EDT. ABC's entire weekday prime-time schedule over the next 17 days will be devoted to the Olympics, along with extensive weekend coverage both in prime-time and during the afternoons.

This could be the most widely viewed event, around the world, in TV history. The Ampex Corp., which by its own assessment is furnishing nearly a third of the estimated $30 million in television equipment (not including satellites) assembled for the games, estimates that an international TV audience of about a billion people will see at least a portion of the Olympics this year, compared to the 800 million viewers of the 1968 Olympics in Mexico City. ABC will be joined in its coverage by the NHK of Japan, England's British Broadcasting Corp., the Canadian Broadcasting Corp., and the DOZ, the German television authority specially set up for the Olympics. These networks, plus those of more than 100 other countries, will record and edit program material geared for their own particular audiences.

The announcers for ABC's coverage make up what ABC calls "the largest team of reporters and commentators for any sports event in history." The play-by-play will be handled by Jim McKay, Chris Schenkel, Howard Cosell, Frank Gifford, Bill Flemming, Keith Jackson and Bob Beattie.

In addition, ABC has signed on a total of 10 experts to provide the commentary. Bill Toomey, a decathlon champion at Mexico City's Olympics four years ago, will do the color on the track-and-field telecasts. Erich Segal, author of Love Story and a regular competitor in the Boston Marathon, will analyze the distance events and do "mood pieces" on some of the Olympic participants. Marty Liquori, the athlete who got through the entire year of 1971 without losing a race (defeating such runners as Jim Ryun), will lend his expertise to the middle-distance events.

Bill Russell, the former Boston Celtics' pivot (now player-coach) and the center on the 1956 Olympic team, will cover the basketball games. The swimming and diving events will be handled by three previous Olympic gold-medal winners: Murray Rose, Donna de Varona and Ken Sitzberger. Ken Kraft, Bill Stowe and Gordon Maddux are college coaches who will provide the commentary on wrestling, rowing and gymnastics, respectively.

On the radio network side, only CBS will undertake special (although not exclusive) coverage. It will send two of its sports reporters, Dave Marash and Don Klein, to file daily on-location reports from Munich; these will be packaged and sent out over the CBS Radio Network.

"An army of personnel and an arsenal of equipment" is the way the ABC sports people described their order of battle for summer Olympics coverage. ABC is adding 16 of its own color cameras to the 100 (operated by the two combined German TV networks) already on hand in Munich. ABC will also employ up to 300 production people, engineers, interpreters and drivers, and its technical equipment will include 18 of its own video-tape machines; five different mobile units; three slow-motion machines (in addition to the five employed by the Germans for world coverage); two separate control centers (one of them used for backup purposes, but also to permit ABC to prepackage shows while simultaneously feeding for satellite coverage).

ABC will have eight film camera teams on the lookout for feature sidebars on the country and its people, and one portable mobile unit will roam around the immediate area, from the Olympic stadium, the indoor sports hall (which will be used mainly for the gymnastics competition) and the swimming stadium, out to the cycle rack and boxing hall and the rowing and canoeing regatta course.

ABC says its main control-room console will have 30 monitors, "with the ability to accept coverage from as many as 15 different venues at one time."

The satellite signal, according to ABC, will be routed from the TV control room in Munich to a video converter at the ground station in Raisting, Germany, up to the satellite, down to the receiving station in Maine, via land lines to the ABC control room in New York, and via the ABC television network to the rest of the country.

This Friday's preview on ABC will be compiled from roughly 300 hours of footage of the Olympic trials, AAU and NCAA meets, and foreign events. Among the athletes to be featured are 1,500-meter runners Jim Ryun and Kenya's Kip Keino, freestyle swimmer Shane Gould of Australia, the Russian sprinter Valery Borzov, heavyweight fighter Duane Bobick of the U.S., and the American decathlon team, whose selectors never lost a game in Olympic competition.

On Saturday (Aug. 26), the opening ceremonies will be transmitted live from 10 a.m. to 12 noon (NYT), with taped highlights of the ceremonies, and a forecast of early events, scheduled at 8-9 p.m. The first events get under way on Sunday (Aug. 27), and ABC will do a live telecast at 3:30-6 p.m. and a videotaped wrap-up that night, 8-9 p.m.

Full prime-time coverage (8-11 p.m.) begins Monday (Aug. 28), to continue until the final events and closing ceremonies on Sunday, Sept. 10, 1:30-4 p.m. (with a summary of the entire 17 days' coverage at 8-9:30 p.m.).

UHF's seek first call on ad hoc networks

ACTS asks FCC for rulemaking aimed at giving those stations priority right of refusal for temporary hook-ups

The All-Channel Television Society has asked the FCC to require that independent UHF stations be afforded preferential treatment in their acquisition of clearances for the program services of "occasional" television networks.

ACTS, the national organization of UHF licensees, last week asked the commission to implement a rulemaking proceeding on a proposal that would require such networks to give first-refusal rights to an independent UHF station in markets where there are three network affiliates as well as an independent VHF. The proposed rule would affect networks operating on an occasional basis only—such as regional pools for the telecast of sports events.

The request was filed in connection with a similar pleading at the commission last December by KXUL(TV) (ch. 65 St. N.E., Wash. D.C. 20002 (202) 783-2700) World's Most Sophisticated Video Tape and Film Laboratories Better than broadcast quality tape to tape, film to tape, tape to film transfers Video Tape and Film Laboratories 28
Now, we're into Broadcasting
Up to here with the Beatles? Can't take another word about the Stones? Long for those good old songs about loving and losing, hard work and lean times, mean men and soft women? You may be ready for country music.

Broadcasting is. That's the story we'll be telling in full in the next of our special reports on music and radio. It may be the most exciting yet. It treats what is assuredly the most exciting growth area in radio entertainment today: the phenomenal success of stations that have taken the Nashville sound and made it All-American. From coast-to-coast, in large markets and small, country music has taken the nation by storm. Whether Johnny Cash country, or Kris Kristofferson country or, from Canada, Anne Murray country, American audiences have been wooed and won. A new, and most profitable, brand of radio has been created in the process.

What country hasn't had, but can no longer be denied, is recognition. That's what Broadcasting will provide in its September 18 issue. We'll tell the what of that story—the artists responsible for this new renaissance of an old American art form, the program genius that seized upon it to create the industry's fastest-growing programming segment, the stations that have made such impressive capital out of country. We'll also try to tell the why.

If you care about country music or radio, you'll want to read the September 18 issue. If you are country music or radio, you'll want our readers to read about you. Deadline for advertising: September 11.
New minority issue thrown up to ABC-TV

Screen Actors Guild says Greek actor was dismissed from role in favor of Mexican-American, seeks clarification of policy

The Screen Actors Guild is pressing ABC-TV to clarify its ethnic-minority hiring practices. In a letter to Stuart Mandel, the network's director of labor relations and legal affairs, West Coast, Chester L. Migden, an executive of the guild, seeks clarification of an incident involving actor Nico Minardos, a Greek, who is hired to portray a Mexican character, the text says.

According to Migden, Minardos was hired during the 1970-71 season to play a Mexican in an episode of "All in the Family," in spite of the protest of the militant chicanos organization, Justice, which felt that a Mexican-American should have been cast. A sequel was prepared for the 1971-72 season and the plan was to have Mr. Minardos return to the role. But the network notified the actor that he was "counterproductive to the network's efforts to portray Mexican-Americans in a favorable light."

However, according to the letter, Minardos was hired to portray a Mexican in another episode of "All in the Family" and to play a Mexican character in the network's syndicated series "Television, Love, American Style." The network's hiring practices were questioned by Justice and the Screen Actors Guild.

SEXISTS TAKE NOTE

The Playboy magazine centerfold concept comes to network television in the fall when ABC-TV's "Love, American Style" introduces a different undraped "lovemate" each week. A total of 23 girls will be presented during the season, each displaying her charms in a weekly feature just prior to the program's station break. Produced by Paramount Television, Love, American Style is going into its fourth network season.

ABC-TV buys CBS's triumph, 'My Fair Lady'

Movie version of the play that brought millions to its backer brings $3 million more from rival

Acquisition by NBC-TV of the U.S. television rights to the movie version of "My Fair Lady" was announced last week. The price was reported to be at least $3 million for two television showings. ABC-TV bought the rights from CBS Inc., which backed the 1956 Broadway success on which the 1964 movie picture version was based.

The movie property was owned principally by CBS Inc., with Herman Levin, producer of the Broadway show, and members of the estate of George Bernard Shaw, on whose "Pygmalion" the play was based, holding minority interests.

Under an arbitration settlement involving CBS and Mr. Levin, it was stipulated that CBS would not have automatic rights to the movie for TV. It is understood that ABC as well as NBC bid for the TV rights but that CBS elected not to participate.

No air date has been set for the film, which stars Rex Harrison and Audrey Hepburn. A spokesman for NBC said it is available for presentation this year but may be held over until 1973. The film runs 170 minutes and with commercials can stretch beyond three hours. The network prefers to telecast "My Fair Lady" during a single evening although in the past it has shown some lengthy films on two nights.

ABC is next to divest program-sales operation

In compliance with FCC ruling, ABC Films will be sold to group of parent firm's officials, unlike CBS, which spun off Viacom

ABC Inc. has reached an agreement in principle to sell its program-distribution arm, ABC Films Inc., to a group of that subsidiary's operating officers ("Closed Circuit," Aug. 14).

Elton H. Rule, president and chief operating officer of ABC Inc., said last week in announcing the move that the agreement is subject to the execution of contracts and approval by ABC Inc.'s board of directors. It is anticipated that the transfer of ownership will take place within a few months. The company will then be operated under a new name.

Though financial details of the transaction were not revealed, the sales price was reported to be more than $6 million, and informed sources said it could rise to $10 million if certain options in the agreement are exercised.

The agreement covers more than 300 TV series, packages and individual programs in domestic and overseas distribution; ABC Pictures' theatrical productions for foreign sale, and a sizable number of "Movie of the Week" feature films.

The divestiture of ABC Films Inc. results from an FCC ruling prohibiting television networks from engaging in domestic program syndication as of June 1, 1973. CBS's program-syndication activities were spun off into Viacom International Inc. last year, and NBC reportedly is in the process of disposing of NBC Films.

Principals in the group of buyers of ABC's program syndication unit are Kevin O'Sullivan, president of ABC Films; Neil Delman, president, administration; Jerry Smith, vice president, national sales; Colin Campbell, vice president, international sales, and Howard Lloyd, vice president, West Coast.

Mr. O'Sullivan has also been serving as president of ABC International Inc., which has minority interests in companies operating TV stations in Latin America and provides program purchasing and/or sales representation services for stations in 23 countries. Mr. O'Sull-
Bell calls for rerun rule
The campaign against network prime-time reruns being waged by entertainment industry guilds and unions gained a congressional ally last week when Rep-resentative Alphonzo Bell (R-Calif.) wrote to FCC Chairman Dean Burch urging him to initiate rulemaking pro-cedings to restrict the use of reruns.

In his letter, dated Aug. 15, Mr. Bell charged that TV networks and stations "have abused their responsibility to the public by making reruns a staple of pro-gaming instead of an occasional exception." He said "there can be absolutely no justification for almost one-half of a year's prime broadcasting to be set aside for programs which have already been presented to the public." Anticipat-ing that the FCC may be reluctant to interfere in a matter that concerns pro-gaming, the congressman assured the commis-sion that he does not believe "that a limitation on the scheduling of re-broadcasts can be considered in any way a governmental intrusion into pro-gam-content."

Violence profile could be drawn in 2-4 years, Richardson replies to Pastore urging
Prodded by a Senate Communications Subcommittee staff executive, the De-partment of Health, Education and Welfare has estimated that a TV violence profile could be available in two to four years. This was the report last week by Elliot L. Richardson, secretary of HEW, in a letter to Senator John O. Pastore (D-R.I.).

Mr. Richardson's comments were in response to an inquiry made for Senator Pastore by Nicholas Zapple, communications professional on the subcommit-tee's staff, after Mr. Richardson had told Senator Pastore what HEW planned to do to establish a TV violence index (Broadcasting, Aug. 7). In that state-ment, Mr. Richardson reported that a simple index was infeasible, but that a profile, taking into account a number of factors, was a feasible possibility, re-quiring more research.

In his latest statement, Mr. Richardson said that research toward the establish-ment of a TV violence profile is con-tinuing. He specifically mentioned the work being done by Dr. George Gerber of the Annenberg School of Communi-cations, University of Pennsylvania, un-der a $100,000 grant from HEW's Na-tional Institute of Mental Health. Dr. Gerber, he said, is scheduled to submit a progress report in January. From other sources, it was learned that more than $450,000 in NIMH grants is dedicated to research on TV violence and its im-pact on youth.

The idea of a TV violence index origi-nated with Senator Pastore after he re-ceived the report of the surgeon general on TV violence and children earlier this year, which found inconclusive an out-stand-out correlation between TV violence and aggressiveness in children (Broad-casting, March 27).

Storer ice hockey deal
Storer Broadcasting Co., which has U.S. rights to telecast four hockey games be-tween a Canadian team and a Russian team, announced last week it has assem-bled a group of 24 stations to carry the matches from Canada next month.

The games will be broadcast via the Storer Sports Network to stations includ-ing WPIX(TV) New York; WGN-TV Chi-cago; KJH-TV Los Angeles; WSBK-TV Bos-ton; WAGA-TV Atlanta; WJW-TV Cleve-land; WHEC-TV Rochester, N.Y., and WTEN-TV Albany, N.Y.

The games will be played in Montreal on Sept. 2; Toronto, Sept. 4; Winnipeg, Sept. 6 and Vancouver, Sept. 8. They will be telecast live to many of the participat-ing stations, although some outlets will present them on a delayed basis.

Program Briefs

Studio move. Screen Gems, operating from the Columbia Pictures lot in Holly-wood since its inception 20 years ago, has moved more than 100 administrative and production people to Warner Bros. lot in Burbank, now known as the Burbank Studios. Move includes executive offices of Screen Gems and its team of independent and studio producers. Film production is now in new building on back lot of Burbank facility. Columbia Pictures lot—Screen Gems is TV division of Co-lumbia Pictures Industries—is up for sale. Columbia and Warner each own 50% of Burbank Studios. Screen Gems Colgems Square, Burbank, Calif., 91505.


Fidelipac Automatic Tape Cartridges have already been sold and that means our goal of 1 billion isn't really that far away. Because being compatible with all standard broadcast cartridge machines and available in all standard lengths, Broadcasters know Fidelipac. They know its operating superiority, they know its true sound fidelity and they know its long-lasting life. That's why they want it. That's why they buy it. That's why it's the standard for the Broadcast Industry. Get to know Fidelipac yourself. With your help, we'll be able to say, "Only 974,999,999 to go."

For additional information on the Fidelipac Cartridge Line, call your local Fidelipac distributor or write to

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3 Olney Ave.
Cherry Hill, N.J. 08034
(609) 424-1294

Broadcasting Aug 21 1972 33
expressly made for TV and 12 have been telecast previously on the networks.

Over the net, into the rink. NBC-TV has scheduled live Sunday afternoon World Championship Tennis telecasts beginning Feb. 18, which will precede the network's weekly National Hockey League telecasts.

For blacks, by blacks. KPBC-TV Houston will present Sept. 6, 9-10 p.m. Going Through Changes, a documentary produced by black newsmen at the station. The program traces the Houston black community through the Civil War to the present. It will be fully sponsored by the local Main Bank, but commercials will be presented only fore and aft of the program.

No sale. Tomorrow Syndication reported last week it has suspended its live program, Pro Football from Canada, effective with last Wednesday's (Aug. 16) telecast. Weekly coverage of Canadian Football League games to 105 U.S. stations was halted after eight weeks because of "a lack of national sponsorship," according to Tomorrow spokesperson.

PBS to OK3. Public Broadcasting Service has offered recreations of Sunday Spasky-Fischer chess-championship games—now being carried on public stations in New York, Boston, Rochester and Scheectady—to its entire nationwide network, thanks to grant by IBM to underwrite production and broadcast charges.

New consultants. Programing Aids and Services, Los Angeles, has been formed as radio consulting firm by Russ Barnett, former program director for KMPC(AM) Los Angeles. Firm will specialize in programing, but also will provide services in other station operations.

'Nile' in syndication. Time-Life Films has placed into syndication The Search for the Nile, six-one-hour episodes that were carried on NBC-TV earlier this year. The series is being sold for showing on stations in early 1973.

Regional sex. Storer Broadcasting's KGAS(AM) Los Angeles has placed its high-rated Feminine Forum on regional network broadcast, Bill Balancce California Feminine Forum, is carried daily, simultaneously and live on KSDD(AM) San Diego, KNEW(AM) Oakland as well as KGAS. Format remains same with disk jockey Bill Balancce carrying on two-way telephone conversations with female subjects with women callers (BROADCASTING, July 31).

International goes global. Independent Television Network has obtained TV rights for three years to Washington, D.C., International to be run Nov. 11 this fall at Laurel (Md.) Race Course. Tommy Roberts, TVN, as well as president of WMTR(AM) Camden, N.J., said the $150,000 classic would be fed to about 150 stations in U.S. and relayed overseas via satellite. Friday night (Nov. 10) show will be aired with taped highlights of Indianapolis 500 action and live coverage of dinner-dance gala at Laurel. 2775 Mount Emprairn Ave., Camden, N.J., 08104.

On order. Sony Corp. of America, New York, announced that Ford Motor Co. had ordered 'nearly 4,000' Sony U-Matic color video-cassette players for use in Ford's communications to Ford and Lincoln-Mercury dealers. By end of year, players will have been installed with Philco-Ford TV sets in 4,000 dealerships in U.S. and Canada for use in playing tape-cassette programs presenting information to dealer personnel demonstrating product features to showroom visitors.

Youthful approach. Steve Kahn, president of Youthways Corp., New York, has announced formation of Youthways Productions, which he said will focus on "programming for forgotten' 12-to-17-year-old market." Youthways' first program will be one-hour telecast of 'Miss American Teenager Contest,' to be co-produced with Universal Entertainment Corp., New York. The Sept. 9 special will be placed in about 60 markets on barter basis, 405 Park Ave., New York. Telephone (212) 421-4488.

Wambaugh mini-series. NBC-TV last week announced the development agreement with Lorimar Productions for presentation of The Blue Night, dramatization of the life of police detective Joseph Wambaugh. Program will be formulated into four-part "mini-series" in 1973-74 season. Lee Rich will be executive producer and Rod Serling will write script. Mr. Wambaugh, author of 'The New Centurion,' from which current Columbia motion picture has been adapted, is member of the Los Angeles police department.


Coach's show. Total Communications Systems, Pittsburgh, will again make available weekly radio series Football, Paterno Style. Show, featuring Penn State's head football coach, Joe Paterno, will cover range of football topics, including Penn State team and opponents.

Reprise. Murray Kaufman, who set style and pace for younger-set disk jockeys during tenure at WINS(AM) New York in late fifties and early sixties, has returned to New York weekend radio—on WNBC(AM). Murray the K and his Swinging Soiree features music from those simpler days, plus interviews he conducted with Beatles and other stars of time. Show is broadcast from 4 p.m. to midnight Saturday, 3 to 9 p.m. Sunday.

For 1973. ABC-TV has commissioned half-hour situation comedy version of "Bob & Carol & Ted & Alice," hit movie of 1969, from M. J. Frankovich, film producer, and Screen Gems, for 1973-74 season. Producer will be Larry Rosen, who produces Screen Gems' The Partridge Family on ABC. Larry Tucker, who co-authored movie, will write and story editor.

Journalists would get modified protection under Ervin measure

Government would have to prove it needs confidential information before it could subpoena newsmen

The chairman of the Senate Constitutional Rights Subcommittee last week introduced the newsmen's-privilege bill he believes stands the best chance of gaining widespread support in Congress. Senator Sam J. Ervin, Jr., (D-N.C.) said in remarks prepared for the Congressional Record that the measure (S. 3925) is designed to "protect newsmen from compulsory disclosure of information in federal criminal proceedings when such disclosure is not necessary for the proper functioning of the criminal justice system."

The measure, introduced last Wednesday (Aug. 16), was co-sponsored by Senator James B. Pearson (R-Kan.).

A spokesman said last week that Senator Ervin hopes to report the bill out of his subcommittee later this year without hearings.

The legislation was sparked by last June's Supreme Court decision holding that the First Amendment does not grant newsmen immunity from disclosing sources and information before grand juries (BROADCASTING, July 3). The Ervin-Pearson bill is based on Justice Potter Stewart's dissent in that decision. Justice Stewart contended that newsmen should be required to testify only if the government could show a "compelling and overriding" interest in the information—which could not be obtained elsewhere.

As defined by S. 3925, "newsmen" means anyone "who gathers information for dissemination to the public as news or pictures" through the press, radio, television or any other medium. It specifies that a newsmen can be compelled to testify "in a criminal proceeding before a federal grand jury or a criminal action in a federal court" only if (1) the information sought is based on the newsmen's "personal knowledge" rather than "hearsay communications" he receives; (2) "the information tends to prove or disprove the commission of a crime," and (3) the information is not available from another source.

The bill also provides that a newsmen called to testify may move to quash the subpoena on the ground that the testimony sought does not meet the three conditions.

In his statement, Senator Ervin pointed out that hearings the subcommittee held last fall and earlier this year "underscored the threat which careless and widespread subpoenaing of newsmen poses to freedom of the press in America." The hearings dealt, in part, with a newsmen's privacy. Senator Pearson had introduced earlier (BROADCASTING, Oct. 4, 1971, et seq.) S. 3925, Senator Ervin contended.
"incorporates a reasonable balance between the competing interests of law enforcement and freedom of the press. I believe this bill can win widespread congressional support and be enacted into law."

Legislation recommended earlier this month by the Joint Media Committee, a coalition of five news organizations that includes the Radio-Television News Directors Association, would also protect newsman from having to disclose confidential information (BROADCASTING, Aug. 7). But the protection would not apply to the source of any allegedly defamatory recordings (cases where the defense is based on that information. In addition, the privilege could be divested if the court determined that the newsman probably had information relevant to a law violation, that the information cannot be gathered by alternate means, and that there is a "compelling and overriding national interest" in the information.

Republicans won't quit on reply to McGovern

They seek 'Zapple ruling' to get time for spokesman to answer Democratic candidate

The Republican National Committee last week asked the FCC to rule that the nationally broadcast coverage of an Aug. 5 address by Democratic presidential candidate Senator George S. McGovern obligated ABC, CBS and NBC to give time to a Republican party spokesman. The party request was a sequel to a telegram sent to FCC Chairman Dean Burch (with copies to the other six commissioners) a week earlier by the party chairman, Senator Bob Dole (R.-Kan.) (BROADCASTING, Aug. 14). The Dole telegram was sent after the three radio-TV networks had rejected his request for time. The Mutual Broadcasting System, which carried the McGovern speech on its radio network, offered a Republican spokesman 15 minutes.

ABC, CBS and NBC declined for various reasons. NBC said the speech was a bone-fide news event and thus exempt from the equal-time law. CBS also claimed the news-event exemption from Section 315 and said its over-all treatment of the campaign has been consistent with the fairness doctrine. ABC, though not mentioning Section 315, said it regarded the entire campaign as a continuing event and that it would strive to keep its coverage "fair and balanced."

In its formal complaint against NBC, CBS and ABC last week the RNC repeated Senator Dole's contention that the coverage came under the commission's "subdoctrine" governing fairness in political broadcasts not embodied in Section 315—the so-called "Zapple ruling" (a term derived from the vehicle in which the ruling was first stated, a letter to Nicholas Zapple, communications expert and former Senate Committeee staff). The Zapple ruling obligates broadcasters to give balanced treatment to the supporters of contending candidates.

The McGovern appearance at issue was his announcement of his choice of R. Sargent Shriver to replace Senator Thomas Eagleton as the Democrats' vice-presidential candidate. The RNC claimed that Senator McGovern used only about one minute of his 16-minute address to dispose of the Shriver announcement, and devoted the rest of it to an attack on the President.

In filing the RNC asserted that the political nature of the McGovern speech disqualifies it from consideration as a news event of the kind exempt from Section 315. The committee said that a 1959 House report on amendments to Section 315 emphasized that the "bone-fide" news exemption was intended to cover only the broadcast appearances by a candidate that are "brief and clearly incidental"—not those "designed to serve the political advantage of that candidate."

The Republicans have asked for an application of the Zapple ruling—covering spokesmen for candidates—instead of the equal-time law that applies to candidates themselves because they will have no candidate until their convention meets this week.

The networks were given until Aug. 25 to respond to the Republican complaint.

ABC gets exclusive on Clark's Hanoi trip

By pre-arrangement, former AG took network-loaned camera and recorder to North Vietnam

ABC News claimed a beat on its broadcast and print competitors last week with films and audio tapes recorded by Ramsey Clark, former U.S. attorney general, on his now controversial visit to North Vietnam.

ABC authorities reported that Mr. Clark carried with him on his trip a 16mm silent film camera and a tape recorder "on loan from ABC News." Upon his return to the U.S., they said, the ABC-TV Evening News with Howard K. Smith and Harry Reasoner last Monday (Aug. 14) carried a four-minute interview that included some of the films shot by Mr. Clark showing U.S. prisoners of war and scenes of bomb damage. In addition, a portion of Mr. Clark questioning POW's, were edited into a 24-minute special for presenta-

Convention watchers. A. C. Nielsen Co. estimated last week that almost 53.5 million homes tuned in to the three-network television coverage of the 1972 National Democratic Convention in Miami Beach last month. Nielsen said this represents 88.1% of the nation's TV households. Each of the homes averaged 6.7 hours of viewing during the four days of the convention, Nielsen reported. CBS and NBC began coverage at 7 p.m. each night and ABC at 9:30 p.m.

Inside China with NBC

NBC News producer Lucy Jarvis and a crew of five flew to the People's Republic of China last week to begin production of a group of special programs. Reuven Frank, NBC News president, said Mrs. Jarvis is "the first American to receive an invitation from the People's Republic of China to film news documentaries there."

The invitation will be part of a cultural exchange established during President Nixon's visit to China last winter.

Mrs. Jarvis and the crew will be in China for five weeks filming the specials. The subjects of the programs will be announced later. Accompanying Mrs. Jarvis are Tom Priestley, director; Bryan Anderson, cameraman, David Liu, second cameraman and sound engineer; Joan Goldberg, associate director, and Audrey Topping, researcher.

Judge prescribes what can be reported

He orders coverage confined to record made in open court

A Southern California superior court judge has ordered severe restrictions on news coverage of a criminal trial. The order limits coverage to the formalities of open-court proceedings.

Judge Julius A. Leetham, of Norwalk, issued a five-page document that among other prohibitions, bans the public release of any statements by the defendants relating to the case and the use of any documents or exhibits or other evidence. The order also prohibits the identification of prospective witnesses or release of information about their testimony. The case involves two men charged with the shotgun slaying of a 4-year-old girl.

Not covered by the "gag order" is the reporting of factual statements such as the defendant's name, age, residence, occupation, the nature and substance of charges filed against him, circumstances of his arrest, quotations from the public record and scheduling of result of any judicial proceedings held in open court.

Judge Leetham stated that "constitutional protections are of little value if the news-disseminating agencies seek, investigate, editorialize and disseminate information of proscribed character with respect to this case giving anonymity and asserting protection as to their sources of information."

Your own polls

Sindlinger & Co., the marketing and opinion research firm in Swarthmore, Pa., is offering regular political surveys to subscribers. A free subscription is now until after the November election.

Subscribers will receive regular up-
Athens, Ohio (Ohio the public-radio category, west, Talks, cial- television two for The of America Business and editing; on-air or more; of the Radio Television News Directors Association.

The survey, published in the August issue of the RTNDA Communicator newsletter, was based on responses from 225 broadcast news operations. It showed that half of the stations employ at least one full-time newswoman and nearly two-thirds employ at least one part-time woman. Of 95 radio stations responding, 23% employ one woman, and 9% employ two or more; of 85 TV stations, 35% employ one and 35% employ two or more, and of 45 TV-radio operations, 30% employ one, 36%, two or more.

Two-thirds of the stations in areas of one million or more employ newswomen, compared to less than half in smaller markets, the survey showed.

How many news directors believe that a woman could handle various news jobs as well as a man? According to the survey, 96%, though women could handle on-air field reporting; 95%, news writing and editing; 82%, tape or film editing; 68%, newscasting, and 47%, newsfilm shooting.

The survey also revealed that a woman regularly serves as a newscaster on 35% of the responding TV stations and 21% of the radio stations.

Business broadcast awards

The Mortgage Bankers Association of America has given its 1972 Janus awards for excellence in financial reporting to two commercial and two noncommercial stations.

KTRU-TV Houston won in the commercial-television category for The Business Report, a weekly feature by Robert S. Gray. KCBU (AM) San Francisco won in the commercial-radio category for Money Talks, broadcast 12 times each week by producer Ray Hutchinson.


Equipment & Engineering

A new way to deliver pay television

That's how unexploited microwaves assigned to multipoint service are now seen by eager applicants

An allocation in the microwave section of the radio spectrum that has lain fallow for more than a decade has suddenly attracted attention. The band is 2150 to 2160 mhz, allocated for common-carrier, multipoint distribution service (MDS) and changed in 1970 from a 3.5 mhz bandwidth to a full 10 mhz (now proposed to be further enlarged to 12 mhz).

Since it now has the potential to transmit TV programs at relatively low cost in major markets, the MDS service has become the particular object of CATV and pay-TV affections—to the escalating anxiety of broadcasters ("Closed Circuit," Aug. 7). Yet MDS cannot be received directly on existing television sets. It can, however, be picked up by a special receiving unit and then retransmitted by cable to conventional sets. The special receiving unit will cost about $1,500, according to current estimates. The potential for clusters of commercial stations, as, for example, in hotels or apartment houses, is obvious.

The MDS band was originally established in 1962, with each channel limited to 3.5 mhz. But, in 1970, at the request of Varian Associates, Palo Alto, Calif., the FCC widened the band to 10 mhz, opening the door to the transmission of TV program material.

This set off a rush of applications, principally involved by obtaining a common-carrier entity in major markets, offering to lease TV-wide channels to businesses, government units, schools, hospitals, professional groups and other specialized audiences for fees that are estimated to run about $75 an hour per channel.

Each signal is to be scrambled, to insure that transmissions are received exclusively by customers whose receivers would contain decoders.

Figures in the applications estimate that transmitting stations could be built for about $50,000.

As of last week, there were 265 applications (representing 77 entities) for 144 cities on file at the FCC.

Most of the pending applications are by present or prospective microwave-relay firms, although some are by broadcast-entities—Taft Broadcasting Co., for example, has asked for an MDS grant in Houston and in Dallas. All are for common-carrier service and none speaks specifically of pay TV or cable TV. But there is evidence that some projects have recently become a matter of serious discussion among the applicants, and between outsiders (who would be the customers) and the applicants themselves.

Last April, the FCC proposed new rules for MDS differing from regular common-carrier regulations that deal mostly with narrow-band transmissions.

One reason for the proposed new rules is that the commission said it intended to widen the MDS band to run from 2150 to 2162 mhz, two mhz more than originally proposed. This, it noted, would permit the transmission of two 6-mhz channels in each city, opening the way for a single company to operate two channels, or for two companies to furnish one channel each. The commission also noted that the band would be shared with others, including radio broadcast studio-transmitter link services. The aural STL service also has been suggested by the FCC in another proceeding, for 2110 and 2113 mhz in addition to 2150-2162 mhz.

The FCC is contemplating limiting the power of MDS transmitters to 100 w, and to a 50-mile radius (if there is no interference to other services beyond that point).

It also has proposed that the carrier be required to own and control the receivers working in the service, and warned that it must not become too involved in the programming.

Finally, the commission said, since a number of applicants suggest the use of MDS for the transmission of closed-circuit entertainment programming, perhaps some sort of antiphonering rules, similar to those applying to pay- TV and cable TV, should be included in the MDS regulations.

The deadline for comments and reply comments in the latest MDS proceeding was Aug. 7.

A short paragraph in that April rule-making order has triggered a procedural wrangle that may hold off commission action for many months, perhaps longer.

The FCC said that applications then on file that were amended to square with the proposed new rules and that were not mutually exclusive with other applications for the same cities, would be processed and granted.

Shortly after the proposed revisions were publicized, a number of new applications for the MDS service were filed. These were returned by the commission staff, since they were filed after the customary 60-day period. This FCC rule prohibits the acceptance of new applications after 60 days have elapsed from the date that the first application was filed, where they would be in competition with one another.

One application came from two members of Washington's Urban Communications Group, a black-oriented public-interest group that is led by Ted Ledbetter Jr., who at one point was mentioned for the FCC seat vacated recently the retired Commissioner Robert T. Bartley. The application was by Mr. Ledbetter and Foster Chioawk.

Protests and petitions for reconsideration were filed by a number of the rejected applicants.

At about the same time, the Washington law firm of McKenna, Wilkinson & Kitt-
ner formally petitioned the FCC to withhold grants until the current rulemaking is concluded, and then to open the lists for new applications. The MDS as now proposed, this pleading declared, is a new service and not the same as the one established 12 years ago, or even two years ago. A petition similar to this was filed earlier by Black Efforts for Soul in Television (BEST) that went further, asking that the FCC ban cross-ownership of MDS systems and other media in the same market and limit to seven the number of MDS channels that may be owned nationally by a single entity.

Pending applicants are, of course, opposing these moves, maintaining that the prospective newcomers are too late.

The MDS situation reached the commission twice last month but because it was found that the commissioners were evenly divided, it was decided to put a decision over until new Commissioner Ben Hooks could familiarize himself with the subject.

The first volley of drop-in war

WETA-TV Washington's plan for a channel switch draws fire from Kaiser Broadcasting and ACTS

Opposition began to mount last week to a proposal by which Washington's noncommercial television facility would move its regular service from channel 22 to an experimental run on the VHF band.

In a statement sent to all seven FCC commissioners, Kaiser Broadcasting Co. President Richard Block asserted that if the commission grants the application of WETA-TV for an experimental authorization to operate on ch. 12, it will "seriously undermine the national policy fostering growth of UHF television stations designed to develop a greater diversity of programming in all areas of the country."

Mr. Block's statement was the first formal objection voiced at the commission to the WETA-TV application, which was filed two weeks ago (Broadcasting, Aug. 14). Other interests that will oppose the request include the All-Channel Television Society, the Association of Maximum Service Telecasters, Springfield Television Broadcasting Corp. (WWLP-TV, ch. 22, Springfield, Mass.) and WDCA-TV (ch. 20) Washington. In addition, three commercial stations in adjacent areas that could be technically affected by the WETA-TV drop-in will fight the proposal: WWBT-TV (ch. 12) Richmond, Va., and WJZ-TV (ch. 13) and WBAL-TV (ch. 11), both Baltimore.

ACTS, the national association of UHF interests, is reported to be preparing a petition to deny the WETA-TV application, employing an argument similar to that voiced over the WETA-TV last week by George Mitchell, vice president of Springfield Television and one of ACTS's founding members. Mr. Mitchell was granted a license to respond to on-air pleas WETA-TV has been making to solicit support for its application. His message appeared on Tuesday evening (Aug. 15) and was scheduled for rebroadcast last Saturday.

Mr. Mitchell's statement read in part: "Undoubtedly, there are some of you who have experienced more difficulty in viewing WETA than in the viewing of your Washington VHF channels. You probably have found it harder to tune in the station and may have also noticed that the quality of the picture is not as sharp. The stations in the All-Channel Television Society have been struggling with those problems for 20 years. But we have also found that the problems can be overcome; and without requiring the drastic step of abandoning use of the UHF spectrum."

Mr. Mitchell's statement was apparently designed to counter the WETA-TV contention that a VHF drop-in is an appropriate remedy for the technical deficiencies it has allegedly suffered on its channel 26 assignment.

Mr. Mitchell emphasized two steps ACTS has taken in an attempt to improve the reception capability of UHF stations. One action, he noted, was the society's urging that the FCC enact rules requiring television set manufacturers to produce units with comparable detent tuning devices for VHF and UHF. (The proposal has now been implemented by the commission.) Another was the group's campaign to persuade UHF licensees to employ high-power transmitters in their operations. In this regard, Mr. Mitchell noted WETA-TV "still operates with a low-power transmitter which limits its coverage and detracts from the quality of its signal in the area it does cover." In fact, Mr. Mitchell claimed, the station "operates with less than half the power that it can have with a relatively modest additional investment."

Mr. Block's statement contained a broader interpretation of the impact the WETA-TV move could have on other UHF operations.

"Shifting a few established UHF stations to the VHF band would overcrowd the existing channels, seriously impairing reception in rural and some suburban areas, and reduce opportunities for minorities to participate in broadcasting by reducing the number of viable stations in the market," Mr. Block asserted.

Mr. Block, who heads the largest chain of commercial UHF outlets in the country (Kaiser operates U's in Boston, Cleveland, Detroit, Philadelphia, San Francisco and Los Angeles), and last week filed an application at the FCC to acquire a majority interest in WFLD-TV Chicago [see page XX], also indicated that a grant of the WETA-TV application would be a demoralizing event for UHF operators around the country. "The assignment of a VHF channel to WETA-TV," he said, "would have a chilling effect on advertisers, investors and broadcasters indicating that the commission questions the future of UHF. Ultimately the nation would lose much more in television service than a single channel."

In addition to his publicly expressed opposition to the WETA-TV proposal, Mr. Block was reported to have made his sentiments known to several officials at the commission in a visit to Washington two weeks ago. One of those Mr. Block had words with was Commissioner Robert E. Lee, who has been a consistent proponent of the development of the UHF spectrum.

Making room at the very top

Sears' plan to give all Chicago TV antennas space on its new building may satisfy everyone

Sears, Roebuck & Co. may have ended the dispute over the effect of its 110-story Chicago headquarters on television reception.

Sears announced last week that it has made provisions for all Chicago TV stations on top of its new structure, which will be the world's tallest building when completed next year.

Most Chicago stations now broadcast from the John Hancock building, which would be superseded as the city's tallest by the Sears tower. Sears will now spend about $5 million to help move those stations to its building. The money was to have been used to coat the tower with a special material to prevent ghosting.

The stations' move was hastened by a ruling of the Federal Aviation Administration earlier this year. The FAA permitted a 350-foot increase in the height of the tower (Broadcasting, May 1).

It has been estimated that the antenna moves will take about a year, with construction of antenna bases to begin in December.

Can outsiders 'subvert' FM allocations system?

NAB says they can use translators in ways forbidden to licensees

The National Association of Broadcasters thinks it has discovered an important "oversight" in the FCC's rules regarding FM translators.

In a statement last week, NAB cited as evidence an application to erect an FM translator in Brainerd, Minn., to relay the signals of KEZZ (FM) Alten, Minn., into Brainerd. The application was not filed by a translator licensee, and that fact prompted the NAB comment.

The association noted that existing rules would prohibit KEZZ from building a translator in Brainerd because the city is outside KEZZ's service contour and because there is already an FM, KLZ-FM, in Brainerd. However, it said, the rule would allow a separate group to build the translator and "bring the KEZZ signal into Brainerd in competition with the local FM station and against its wishes."

NAB held that nobody should be allowed to build a translator unless the affected station has been notified and does not object. If an independ-
ent group is allowed to build a translator, NAB says, the commission would be permitting indirectly "what it would not al-
low directly."

NAB warned that the present rule as written could damage existing FM sta-
tions, and "superseded the commission's whole FM table of allocations."

Super 8 is it
at KDUB-TV

Iowa station completely changes
news and production film

to smaller size; claims reduction
in costs and greater flexibility

The use of super 8 color film for TV has
taken a step forward with the decision of
KDUB-TV Dubuque, Iowa, to use nothing
but this size in all its news and com-
mercial production.

The station went to super 8 on July 1,
following a six-month test that saw station
news and production personnel experi-
ment with various cameras and associated
equipment and film from leading manu-
facturers.

The move is expected to save KDUB-TV
about 5% in film costs, Charles G. Cy-
berski, KDUB-TV director of film produc-
tion, said. This could amount to more
than $12,000 annually, he estimated.

And there are as well the savings realized
in the purchase of super 8 cameras, each
costing about one-fourth the price of the
standard 16mm film camera normally
used in TV.

Mr. Cyberski is also director of re-
search of a nonprofit organization known as
Super 8 Research Associates. This

group was formed under another name in
mid-1970 and has been circulating a
monthly newsletter reporting on develop-
ments in the super 8 field that apply to
television. Associated with Mr. Cyberski
in the earlier activities was Richard Ne-
ville, won-TV Chicago, which a few years
ago also experimented with the use of
super 8 film and cameras.

The principal film used in TV today
is 16mm, but, according to Mr. Cyberski,
the viewer sees little if any difference be-
tween 16mm and super 8mm on his
home TV tube. To a technician, however,
there are differences, among them the
need for more critical focusing when
using super 8. And, Mr. Cyberski noted,
color is softer on super 8 than on 16mm.

But this problem has been overcome by
using an image enhancer at the projection
unit, he said.

Another favorable factor in the use of
super 8 at KDUB-TV, Mr. Cyberski noted,
is that each of the station's six newsmen
now has his own personal camera for use
in news coverage, with a much better
record of camera care. Before that, he
observed, newsmen had to check out
cameras from the station's camera pool,
with concomitant maintenance and re-
pair problems.

Mr. Cyberski's optimism, however, is
not matched by others in TV film work.

Since 1965, for example, Sheldon Neme-
eyer, manager of news film equipment

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Boost for smaller film. A super 8
sound-on-film camera designed for
TV and other professional use has
been announced by Williamson Cam-
tera Co., Northridge, Calif. The camera
accommodates in a single unit 200
feet of film, an amplifier, controls and
batteries. It weighs 9 pounds, 14
ounces, including lens, and is 12
inches long, 6 1/2 inches high and 5
inches wide. It also contains a level
indicator, mirror shutter and, for
the company claims, the unit is com-
pletely noiseless. Price: $2,500.

The Radio and Television News Direc-
tors Association long has been interested
in super 8 use for news coverage. Reports
on developments in this field have been part
of RTNDA meetings for several
years.

Under study at present, Mr. Cyberski
explained, are super 8 film with sound,
and "double" super 8. The latter is ac-
tually 16mm perforated for 8mm which,
when slit down the middle, provides
10 minutes running time.

Among the camera firms that have
been working with the super 8 group in
Iowa are Eastman Kodak, Bolex, Riker,
Eumig, Fairchild, Minolta, Yashica, Fuji,
Vivitar, Beaulieu, Bauer, Canon, Elmo
and Nizo.

Color-TV shipments
to dealer keep rising

However, EIA statistics for first
seven months show decline in radio

Sales of color TV sets by manufacturers
to dealers for the first seven months of
this year were 21.6% over the same
period last year.

Also in the January-July period the
sales of black-and-white TV sets were up
7.3%, and sales of FM radio sets up
15%.

Otherwise, according to the Electronic
Industries Association which released

New RCA-China satellite deal

RCA Global Communications Inc. has
completed arrangements to build a second
satellite communications earth station in
the People's Republic of China. It signed
contracts with the China National Import
and Export Corp. in Peking last Thurs-
day (Aug. 17) for a $5.7 million installa-
tion of an earth station in Peking and ex-
pansion of the existing earth station at
Shanghai, installed by the RCA sub-
Sidiary earlier this year.

Technical Briefs

New from BEI. Broadcast Electronics
Inc. has introduced Titlemaster video
character generator. With optional audio
interface, models 1500 and 2400 may be
used with any Spotmaster audio tape car-
tridge for off-line storage of pre-composed
messages and titles. Model 1500 has dis-
play format of 15 rows of 32 characters;
model 2400, eight rows of 16 characters,
with capability of storing four separate
pages. 8910 Brookville Road, Silver
Spring, Md. 20910.

Cable topoffs. Entron Inc. has developed
new type of CATV multiple outlet tap
that provides quick connect/disconnect
and locks for security. CATV topoffs,
called KEY-TEEs, enable system oper-
a to hook up subscribers rapidly and,
at same time prevent non-subscribers
from making illegal connections. Route
79, Morganville, N.J. 07751.

For TV news. CP-16/A 16mm news-
film camera is available from Cinema
Products. Unit, featuring Crystasound
recording system and built-in amplifier, is
designed for on-shoulder shooting. Cam-
era weighs 16 lbs. with 400-foot maga-
zine, zoom lens, recording system, bat-
tery pack and servo-motor for single-
and double-system sync sound. 2044 Cotter
Avenue, Los Angeles 90025.

Electronics merger. Hoffman Electron-
ics Corp., El Monte, Calif., which manu-
factures television antennas among other
communications equipment, has reached
agreement in principle to acquire Ad-
vanced Systems Inc., Elk Grove Village,
Ill. Merger calls for exchange of between
$10-$12 million of Hoffman common
stock, on exchange ratio of one share of
Hoffman for 2.5 to three shares of Ad-
vanced Systems. Definitive agreement
is subject to approval by directors and
shareholders of both companies. Ad-
vanced Systems produces and distributes
audio-visual taped instructional programs.

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Broadcasting Aug 21 1972

38
Common-carrier status for cable industry shunned by Foster

NCTA president tells security analysts that rate regulation specter would stifle growth

David H. Foster, president of the National Cable Television Association, told a gathering of security analysts in New York last week that common-carrier status for cable could "seriously frustrate" the industry's growth.

Reacting to a report that the Nixon administration's high-level committee on long-term cable policy is preparing to recommend such a course for cable (BROADCASTING, July 31) Mr. Foster said the total CATV operation "does not fit the common-carrier mold," although the "looks like a common carrier in some ways."

The effect of forcing that status upon the industry, he said, would be worsened by "the inevitable connotation that follows common-carrier designation, namely that profits will be limited by some rate-of-return formula.

The administration committee is not planning to recommend anything that drastic, but Mr. Foster said it might well be an eventual result anyway. "No matter how vociferously it is denied that rate regulation necessarily follows common-carrier status," he said, "that always seems to be the result. When I think of the vast amounts of capital that must be raised for this industry in the next 10 years, I cannot help but be worried about the attitude of you gentlemen (security analysts) when someone decides that cable should be a common carrier, with all the images of an 8% return on investment which surround that phrase."

Mr. Foster touched on several other problems facing the industry, including copyright, sports blackouts and the current FCC logjam on certificates of compliance. However, he managed to strike an over-all note of optimism in the speech to the New York Society of Security Analysts.

He saw a number of positive signs for the industry, including availability of capital, subscriber loyalty and the rapid solution of technological problems.

"I have become totally convinced," he said, "that cable communications is an inevitably strong growth industry, profoundly involved with the public interest, capable of utilizing the best of our nation's technological resources, and made up of the most energetic group of hard-headed optimists I have ever met."

Sale in the sunshine state

Teleprompter Corp. has reached an agreement to acquire all shares of the TM Communications Co. of Florida, a wholly owned subsidiary of Times-Mirror Co. TM operates 10 cable systems and holds franchises for 27 municipalities and counties in Florida. Teleprompter currently operates 30 systems in Florida and would become the largest cable operator in the state under this agreement.

The transaction would add to Teleprompter's already secure status as the nation's largest multiple system owner, bringing its subscriber total close to the 700,000 mark.

Theater operators prefer hotel TV to pay cable

The National Association of Theater owners last week moved to block a planned pay-cable operation by Sterling Manhattan Cable TV, one of New York's two franchised cable systems. On another front, the association opposed a Sterling complaint against New York Telephone Co.'s connection service to Trans-World Communications, operator of a pay-cable system serving five New York hotels.

NATO made its pleadings in two briefs it filed with the FCC. In one, it asked the commission to deny Sterling's pending application to build three community antenna relay (CARS) facilities which, NATO says, Sterling would use to provide interconnection for feature films it plans to offer on a fee basis to its subscribers.

In the other filing, NATO told the commission it would be "premature" to act on the issues raised in Sterling's complaint regarding the Trans-World system while a "broader policy question" still remains at issue. That question, it indicated, is whether pay-cable operations such as the one Sterling proposes should be permitted at all.

NATO's contention is that the commission has not given it the opportunity to argue that pay cable would constitute unfair competition to theater owners because that medium would use revenues derived from traditional CATV service to "siphon" material and audiences from movie houses.

The association's purpose in objecting to the Sterling complaint, a NATO spokesman said, was not to "condone" hotel operations such as Trans-World's. While NATO feels that competition from such systems would be more "equitable" than that from pay cable, he said, the association takes the position that the FCC should not assume jurisdiction over hotel systems any more than it should over pay cable. Such jurisdiction, he claimed, could only be assigned to the commission by Congress.
Music

Breaking In

The Slider—T Rex (Reprise) * T Rex, in England, is about as big as a pop band can get. "We could put out a record of them breathing heavily, and I'd be surprised if it took more than 10 days to get to the top," one Warner's executive said of their success in their homeland.

Although T Rex is more than one person—four musicians in all—the band is the creation of its lead singer-guitarist-songwriter, Marc Bolan. Last year Mr. Bolan constructed an album called Electric Warrior—aimed directly at the U.S. rock market, he said in later interviews. Warrior was deemed a masterpiece of heavy metal music, sold $1.5-million worth of albums and produced T Rex's only bona fide American hit, "Bang A Gong." Since that time, Mr. Bolan has had to fight the thongs of young girls that congregate wherever he goes in England. On this side of the ocean, he is still looking for his second hit.

The Slider, T Rex's first album since Warrior, is a conglomerate of hit singles from Britain ("Metal Guru", "Telegram Sam") and new songs ("Spaceball Ricochet", "Ballrooms of Mars"). Among stations playing various cuts from it last week were WPLJ(FM) New York and KRLA(AM) Los Angeles. No single has yet been released.

Listen to the Music—The Doobie Brothers (Warner Bros.) * This single is from the Doobies' second album, Toulouse Street. They had a West Coast semi-hit last year with a song called "Nobody." Their music is a blend of acoustic and electric guitars with soaring harmonies. Tom Johnston, the song's composer, sings lead on this "make-music happy-time" record. The phrasing shifts in the middle are not excessive and it is a gimmick that programmers have relied on to add texture to a station's sound, "It's just great coming over a car radio," said one.

Although "Listen to the Music" is a bit long by normal standards (4:44), there has been an ever decreasing prejudice against long tracks in radio over past years. It's up-tempo and pretty.

Among stations that have gone on the Doobie Brothers are WMEX(AM) Boston, WIBG(AM) Philadelphia, KOL(AM) Seattle and KLIV(AM) San Jose, Calif.

Speak to the Sky—Rick Springfield (Capitol) * "Speak to the Sky" starts off as a skiffle song—the British equivalent to jug-band music—and builds from its one, lone guitar strum to a full chorus, thumping bass line and ricky-ticky drums. It's a religious song too; about being in tune with H. E. All in all, Mr. Springfield seems a good prospect to follow in the footsteps of David Cassidy and Donny Osmond as a female demograpgh-getter. Pubescence, limei-style.


Finances

A banner first half in sales and earnings

A fiscal snapshot of companies reporting revenues and net income for the first six months of 1972 shows that, five-to-one, they did far better than year before.

Sales and profits of publicly owned broadcasting and broadcasting-related companies have advanced sharply this year, with gains extending across a broad front, and current indicators suggest the advances will be consolidated if not expanded in 1972's remaining months. A canvass of first-six-month reports for 1972 from 48 of the 123 companies listed in Broadcasting's stock index shows those reporting earnings and net income higher than a year ago outnumber those with decreases by roughly five to one.

This year's strengthening in the general economy and the accompanying bounce-back in television time sales (story page 14) have imprinted plus-marks not only for companies that own stations but also for those that place the time and provide the programming.

In the broadcasting category, increased revenues and earnings have been reported virtually across the board. ABC had a 15.4% increase in revenues and a spectacular 131.6% increase in net income; CBS had a 43.2% jump in net income on a 12.6% rise in net sales, and RCA reported that its NBC division was also up in both sales and income (as was the parent company). Capital Cities Broadcasting Corp. showed a 39.3% gain in net income for the first six months and Cox Broadcasting a 30% advance. LIN Broadcasting turned a $1.1-million net loss in the first half of 1971 into a net profit of $1.9-million in the same period this year. Gross Telecasting, Mooney Broadcasting and Scripps-Howard Broadcasting also advanced in sales and income.

ASI Communications was an exception, reporting a decline in revenues and earnings and blaming it "primarily" on a change in format at its WERE(AM) Cleveland and a general softness in national sales, but also reporting that the format change is beginning to pay off "and we look for substantially improved revenues and profits" in the second half. Pacific & Southern Broadcasting increased its revenues but a $177,000 net loss in the first quarter pulled its first-half profits below year-ago levels.

In the Broadcasting index's category of "broadcasting with other major interests," first-half reports have been virtually unanimous in reporting gains in both sales and profits—some of them of record proportions—from Fuqua through Wometco. In cable, Teleprompter Corp., the big-
The first-six-months track record of 48 broadcast-related companies

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>REVENUES (000)</th>
<th>NET INCOME (000)</th>
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<td>NBC</td>
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<td>LIN</td>
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<td>Scripps-Howard</td>
<td>12,732</td>
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<td>54,154</td>
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<td>62,964</td>
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<td>Multimedia Inc.</td>
<td>15,633</td>
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<td>Post Corp.</td>
<td>8,231</td>
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<td>Reeves Telecom</td>
<td>4,291</td>
<td>3,254 +31.9</td>
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<td>Rollins</td>
<td>140,558</td>
<td>127,026 +10.7</td>
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<td>260,999</td>
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<td>Wometco</td>
<td>49,825</td>
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<td>6,896</td>
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<td>Viacom</td>
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<td>Foote, Cone &amp; Belding</td>
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<td>Magnavox</td>
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<td>322,034</td>
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</table>

...and some of them substantially. In the service category, John Blair & Co. reported first-half increases of 13.1% in revenues and 9.1% in earnings, despite a decline in station representation earnings blamed in part on the loss of commissions on W NBC-TV Boston, which ceased operations in March.

Reports from advertising agencies have been on the up side in almost all cases. Among them, Doyle Dana Bernbach showed a 64.5% increase in net income for the six months ended April 30; Needham, Harper & Steers, a 28.1% income rise for the six months ended June 30, and Foote, Cone & Belding posted a six-month increase of 120.5% in income despite a $435,000 loss from its cable-TV operations. Among other agencies, Grey Advertising and Wells, Rich, Greene were well ahead in both billings and income, and McCaffrey & McCall posted an increase in earnings despite a dip in billings. J. Walter Thompson Co., the world's largest agency, continued to suffer the effects of earlier client losses and showed declines in both billings and earnings.

In the manufacturing field Magnavox had lower income despite increased sales, the six months ended June 30, but RCA reported record sales and substantially improved income for the same period, and 3M Co. was also up in both sales and profits for the six months, as were Zenith, Admiral and CCA Electronics.

Bad vibrations

Filmmates Inc., Los Angeles, TV and motion picture producer-distributor and book and magazine publisher-distributor, expects to suffer losses from both regular operations and of an extraordinary nature that may aggregate about $2.5 million after taxes for fiscal 1972, ending Aug. 31.

In a formal statement, Robert L. Block, chairman and chief executive of the firm, reported that the losses are subject to further re-evaluation of the company's assets and operations at completion of the final audit. Also still to be considered is the effect to tax benefits associated with the losses.

Blame for the anticipated losses was placed on Filmmates' book and magazine distribution operations and on a write-down of the company's inventory of motion-picture properties. Mr. Block said that after discussions with the firm's major lenders, an agreement was reached in principle to change the Filmmates credit line as may be required by the losses.

These new losses would come on top of $1,995,091 Filmmates lost in fiscal 1971. In its most recent financial report, Filmmates seemed to be slowly moving into the black, with a profit of $268,000 on revenues of $43,328,000 for the first nine months of the current fiscal year.

Financial Briefs

McCaffrey and McCall, New York, reported increase in net income and slight drop in billings for six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.37</td>
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<td>1971</td>
<td>$0.37</td>
<td>$23,375,000</td>
<td>$429,843</td>
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Gross Telecasting Inc., Lansing, Mich., reported increases in revenues and income for six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
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<tr>
<td>1972</td>
<td>$0.67</td>
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<td>1971</td>
<td>$0.50</td>
<td>$2,457,500</td>
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Sonnderling Broadcasting Corp., New York, reported decrease in net income for first half of 1972.

For the six months ended June 30:

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<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.50</td>
<td>$11,419,000</td>
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<td>1971</td>
<td>$0.66</td>
<td>$11,278,000</td>
<td>$504,000</td>
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</tbody>
</table>
Figure 1: New York, reported slight increase in net sales but continued loss in net income for three months ended June 30:

*Reeves Telecom Corp.,* New York, reported increase in revenues for first six months of 1972, with net income of $1 million compared to a net loss last year.

For six months ended June 30:

*Reeves Telecom Corp.*

- **Net Income:** $0.40 ($0.23)
- **Revenues:** $4,289,072
- **Net Income:** 1,050,762 (480,893)

The Interpublic Group of Companies, New York, reported increase of 43.8% in net profits and 8.6% in agency billings. For six months ended June 30:

*ASI Communications Inc., New York,* reported 13% decrease in revenues and decline in net income for six months ended June 30:

- **Net Income:** $0.13 ($0.18)
- **Revenues:** 3,812,925
- **Net Income:** 275,270 (316,740)

Metro-Goldwyn-Mayer Inc., Culver City, Calif., has filed a registration statement with the Securities and Exchange Commission for $50 million of collateral trust bonds to be used for financing the construction of the MGM Grand hotel in Las Vegas. Blyth Eastman Dillon & Co. and Dominick & Dominick Inc. are the principal underwriters of the bonds, which are due 1992.

Kerckor wants more. Financier Kirk Kerckor, who already owned estimated 41.9% control of Metro-Goldwyn-Mayer's common stock, has announced that he will soon make tender offer for 100,000 more MGM common shares at $22.50 per share. New tender bid would be valued at $2.341 million.

Rollins salaries. Proxy statement issued in connection with notice of annual stockholders meeting of Rollins Inc. in Atlanta on Aug. 22 lists O. Wayne Rollins, board chairman and president, as having received the highest total remuneration ($180,000) in fiscal year ended last April 30. Mr. Rollins also will be entitled to annual benefits of $35,849 on retirement at the age of 65. Other top-salaried officers for past fiscal year were R. Randall Rollins, senior executive vice president, $71,000, and Earl F. Geiger, executive vice president, $63,000.

**Weekly market summary of 123 stocks allied with broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Aug. 10</th>
<th>Closing Aug. 9</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>Approx. shares outstanding</th>
<th>Total market capitalization (000)</th>
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**Broadcasting with other major interests**

- **ADAMS-RUSSELL**
- **BARTLEV MEDIA**
- **CHRIS-CRAFT**
- **COMBINED COMMUNICATIONS**
- **COWLES COMMUNICATIONS**
- **DUN & BROADSTREET**
- **FUJIO**
- **GABLE INDUSTRIES**
- **GENERAL TIME & RUBBER**
- **GLOBEXTRIDER COMMUNICATION INC**
- **GRAY COMMUNICATIONS**
- **Kaiser Industries**
- **KINGSTIP INC.**
- **LAMBERT COMMUNICATIONS**
- **LBB COMMUNICATIONS**
- **LIBERTY CORP.**
- **MCGRAW HILL**
- **Meredith Corp.**
- **METROMEDIA**
- **MULTINET INC.**
- **OUTLET CO.**
- **POST CORP.**
- **PUBLISHERS BROADCASTING CORP.**
- **Reef's TELECOM**
- **RIDER PUBLICATIONS**
- **ROLLINS**
- **RUST Craft**
- **SAN JUAN RACING**
- **SCHENZER FLUGH**
- **SOMERVILLE**
- **STORER**
- **TURNER COMMUNICATIONS**

*Broadcasting Aug 19 212 Journal*
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| Standard & Poor's Industrial Average | | |
|-------------------------------------|---|---|---|---|---|---|---|---|
| 128.19 | 128.29 | +0.10 | | | | | |
| A-American Stock Exchange | N-New York Stock Exchange | G-Over-the-counter (bid price, if available) | | | | | |
| A blank in closing price columns indicates no trading in stock. | | | | | | | |

**Broadcasting Aug 21 1972**
Broadcast Advertising

Joseph Stuart, director of TV programming, Ted Bates, New York, elected VP.

James H. Cobb and John J. McNamara, management supervisors, Young & Rubicam, New York, elected senior VP's, Y&R International.

James B. Nickel, VP and group creative director, Cunningham & Walsh, New York, joins Grey Advertising there as VP, creative director.

Patti Mullen, copy supervisor, Tinker, Dodge & Delano, New York, elected VP.

John T. Brady, executive VP and national sales manager, Metro Radio Sales, New York, joins RKO Radio Representatives there as VP and general manager. Kathryn Leonard, director of research, Metro Radio Sales and Metromedia Radio, joins RKO Radio Representatives as VP, research.

Bernard G. Roer, art supervisor, N. W. Ayer & Son, Chicago, named VP.

Richard H. Pruitt, copy group head, Ogilvy & Mather, Houston, elected VP and creative director. He succeeds H. Donald Cowbeck, VP and creative director, transferred to Ogilvy & Mather, Toronto, as creative director.


Don Woolf, VP-associate creative director, Tinker, Dodge & Delano, New York, joins Henderson Advertising, Greenville, S.C., as VP-creative director.

William O'Donnell Miller, VP and director of market planning, International Digisonics Corp., Chicago, joins wsns-(TV) there as director, marketing and advertising.

Richard Closky, with KGO(AM) San Francisco, appointed sales manager.

Richard Higgs, with WFMB-AM-FM Indianapolis, appointed sales manager.

George Stokes, with WNEW(AM) New York, joins KPRC(AM) Houston as local sales manager.

Bruce Seratti, merchandising director, KLAC(AM) Los Angeles, joins KFAC(AM) Houston as merchandising manager.

Gene A. Davis, advertising and sales promotion manager, KYW(AM) Philadelphia, joins WNEW(AM) New York as director of creative services.

Al Wilson, media buyer, Young & Rubicam, Detroit, appointed senior media broadcast buyer, factory group, Chrysler-Plymouth division account. Donna Bennett and Connie Bolam, media service assistants there, appointed media buyers, Chrysler-Plymouth Dealer Association advertising group.

Patricia S. Medintz, media buyer, Adcom, in-house agency of Quaker Oats, Chicago, appointed media supervisor.

Mark E. Robbins, assistant media buyer, appointed media buyer for Celeste, King Vitamin and new corporate test brands.


Bill Seaborg, account executive, Avco Radio Sales, Chicago, appointed sales manager, San Francisco office. Mark Stacey, with WAAC(AM) Terre Haute, Ind., succeeds Mr. Seaborg.

Gary A. Jones, with Leo Burnett, Chicago, joins D'Arcy-MacManus International, New York, as media planner.

Judy Vaughan, media director, McCann-Erickson, Atlanta, joins Henderson Advertising there in same capacity.

Michael W. Randazzo, VP and art supervisor, Zebra Associates Inc., New York, joins Kenyon & Eckhardt, New York, as art director.

Dale Thomsen, art director, Larson-Bateman Advertising, Santa Barbara, Calif., joins Clinton E. Frank, San Francisco, in same capacity.

Gregory Noonan, writer-producer-art director, J. Walter Thompson, Chicago, joins Clinton E. Frank, Chicago, in similar capacity.


Tina E. Goldstein, with Katz Agency, New York, joins Weiss & Geller Inc., New York, agency, as assistant media director.

Chosen one. President Nixon has named Dr. Milton Eisenhower, president emeritus of Johns Hopkins University and, during World War II, deputy director of Office of War Information under Elmer Davis, to head newly created commission to study continued government financing for Radio Free Europe and Radio Liberty. President has directed Commission on International Radio Broadcasting to submit its recommendations by Feb. 28, 1973.

Budget funding (through fiscal year) of $38.5 million for outlets has been approved by Congress while studies are completed by presidential commission, General Accounting Office and Library of Congress.

David C. G. Butler, associate publisher, Rolling Stone magazine, New York, joins Tinker, Dodge & Delano there as account executive.

Steve Fennessy, executive producer, NBC News, West Coast, joins McCue & Hoffman, station consultants, McLean, Va., as account executive, client services.


Charles Clark, art director, Lawler-Battle-Little, Norfolk, Va., joins CW&A in similar capacity. S. Jerold Sellers, U.S. Air Force captain, named copywriter, CW&A.

Media

Alfred Racco, general manager, ABC-owned KGO(AM) San Francisco, named VP, ABC.

Joseph E. Bures, commitment administrator, sales administration, NBC, named senior administrator, talent and programs.

Terry G. Vavra, assistant professor of marketing, Illinois State University, Normal, named to newly created post of director, news audience research, NBC.

Peter R. Flynn, manager, program operations, NBC Radio, New York, appointed mid-South regional manager, TV and radio station relations, NBC.

William C. McReynolds, VP and general manager, WNEU-TV Bay City-Saginaw-Flint, Mich., joins KPHO-TV Phoenix in same capacity. Both are Meredith Corp. radio station relations, NBC.


Bernard Ruttenberg, principal in Graham-Ruttenberg Inc., New York, broadcast consulting firm, and in Graham-Ruttenberg Public Relations there, joins WNEW(AM) there as director of operations.


Mr. Racco

Broadcasting Aug 21 1972 44
Lon G. Hurwitz, promotion director, WXYZ(AM) Detroit, joins WABC(AM) New York as director of advertising and promotion.

Lee C. Frischknecht, director of network affairs, National Public Radio, named to newly created post of VP-administration and planning, as well as treasurer. Charles C. Herbst, director of legal and business affairs, named general counsel; Wayne A. Gray, manager of accounting, named director of new department of business affairs; Elizabeth L. Young, manager of station relations, named director of new department of station relations; and George Geesey, manager of operations, named director of new department of operations and engineering.

Richard Gudal, news director, noncommercial WORE(FM) Greencastle, Ind., appointed general manager.

Stu Bowers, with KCMO(AM) Kansas City, Mo., appointed station operations director.

Juanita Hall, research-writer, public affairs, KMM-TV Spokane, Wash, appointed director, public-service department, KREM-AM-FM-TV.

Marc Levitt, publicity manager, defunct David Frost Show, joins Warner Communications, New York, as associate director, public relations.

John E. Morrill, former broadcast executive and presently management consultant, named first executive director of Colorado Broadcasters Association, Denver.

Programming

Jeffrey M. Kulliver, producer-director, NBC Radio, New York, appointed manager, program operations, NBC Radio.

Gus Zelnick, VP, Buena Vista International, Walt Disney Productions' foreign distribution subsidiary, appointed managing director of Walt Disney Productions, London, while continuing to direct sales of Disney's television and motion-picture product throughout Europe. He succeeds Cyril James, who resins for health reasons.

Kenneth W. Heady, VP and general manager, Meredith Corp.-owned KPHO-TV Phoenix, joins KCMO Audio/Video Systems, Kansas City, Mo., subsidiary of Meredith, as VP and general manager.

Betty Jane Reed, coordinator of program analysis, NBC information services department, New York, appointed manager, program analysis. She succeeds Mimi Hoffmeier, who retires.

Jack London, production manager, KPRC(AM) Houston, appointed program manager.

Tom Biggsy, assistant program director, WLS(AM) Chicago, joins KTLK(AM) Denver as program director.

Jim Nettleton, radio personality, CHUM(AM) Toronto, joins WCAU-FM Philadelphia as program director.

Thomas R. Brown, with WNEW(AM) New York, joins WPEN-AM-FM Philadelphia, as program director.

John Midbo, general manager, noncommercial WORE(FM) Greencastle, Ind., joins WCMC(AM) Hawesville, Ky., as program director.

Gary Weinstein, with KCRD-TV Sacramento, Calif., appointed production manager.

David Tribe, director, operations, Lesney Products of Canada Ltd., Toronto, joins Hobel Leiterman Productions Ltd., there, as general manager, TV, feature film and commercial operations.

Max Kimenowl, with Viacom Enterprises, Germany, joins Screen Gems International as sales manager, Germany and Austria.

Broadcasting Journalism

Charles F. Eldridge, manager, radio news, NBC-owned WMAQ(AM) Chicago, joins NBC Radio news operations, New York, as manager. He is succeeded by Frank Barnaro, newspaper, WMAQ.

Irwin Margolis, general manager, owned-station news, NBC News, named general manager of news specials, with executive responsibility for network programming in areas such as space coverage, elections and conventions. He is succeeded by Lee Hanna, VP and assistant to president, of now-defunct Boston Herald Traveler Corp. (now WBDH Corp.) and VP of WBDH-AM-FM Boston (BROADCASTING, Aug. 7).

Ron Hunter, anchorman, WVL-TV New Orleans, joins WOR-TV Buffalo, N.Y., as news director.

Art Kent, news manager, KSL-AM-FM-TV Salt Lake City, joins KCPT-TV there as news director.

W. Ben Waters Jr., assistant news manager, WBTY(TV) Charlotte, N.C., joins WOTL-TV Toledo, Ohio, as news director. (Corrects previous item.)

Bruce A. Weiner, manager, sales promotion, CBS TV national sales, joins CBS-owned WCAU-TV Philadelphia as director, information services.

Scott Harrington, with WFBB-AM-FM Indianapolis, appointed news director.

Karl R. King, with WAVI(AM) Dayton, Ohio, joins WRTA(AM) Altoona, Pa., as news director.

Dr. Michael Sommer, editorial, community-relations and ombudsman service director, KABC(AM) Los Angeles, appointed director of news and public affairs.

Paul Dallas, associate editorial director at station, appointed editorial director.

Alex Taylor, with WTOY(TV) Grand Rapids, Mich., appointed managing editor, news. Rick Steuber, with station, appointed assignment editor.

Ed Ziel, news director, KLAC(AM) Los Angeles joins KBBQ(AM) Burbank, Calif., as assistant news director. J. Paul Huddleston and Paul Oscar Anderson, on-air newsmen, KHH(AM) Los Angeles and KBC(AM) San Diego, respectively, also join KBBQ in similar capacities. Bob Catron, sports reporter, KBBQ(AM) Avalon, Calif., appointed KBBQ sports director.

Inez Pedroza, with KNBC(AM) Los Angeles, appointed KBBQ director of public affairs. Cam Currier, with KHH(AM) Los Angeles, joins KBBQ as editor.

Bob Simon, producer-reporter, CBS News, Saigon, appointed correspondent. He will return to CBS News' London bureau this fall.

Joel Siegel, anchorman, KMET(FM) Los Angeles, joins WCBS-TV New York, as special correspondent, youth news.

Geri Hamilton Abrams, news reporter and editor, WPFG(AM) Atlantic City, joins WWVW(AM) Philadelphia as anchorwoman.

Dean Miller, senior anchorman, WPLG-TV Miami, joins WWWW-TV Detroit as anchorman.

Jim Rogers, anchorman, WNEW(AM) New York, joins WQX-AM-TV Atlanta in same capacity.

Rick Beckling, newsmaster, WWDJ(AM) Hackensack, N.J., joins WPAT(AM) Paterson, N.J., as newsmaster.

Tim Ryan, TV play-by-play man, New York Rangers hockey team, joins WNBC-TV New York, as sports reporter and play-by-play commentator for National Hockey League games on NBC-TV.

Cable

Jeffrey A. Marcus, president, Cablecraft Co., Los Angeles, and executive VP, Markit Communications, CATV firm there, joins Sammons Communications, Dallas, as VP, marketing.

Gary W. Hagerich, general manager, WLRO(AM) Lorain, Ohio, joins Covenant
Cable of Greensburg Inc., Greensburg, Pa., as VP and general manager.

Billy R. Jones, area operations manager, CATV operations, Burnup & Sims, New York, appointed divisional manager, eastern CATV operations, Atlanta. Herman Lawrence, manager, CATV operations, appointed CATV western divisional manager, Denver. M. Dean Hill, lineman, appointed operations manager, Eastern Aerial division, CATV operations, Atlanta.

Equipment & Engineering

Robert B. Daines, formerly with Gates Radio Co., Quincy, Ill., joins CBS Laboratories professional products department as regional manager with responsibility for new western region office with headquarters at KCBS-AM-FM San Francisco.

Elliot Klein, with KOOL-TV Phoenix, joins KNIX(FM) Phoenix and KTOF(AM) Tempe, Ariz., as director of engineering.

Veldon Leverich, with KRON-TV San Francisco, joins KGO(AM) there, as chief engineer.

Allied Fields

Merritt Willey, VP and general manager, KWKK(AM) Pasadena, Calif., joins Los Angeles Dodgers baseball club, in newly created position of VP, marketing.


Deaths

Betty Robertson, 43, VP and account executive, with A. C. Nielsen Co.'s Nielsen Television Index New York, died Aug. 3 after long illness. Miss Robertson had been with Nielsen since 1953, VP since 1968. Survivors include a sister.

William Walter Tison, 73, founder and first manager of WSF(AM) Atlanta, died Aug. 15 in Asheville, N.C. He later was responsible for starting several radio stations in Florida, including WFLA(AM) in Tampa. He is survived by wife Eka, a son and a daughter.

Oscar Levant, 65, pianist, composer and concert, radio, TV and motion picture performer, died of apparent heart attack Aug. 14 in Beverly Hills, Calif. Mr. Levant is survived by his wife, June Gale, and three daughters.

William A. Berns, 53, TV and movie producer who served as VP in charge of communications of New York World's Fair, 1964-65, died Aug. 9 in New York of pneumonia. His career included servicio with NBC, ABC and Mutual in period from 1945 to 60; later he became free-lance TV and film consultant with brother Samuel, who survives.

John W. Zischang, 52, editor, WCBS-TV New York Eleven O'Clock Report, drowned in Yucatan, Mexico, on Aug. 9. He is survived by wife, Jane, two sons and stepson.

Bernard Ruttenberg, 36, who assumed post of director of operations, WNEW-(AM) New York, on Aug. 14, died of apparent heart attack Aug. 17 in New York. Mr. Ruttenberg was partner in Graham-Ruttenberg Inc., broadcast consulting firm, and of Graham-Ruttenberg Public Relations, both New York. He is survived by his wife, Roberta, and a daughter.

Helen E. Simpson, 37, manager of advertising, promotion and publicity, WKYC-TV Cleveland, died Aug. 14 there, an apparent victim of murder. She was found in her wrecked automobile, a bullet wound in her chest. Police have no firm leads. Miss Simpson had worked for the station for 16 years. She is survived by her mother.

Peter Housekeeper, 65, founder of WLNA-(AM) Peekskill, N.Y., died Aug. 9 in Mt. Kisco, N.Y. He was president of Highland Broadcasting Corp., licensee of WLNA. He is survived by his wife Dorothy, and a son and a daughter.

Meurice Goldman, wife of Simon Gold- man, president of Goldman, died unexpectedly Aug. 16. Survivors include husband and three children.

As compiled by Broadcasting Aug. 9 through Aug. 15, and based on filings, authorizations and other FCC actions.

New TV stations

Call letter action

Alpha Broadcasting Corp., Terre Haute, Ind.—Granted WHI-TV.

Existing TV stations

Final actions

KFSN-TV Fresno, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 733 1st Street, Fresno. Action Aug. 8.

KRNT-TV Des Moines, Iowa—FCC granted application by Cowles Communications Inc. for CP to change trans. site to one mile southwest of Alleman, Iowa, approximately 17 miles north of Des Moines, and increase ant. height to 1,940 ft. Action Aug. 9.

WLKY-TV Louisville, Ky.—Broadcast Bureau granted request for authority to operate trans. by remote control from 1918 Melwood Avenue, Louis- ville. Action Aug. 8.


WKBV-TV Burlington, N.J.—FCC waived rules and authorized Kaiser Broadcasting Corp., licensee, to present program of visual selections of art work accompanied by aural portion of classical music. Programming is not to exceed 17 minutes each week-day. Action Aug. 9.

WBWI-TV Jackson, Tenn.—Broadcast Bureau granted CP to replace expired permit for changes. Action Aug. 10.

FCC waived prime-time access rule in case of TV's affiliated with NBC and CBS, permitting broadcast of scheduled evening sports events be- between Aug. 19 and Sept. 10, without any excess over three hours being counted against time per- missible. FCC also permitted ABC-affiliated KTVP- (TV) Phoenix to carry to completion ABC football broadcast, Aug. 27. Action Aug. 9.

Actions on motions

Cal-Brook Broadcasting, on request of Kingsip Communications Inc. (formerly Southwest Republic Corp.) extended through Aug. 23 time to submit oppositions to petition for reconsideration filed by United-Tecon in master of amendment of TV table of assignments (Kerrville, Texas) (Doc. 18970). Action Aug. 7.

Hearing Examiner Frederick W. Denton, in case of KKMB-TV (KDKB-TV), hearing to move to close record and grant motion to dismiss. Action Aug. 7.

For the Record

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164

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New AM stations

Initial decision

- Hearing Examiner Charles F. Nauwopz, Jr., in Las Vegas, Nev., granted Motion Picture Enterprises (MPPE) to move their trans. site from a separate location to a tower northeast of Boulder, Colo., to make to other facilities changes (Docs. 18569-72). Action Aug. 10.

Actions on motions


Existing AM stations

Applications

- WJAS Pittsburgh—Seeks CP to move trans. site to Onondaga Street and Ninemile Creek, Pittsburgh, change nighttime ant. system and add MEVOEs to nighttime DA. Action Aug. 7.
- WDOT Burlington, Vt.—Seeks CP to change the trans. site of Intervale Road, Burlington. Action Aug. 7.

Final actions

- KKKI-AM-FM San Francisco—FCC granted request by Buckley Broadcasting Corp. of California, licensee, to grant KKKI additional trans. site, to make changes to license to add MEVOEs to nighttime DA. Action Aug. 7.
- WVBE Lexington, N.C.—Broadcast Bureau granted renewal of license to WVBE. Action Aug. 7.
- KVSK Santa Fe, N.M.—Broadcast Bureau granted CP to move one system to another site. Action Aug. 7.
- WBUBY Lexington, N.C.—Broadcast Bureau granted renewal of license to WBUBY. Action Aug. 7.
- WHEC Rochester—Seeks CP to change nighttime ant. system and add MEVOEs to nighttime DA. Action Aug. 7.
- WMVQ, Mount Vernon, Ohio—Broadcast Bureau granted CP to add MEVOEs to existing nighttime pattern and to relax present MEVOEs in minima. Action Aug. 7.
- KNDD Portland, Ore.—Broadcast Bureau granted CP to add MEVOEs to existing nighttime pattern and to relax present MEVOEs in minima. Action Aug. 7.
- WAGN, Wagoner, Okla.—Broadcast Bureau granted CP to Wagoner Broadcasting Co. to change nighttime ant. system and add MEVOEs to nighttime DA. Action Aug. 7.
- WGBM Wharton, N.J.—Broadcast Bureau granted CP to WGBM for expansion of rep. facilities and to change nighttime ant. system and add MEVOEs to nighttime DA. Action Aug. 7.
- WCGW, Gary, Ind.—Broadcast Bureau granted CP to WCGW for changes to nighttime ant. system and add MEVOEs to nighttime DA. Action Aug. 7.

Presunrise service authority

- Broadcast Bureau granted following AM's PSA operation for between 6 a.m. and 7 a.m. and specified in basic instrument of authorization, with the following time periods: KKNX Las Vegas, Nevada; KRSA Salinas, Calif.; KMMK Salem, Ore.; KJJO North Miami Beach, Fla.; WMJJ Fort Wayne, Ind.; WQTH Lakewood, Pa.; WISX Milwaukee, Wis.; WMBC Bellevue, Neb.; KBRO Denver, Colo.; and WMJF New Orleans, La. Action Aug. 7.
### Summary of broadcasting

Compiled by FCC July 31, 1972

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<th>Station Type</th>
<th>Licensed</th>
<th>On Air</th>
<th>CP's</th>
<th>Total</th>
<th>Not On Air</th>
<th>Total</th>
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<td>Commercial AM</td>
<td>2,432</td>
<td>4</td>
<td>18</td>
<td>4,374</td>
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<td>Commercial FM</td>
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<td>51</td>
<td>2,362</td>
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<td>Commercial TV-VHF</td>
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<td>6</td>
<td>513</td>
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<td>524</td>
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<tr>
<td>Commercial TV-UHF</td>
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<td>0</td>
<td>184</td>
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<td>215</td>
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<tr>
<td>Total FM</td>
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* Special Temporary Authorization.
* Indicates 25 educational AM's on nonreserved channels.
* Indicates 4 educational stations on nonreserved channels.

### Other actions

- **Hearing Examiner Forest L. McClenning**: Indicates two educational stations (WNER, KQDE) in ant. system.
- **WNNP**: Granted renewal for WOTW-FM, granted bans on middle format.
- **WKBB**: Granted renewal for WOTW, changed format.
- **KSF**: Granted renewal for WOTW, changed format.
- **KBC-AM**: Granted renewal for WOTW, changed format.
- **KFBM-AM**: Granted renewal for WOTW, changed format.
- **KGBF-AM**: Granted renewal for WOTW, changed format.
- **KESV-AM**: Granted renewal for WOTW, changed format.
- **WKB**: Granted renewal for WOTW, changed format.
- **WKB-FM**: Granted renewal for WOTW, changed format.
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- **WKB-FM**: Granted renewal for WOTW, changed format.
### Professional Cards

**JANSKY & BAILEY**  
Atlantic Research Corporation  
Shirley Hwy. at Edsall Rd.  
Alexandria, Va. 22314  
(703) 354-3400  
Member AFCCE

**PAUL GODLEY CO.**  
CONSULTING ENGINEERS  
Box 798, Upper Montclair, N.J., 07043  
Phone: (201) 746-3000  
Member AFCCE

**EDWARD F. LORENTZ & ASSOCIATES**  
Consulting Engineers  
(formally Commercial Radio)  
1534 G St., N.W., Suite 300  
Washington, D.C. 20005  
Member AFCCE

**CONSULTING RADIO**  
KANSAS CITY, MISSOURI 64114  
JOHN E. A.  
1771 A.  
1771 A.  
Monitors  
WASHINGTON, COMMERCIAL RADIO  
CONSULTING & MEASUREMENTS, Shirley Hwy.  
JANSKY INWOOD MONITORING  
103  
103  
AM & FM & TV  
CONSULTANT  
Box 798, Upper Montclair, N.J. 07043  
Phone: (201) 746-3000  
Member AFCCE

**Gautney & Jones**  
CONSULTING RADIO ENGINEERS  
2922 Teletar Ct. (703) 500-0800  
Falls Church, Va. 22042  
Member AFCCE

**Lohnes & Culver**  
Consulting Engineers  
1242 Munsey Building  
Washington, D.C. 20004  
(202) 347-8215  
Member AFCCE

**COHEN & DIPPELL**  
CONSULTING ENGINEERS  
Formerly GEO. C. DAVIS  
527 Munsey Bldg.  
(202) 783-0111  
Washington, D.C. 20004  
Member AFCCE

**A. D. Ring & Associates**  
CONSULTING RADIO ENGINEERS  
1771 N St., N.W.  
296-2315  
WASHINGTON, D.C. 20036  
Member AFCCE

**Silliman, Moffet & Kowalski**  
CONSULTING ENGINEERS  
711 14th St., N.W.  
Republic 7-6666  
Washington, D.C. 20005  
Member AFCCE

**STEEL, ANDRUS & ADAIR**  
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### Service Directory

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*Contact*
granated mod. of CP to change trans.; change ant.; make changes in ant. system; ERP 100 kw; ant. height 70 ft. Action Aug. 8.

*KYWX-TV, Owensboro, Kentucky—Broadcast Bureau granted mod. of CP to correct coordinates; change trans. and ant.; ERP 3 kw; ant. height 640 ft. Action Aug. 7.


**KRWT-TV, Las Cruces, N.M.—Broadcast Bureau granted mod. of CP to change trans. location to Port of Port of Ruidoso; change ant.; ERP to 324 kw; change type trans. and type ant.; ant. height 450 ft.; condition. Action Aug. 5.

**WNNN-AM (FM) Mt. Kisco, N.Y.—Broadcast Bureau granted mod. of CP to change trans. to WOR; change type ant.; ERP 3 kw; change ant. height 290 ft. Action Aug. 7.

**WJNN-TV, Syraucuse, N.Y.—Broadcast Bureau granted mod. of CP to change ERP to vis. 200 kw and aural to 36.6 kw; change type ant.; make changes in ant. structure; ant. height 870 ft.; granted mod. of CP to extend application date to Feb. 5, 1973. Action Aug. 9.

**WOU-TVC, 44, Cambridge, Ohio.—Broadcast Bureau granted mod. of CP to change ERP to vis. 436 kw; aural 87.7; ERP 392 kw; change type trans. and type ant.; ant. height 1290 ft. Action Aug. 10.

**LMSN-TV, Lima, Ohio.—Broadcast Bureau granted mod. of CP to change vis. ERP to 479 kw; aural ERP to 95.5 kw; change trans. location 300 ft. S. of Lima; change type ant.; make changes in ant. structure; ant. height 1240 ft.; condition. Action Aug. 10.

**WPSH-TV, Portsmouth, Ohio.—Broadcast Bureau granted mod. of CP to change vis. ERP to 312 kw; aural ERP 79.4 kw; change trans. location 300 ft. N. of Portsmouth; change type trans. and type ant.; make changes in ant. structure; ant. height 1050 ft.; condition. Action Aug. 10.

**WEXH-TV, West Chester, Ohio.—Broadcast Bureau granted mod. of CP to change ERP to vis. 16.6 kw; aural 3.31 kw; change type trans.; make changes in ant. structure; ant. height 1490 ft.; conditions. Action Aug. 4.

Ownership changes

Applications


**WGEN-TV, 45, problem, receive to Chan- les M. Hasl, James N. Williams and Raymond L. Delke (each 33 1/2% for $515,000; Buyers: Hasl owns Deere Acns Inc., farming, raising and leasing company in Monroe, Mr. Williams owns a farm in Monroe. Dr. Delke is dentist in Monroe. Aug. 8.

**WBOC-TV, 27, Ocean City, Md.—Seeks renewal of license from Paul A. Stewart Enterprises Inc. to North Carolina for $154,000. Seller: Paul A. Stewart, President and general manager of WBOC. Action July 31.

**KBIX, Henderson, Nev.—Broadcast Bureau granted assignment of license from 1400 Corp. to Broadcast Associates Inc. for $150,000. Seller: Estate of Maxwell E. Richourn (100%); Buyers: Steve Gold (51%), Len Howard (16 1/2%), Hank Thorne (14 1/2%), and Richard Kanzel (21 1/2%). Mr. Gold, former-ly program director of KLUC Las Vegas, is free lance consultant; Mr. Thorne is producer and director of Clark County School District television. The company, previously known as KLAS Las Vegas, is Las Vegas City Commis- sioner for Wynn’s Family Entertainment Systems Ltd., theatrical production company in Las Vegas. Mr. Wiener has various restaurant, gambling and real estate interests. Action Aug. 6.

**WARM-TV Johnstown, Pa.—FCC waived multiple ownership rules and granted transfer of control of station from WTRW-TV to Ben Werko, Norman W. Sponseller, and Daulton C. Lewis (each 14 1/2%). Mr. Sponseller is director of Vineland General Hospital, Vineland, N.J., for 49.8% before, 100% after. Consideration: $84,593. Principal: Mr. Gliorino owns Jonel Communications Inc., Roseville, Calif., Ann. 19.


**WJRW-AM, Cincinnati—Broadcast Bureau granted assignment of license from WJRW-AM to John Coc- ett Jr. (20.8%), John J. Butler (20.8%) and Dr. John A. Martin (12.3%), Mr. Coleman owns 50% of Coleman Martin Realty Group, Inc. of Parkside Plaza Shopping Center, both Roanoke, Va. Dr. Crockett Jr. is past president of Memorial Hospital. Mr. Butler owns Andrew Bittner Fuel Oil Corp., Roanoke, and also owns a company in Memphis. Va. Dr. Martin is employed by Radiology Associates, Roanoke. Action July 31.

Cable

Applications

The following operators of cable television systems have requested certification of compliance, FCC an- nounced Aug. 9, (station in parentheses are TV signals proposed for carriage):

New Jersey Transmission Corp., corpora- tion, borough of Avalon, Stone Harbor, Sea Isle City, township of Middle Township, N.J.; (WOR-TV, WPX(FM) and WNEW-TV, all New York).

North Central Television of Maryland, Inc., Salisbury, Md. (for certification of existing operations).

Cypress Cable TV of Columbus Inc., Columbus, Ohio; (WCAE-AM, WCAE-FM, WREX-TV, all Columbus). Action July 31.

WJTN (TV), WJTN (FM) Leesburg, Virginia; (WJTN-TV, WJTN (FM) Leesburg, all Virginia).

Southern Improvement and Investment Co., Nevada County, Calif.; (WJTN-TV, all California). Action July 31.

Storer Cable TV Inc., unincorporated areas of Ventura county, adjacent to city of Santa Paula, Calif. (KHTV). Action July 31.


Atlantic Cablevision Systems Inc., Atlantic, Iowa; (WCSD-TV, WCSS-TV, WMTV-TV, WWMT-TV, all Cedar Rapids, Cedar County, Iowa). Action Aug. 9.

Southwest Communications Co., Laredo, Texas; (WJLQ-TV, all Laredo). Action July 31.

Memphis CATV Inc., Memphis and Shelby county, both Tennessee, Athens Communications Corp., Memphis; West Memphis Communications Corp., Memphis, Ark. (WDBL TV, KNXN-TV, WYTV-TV, WYTV-TV, WYTV-AM, all Little Rock, Arkansas). Action Aug. 9.

Leesburg Cablevision Inc., Leesburg, Lake County, and Frutillard Park, all Florida (For certification of existing operation). Action Aug. 9.

Memphis CATV Inc., Memphis and Shelby county, both Tennessee, Athens Communications Corp., Memphis; West Memphis Communications Corp., Memphis, Ark. (WDBL TV, KNXN-TV, WYTV-TV, WYTV-AM, all Little Rock, Arkansas). Action Aug. 9.

Leesburg Cablevision Inc., Leesburg, Lake County, and Frutillard Park, all Florida (For certification of existing operation). Action Aug. 9.

Leesburg Cablevision Inc., Leesburg, Lake County, and Frutillard Park, all Florida (For certification of existing operation). Action Aug. 9.

Motel Commw Inc TV, Omaha, Nebraska; (WDBL TV, all Nebraska). Action Aug. 9.

Atlantic Cablevision Systems Inc., Atlantic, Iowa; (WCSD-TV, WCSS-TV, WMTV-TV, WWMT-TV, all Cedar Rapids, Cedar County, Iowa). Action Aug. 9.

CableVision Inc., Galion, Ohio; (WCSD-TV, WCSS-TV, WMTV-TV, WWMT-TV, all Galion, Ohio). Action Aug. 9.

CableVision Inc., Galion, Ohio; (WCSD-TV, WCSS-TV, WMTV-TV, WWMT-TV, all Galion, Ohio). Action Aug. 9.
Circleville, both Ohio (Multi-Channel Cable Co.), CATV proceeding, rescheduled hearing conference for Aug. 21 (Docs. 18320, 18323). Action Aug. 8.


Other actions


- Review board terminated following CATV proceeding rescheduled on partial petition Ultravision Broadcasting Co., Buffalo, N.Y., to stay construction and prevent extension of CATV system operated in Buffalo (Doc. 19221); Kentucky Communications Corp. Inc. (WLEX-TV and WLEX-TV Inc. Lexington, Ky., to stay construction and prevent extension of CATV systems in Lexington TV market and on applications of Eastern Microwave Inc., Van Buren, N.Y., for CP's for new point-to-point microwave radio stations to serve CATV systems in Syracuse (Docs. 17131-6, 17273-8). Hearings involved meeting of the hearing examiner and the provisions of rules in effect prior to March 31.

Cable actions elsewhere

The following are activities in community-antenna television reported to Broadcasting through Aug. 15. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

- Orange county, Fla.—American Television & Communications Corp., Denver, has been awarded franchise.

- Hutchinson, Minn.—Communications Systems Corp., Hector, Minn., has been awarded franchise by city council.

- New York, N.Y.—Continental Cablevision has been awarded a 10-year franchise. Monthly rate will be $3.25.

- Dayton, Ohio—Continental Cablevision of Ohio is looking for new franchise to operate.

- Arlington county, Va.—Arlington Telecommunications Corp. has been granted conditional franchise. It will build county wide system at estimated cost of $10 million.

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### Classified Advertising

#### Sales Continued

Salesman who can "Close The Sale", no order taker. Great opportunity with only AM-FM-TV group in market area and commission. Send resume. WBSO, Bradenton, Florida.

Immediate opening—experienced salesman with the area’s fastest growing radio station. WCCO-AM-FM, Hartford, 203-549-3455.

Sales manager: We want a dynamic street salesman to head up our sales staff. As sales manager, he must be the top producer of his sales force. Five figure salary plus overrides, plus benefits. Contact Mr. Mike Blumhagen, General Manager Radio Station WEXT at 203-321-1550, Hartford, Conn.

Salesman needed for northern New Jersey suburban market, 20 miles from New York City. Michaels, Westfield, 1300 Valley Road, Westfield, N.J. 07090. Looking for a good opportunity, willing to work hard, and dig up new business—then our station is for you—AM country music, FM progressive—free form, WINES/WINZ, Box 5, Ann Arbor or 665-5099, (313) W. Rutledge.

Salesman-announcer Northern Illinois AM with FM cover. Salary plus commission. Excellent opportunity for dedicated man looking to leave a rat race for the good life. Small town close to Chicago and Wisconsin vacationland. You won't have to travel far. Resume-save-photo: Jim Feather, WRLH-Rochelle, Illinois 61068.

New England Broadcasting Company has opening for a salesman at WRSO, Marlborough, Massachusetts, affluent suburban market. Good opportunity. Contact Tom McAuliffe, (617) 485-1670.

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### New Rates

Effective with the September 4 issue, Regular Classified Advertising Rates will be adjusted as follows:

- Situations Wanted — 30¢ per word*
- Help Wanted — 40¢ per word*
- All Others — 50¢ per word*
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With more than 120,000 readers each week, BROADCASTING is by far your most effective classified buy. That's why you belong in BROADCASTING.

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### Sales

Please in advance. Check or money order only.

Copy: Send card in for following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Reprint rates: Add $1.00 per 25 words to rate per line number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Rates: if tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transactions, photo, etc., addressed to box numbers are sent at sender's risk. BROADCASTING, in its discretion, expressly repudiates any liability or responsibility for their custody or return.

### Radio

Help Wanted Management

An excellent facility in a beautiful Midwest city needs leadership. Can you take charge and turn a station around? If your resume and personal interview show you, you can join a solid, growing broadcast company. Write Box H-38, BROADCASTING.

Opportunity for sales oriented general manager. Must be good administrator with thorough knowledge of FCC rules. Ohio station. Equal opportunity employer. Box H-97, BROADCASTING.

General Manager AM in small Midwestern market. Must be aggressive. Opportunity exists to be your own boss. Send resume to Box H-109, BROADCASTING.

Successful CW station needs experienced, sales conscious GM, $15,000 plus. WBM, Meriden, Ct. Send resume to Box 6284 or call 618-542-203.

General Manager. Tremendous opportunity to manage WNAD, Norman, Oklahoma. One of the fastest growing markets in the nation. For details, call John Borders or Gene Ashby 405/327-5691. Only those with outstanding qualifications need apply.

### Sales

Top rated station in a major Western market with a great opportunity. The company, with a rising management, would have about 5 years radio sales experience, and a burning desire to make $15,000 or more annually. No desk jockeys. Reply Box H-99, BROADCASTING.
Announcers Continued

Morning drive DJ to double as music director for fast moving rocker. East, $325 a week. Need tape, resumes. WBNJ, Box 329, BROADCASTING.

Morning man—for small-market northern Jersey AM-FM station. Experience preferred. Tape, resume. WMIK, Box 115, BROADCASTING.

If you're not worth $130 per week or more or don't apply, Morning man—for station with sales or engineering, 5 KW ABC Affiliate. KOLY Radio, Mabridge, S.D. 715601.

Need jock from tristate area who is wizard in production room. Capable of putting some color on the air. Keys to have-WBOK, Box 87, Baltimore, Md.

Staff announcer for automated daytimer. Good voice for newscast, production, professional but relaxed sound. Must have some experience in local television. Send resume and tape to Richard Sallert, WASR, Wolfeboro, New Hampshire 03894.

Exceptional personality announcer wanted for number one station in fast growing Florida coastal area. We're looking for a man who wants to combine above average pay with delightful living, who is strong on MOR, AM, and today's country. Pay, plus opportunities for advancement and yet has that gift of gab which will hold the lead in this three county market. If you think we can't afford you, check this out. Shift by AM, 12-2:00 PM M-F, Sat 9-12, with balance on production. No roster. Prefer familiar with steady work record who seeks Florida living by the sea. Send resume, salary needs, tape including 3 minute music, 3 spots and 1 hour off air show to Hudson Miller, WIRA, Ft. Plane, Florida, an Almedia station, equal opportunity employer.

Immediate opening for top 40 announcer capable of doing top notch show. Many former announcers complete some of our staff. We are a stable, growing, bigger professional career. Forward resume and tape to James E. Ballard, WMIK, Middleborough, Kentuck 49659.

Country music daytimer needs to talk to experienced jocks for midday opening in near future. WNBX, Box 5, Ann Arbor, 663-0569 (313) W. Rutledge.

Number One rated Beautiful Music Station wants voiceful (soul, blues, jazz and modern-soul oriented) announcer. Consider good management position if ownership or option involved. Decision maker with program sales savvy. Fine references. Box H-29, BROADCASTING.

GM desires change. Management and/or sales. Station currently number one in large market. Why change? For AM-FM, Large, medium, small, Box H-121, BROADCASTING.

Assistant program managerhip. Want to learn from someone who can guide a music director/air personality making $11,000. Broad background includes public service and news. Great production, ad sales, newsmens staf combination. Young. You'll be impressed. Box H-141, BROADCASTING.

26 years broadcasting experience. Proficient manager with station in medium to large market. Includes Top 40, MOR, and all news. Desire authoritative position with solid station. Currently employed. Box H-145, BROADCASTING.

Conservative, well organized manager for small or medium market. Not a drifter, strong in sales and in community involvement. Work now in large market. Send resume and tape to James E. Ballard, WMIK, Middleborough, Kentuck 49659.

Top 40 jock personality in previous medium market. Wants medium or major market station with modern thinking management. Box H-180, BROADCASTING.


Sales manager, solid sales background, looking for station in medium-large market that wants a man who can produce sales. Stable, family, age 31. Box H-193, BROADCASTING.

General Manager available now. Box 3312, Green Bay, Wisc. 54301.

Experience counts! 4 years radio experience in all phases from lock to GM. College grad with BS Management, 3rd endorsed. I know the meaning of work. Gene Laps, 403 position Place, Fairfield, New Jersey 07410. 201-796-3896.

Sales

Sales ability for sales inquiry gets complete details. AM-FM, Large, medium, small. Box H-122, BROADCASTING.

Young, successful sales manager, four years major market experience, excellent track record, desires sales manager or G&M position in New England area. Box H-136, BROADCASTING.

Experienced time salesman, direct sales, retail sales; plus announcer first-time. Mature adult wishes to work into management. Prefer stable MOR station. Box H-171, BROADCASTING.

Jock selling - 29. Experienced. Proven sales and working background. Mature, small voice, will make the sale. Available immediately. Box H-211, BROADCASTING.

Announcers Continued

Soul jack, newscaster, salesman, 3rd endorsed, no tape, request personal interview. South preferred. Box H-90, BROADCASTING.

Disc-jockey, newscaster, young, creative, versatile, tight board, experience. Audition tape available. Box H-92, BROADCASTING.

Attn: Vigorously enthusiastic organizations, that are dedicated production men wanting to find definite pride in their sound quality. Experienced Top jock with much more to offer than the typical super star. Looking for opportunity immediately—single, young, dependable, aggressive, pleasant personality; a real closer. Will relocate anywhere. Box H-182, BROADCASTING.

DJ, tight board, 7 years closed circuit owner/ operator, will plus voice, dedicated-enthusiast-cooperative/ creative. Ready now. Tape, resume. Box H-149, BROADCASTING.

Jack with four years experience Rock, MOR, and Country desires to relocate. College, draft exempt, single, dependable, sincere. Box H-151, BROADCASTING.

Polished performer with solid academic and broadcast background. Former DJ-news/talk-newspaper writer. 25 year old former school teacher. Box H-159, BROADCASTING.

Top 40 jock in large eastern market. First phone, Looking for station with top quality, to take on sales, will travel. Box H-160, BROADCASTING.

First phone, DJ. A creative and alert creature seeking start in radio. Box H-212, BROADCASTING.

First phone, authoritative news, top salesman, 115 years experience, former sports announcer for Midwest college. Very happy seeking light rock or MOR. Box H-166, BROADCASTING.

Experienced announcer, DJ, 31, dropped out two years presently in major Boston, Mass. radio summer position, seeks MOR, FM, easy format in September. Will relocate, Box H-169, BROADCASTING.

Top rock jock personality in previous medium market. Wants medium or major market station with modern thinking management. Box H-180, BROADCASTING.

4 years in major market FM, medium market AM, as personality, music director, traffic reporter, newsmen, B.S. broadcasting, third endorsed, married, 24. Air check, resume, photo, available upon request. Box H-182, BROADCASTING.

First phone Yankee working in Dixie seeks to return to Northeast. Experienced and married. Box H-187, BROADCASTING.

Soul disc jockey, three years experience. Knowledgeable in R&B. Soul music sound and rhythm. 3rd phone. Box H-189, BROADCASTING.

Employed radio news anchorman midwest biggest market. Seeks major or first position in smaller market. Box H-197, BROADCASTING.

I will give anything I own, give up my life, heart and soul for that first position. 3rd endorsed, good voice, tight board, experience. Send air check, solid references, available immediately. Consider any location, any format. Contact Robert Wolf, 4057 W. 3rd, Amarillo, Texas, 602-372-5314 or write Box H-201, BROADCASTING.

Every FD agrees I'm lively, intelligent, personable, topically, witty, and thoroughly professional. Some say I'm a "flamboyant enough" type. Others say, "Well, it sure ain't MOR I'm doing." Interested large market Top 40 jock, production, sales, direct sales. Box H-205, BROADCASTING.


Experienced news director, public affairs, talk show personality with first phone. Masters Degree, strong on writing, producing, editing. Well established. Box H-256.


First experience first ticket pd, dj newsman; available immediately. Seeking any on-air position with good future and station unique in location with interesting interview. Dedicated, hard worker. Larry Kay, 516-791-6555, 58 Fairaview Ave, Valley Stream, New York 11581.
Announcers Continued

Impressionable . . . individualistic pro . . . Top market — no tape . . . 1800 Bluebird, Munster, Ind. 219-839-2702.

Jazz is my specialty, but can do well with MOR, beautiful format. 7 years experience currently a teacher and faculty advisor to educational FM. I'd make a good programmer, currently looking Chicago area, but will relocate if price is right, I'll work anywhere. Box 9182, 312-522-4014, evenings.

Phone 213-249-2477 if you immediately need a mature, capable worker with pleasant personality. Excellent emcee, P.D. or P.R. for smaller operation. 14 years various formats. Small family-owned, no financial problems. Want permanent job but could accept temporary. Experience large market, 1st phone, 1st phone. Consider any area. Thank you, Smith.

Sports sales: Play-by-play that will excite the sponsor. Phone 715-268-7882.


Chief Engineer, Eastern Pennsylvania TV station, "Take charge" man to head capable nine man staff. Requires experience in B&W, color, VTR, and remotes, plus proven administrative ability. Excellent working conditions and benefits. Send resume and salary requirements to Box H-30, BROADCASTING.

Jazz is my specialty, but can do well with MOR, beautiful format. 7 years experience currently a teacher and faculty advisor to educational FM. I'd make a good programmer, currently looking Chicago area, but will relocate if price is right, I'll work anywhere. Box 9182, 312-522-4014, evenings.

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Announcing

Announcer/news 1st phone, 26 years old; married; depends on experience; all others walk in. Jim Orate, 622 S. Harbor, Anaheim, Calif. 92805.

Technical

Seven years television final control operations, Southeast. Box H-37, BROADCASTING.

Engineer: first phone; Graduate RCA Institute; experienced and reliability minded. Great opportunity will relocate. Resume. Box H-143, BROADCASTING.

Broadcast engineer seeks administrative opportunity with top commercial facility. B.S., degree first phone, former instructor and photographer. Box H-192, BROADCASTING.

First phone. Graduate RCA Studio School, N.Y.C., familiar with production. Box 23872, Oakland, Calif. 94635.

News

Announcer-news announcer, medium market, 85, 9 years broadcast experience. Sign on interviews. Same film, Sports reporting—announcing, pro team. Box G-335, BROADCASTING.

Mature TV newsman, 45 years TV news. Degree. Seeks reporting position in Ch. 26. Box H-15, BROADCASTING.

News director's position wanted. Six years with constantly top rated, well known news operation. Network reporting—producing duties. Solid ideas for building a professional, top-rated department based on invincible experience with key NBC affiliates. Am secure here, but seek the challenge of organizing and building. Resume and imagination, practical. Box H-39, BROADCASTING.

Television weatherman—personable, good appearance, market experience—BA degree—newswriting and directing experience. Potential anchorman and creative talk host. References. Box H-104, BROADCASTING.

Experienced black newscaster... presently working market half million. Seek TV position or Box H-172, BROADCASTING.

Newscaster, interested in anchor position. Qualifications include judgment, verbalizing skills plus a college degree and 3 years newswriting experience. Box H-175, BROADCASTING.

Newscaster—reporter employed top fifty. Broadcasting, dozen years. Proficient all phases of news. Box H-177, BROADCASTING.


Programing, Production, Others

Program promotion for community and politically minded non-commercial back to back shows in all phases of television. Call collect, 512-853-4733, or write Gen. Mgr., KITV-TV, Box 6669, Corpus Christi, Texas 78402.


Three cameramen-reporters, oneanchorman. New Central Florida TV. Will consider training radio newsmen. $38 weekly. See resume and apply to News Director, WWSV-TV, 1060 Woodcock Rd., Suite 229, Orlando, Florida 32803. No phone calls.

Film editor. Leading independent station has opening for an experienced re-editor. No news. Ultra-modern plant and excellent working conditions. Send resume and salary requirements to Mr. Jim Heap, WUAB-TV, United Artists, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Situations Wanted, Management

Top producer seeks position as general or sales manager of a CBS owned affiliate in the west coast. Under 40 with 16 years of radio and television experience. Currently affiliated with a terrific track record. Box H-176, BROADCASTING.

Attention CATV managers, I have over 6 locally oriented weekly programs ready to be produced on low budget with camera, desk, phone, providing prefer northeast. Box H-198, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National region sales manager for 4 TV and 2 AM. Constant Increases, even when national averages down 10%. Average increase up 45% last twelve mo. Box 683, Tyler, Texas 75701. 214-392-6280.
FOR SALE EQUIPMENT

The following items are for sale. Contact the seller for details.


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Broadcasting Aug 21 1972
Pennsylvania's Schweiker: a senator who listens and a senator who acts

"When you are talking to him, you get the feeling he is interested in what you have to say, not who you are," says a friend of the junior senator from Pennsylvania. That's apparent as the senator listens intently to questions about his past accomplishments and current thinking on broadcast legislation and gazes thoughtfully off into the distance for a moment. The wheels inside his head are turning at full speed, and he's enjoying the challenge of thinking the questions through and seeking his answers to come up with answers that reflect his Republican liberal-to-moderate point of view. More accurately, it is Richard Schweiker's point of view. The public expects a senator to be issue-oriented, he says, "and no party or administration pressure should dissuade him from the positions he takes."

In recent months Senator Schweiker's legislative efforts have been gratifying to broadcasters. Last April he was the first to introduce in the Senate the National Association of Broadcasters' license-renewal bill, a measure first offered in the House by Representative James T. Broyhill (R-N.C.). The bill, which sets a five-year renewal term and provides that the incumbent license's past performance is to be a primary factor for the FCC to consider in renewal proceedings, is "a matter of urgent necessity," the senator says. He points out that broadcasters have "tremendous" investments in their facilities and yet their licenses can be challenged "on the flimsiest of grounds," leading to costly counter actions. He credits the Pennsylvania Association of Broadcasters with bringing the situation to his attention and says it's the most frequently mentioned item in the mail he receives from individual stations.

The license-renewal bill was followed in May by his legislation to exempt state-operated lotteries from federal antigambling laws, allowing TV and radio stations and newspapers to carry lottery advertising and information. The present prohibition is "an annoyance to broadcasters," Senator Schweiker says. "It is another obsolete law."

In June he used the military procurement bill as a vehicle for an amendment to allow the armed forces to advertise on TV and radio—a practice prohibited by a provision in the conference report on last year's Department of Defense appropriations bill. The procurement bill containing the amendment cleared the Armed Services Committee (of which he is a member) and the Senate and is now in conference with the House version. Balleting the broadcast of recruitment ads, the senator maintains, singles broadcasters out for unfair treatment and denies the armed forces the benefits of using TV and radio for recruitment advertising.

Pennsylvania broadcasters will attest to Senator Schweiker's receptiveness to their suggestions and views on key issues. (In person, says one, his enthusiastic attention is "almost unnerving.") Yet, they are well aware that the senator's vote is not automatically in their collective hip pockets because, as one points out, "he calls the issues as he sees them."

The senator incurred their wrath when he voted in favor of the political-spend ing law that provides a 10-cents-per-eligible-voter limit on spending, only six cents of which can be spent on TV and radio. And he went against them when he voted for the legislation that knocked cigarette advertising off the airwaves. "We view him with mixed emotions," said one broadcaster.

But Senator Schweiker stands by his legislative decisions. On the campaign-reform issue, he says he felt it was "important to establish the principle of limitation," despite the imperfections in the bill. He says he would now support an overall media spending limit of 10 cents—or 12 cents, including direct mail—without any restrictions on allocation.

The health issue was of prime concern in his vote for the broadcast cigarette advertising ban, the senator says. (He is ranking Republican on the Health Subcommittee.) Although the ban hurt broadcasters, it "is actually an indirect compliment" to the industry, he says, because it underscores the effectiveness and influence of TV and radio. And, as the link between cigarette smoking and health grows, he says, "we should review all our policies in this area."

The senator's position on other TV-radio matters, however, falls back into line with broadcasters': on counteradvertising (he sees no practical way to implement the plan), the fairness doctrine ("it should be updated to try to define it in a more clear-cut way"), the Communications Act's equal-time provision (he has voted consistently in favor of Section 315 repeal) and newsmen's privilege (he would advocate "as broad a protection as we can get").

It's been said that Senator Schweiker is a very conscientious legislator who pays a great deal of attention to detail. Evidence of that is the fact that he always has an assistant on the Senate floor or in the gallery to follow the debate on every issue. This system enables him to be kept constantly up to date on the intricate details of every bill that reaches the floor. He has missed only one vote out of some 340 taken this year.

The senator's interest in broadcasting may be dated with considerable precision: to 1955. One day, he says, his mother ("who had been after me to get married—I was 29") showed him a two-page Sunday-supplement article on Miss Claire of WFLY-TV Philadelphia's Romper Room program. He recalls she pointed to the picture of the attractive TV personality and said: "Now there is the kind of girl you ought to marry." Mr. Schweiker paid little attention, he says. "I put the paper in a desk drawer and forgot about it. Two weeks later I happened to pick it up again and noticed that I knew the reporter who wrote the article. I called him and asked him to fix me up with Miss Claire." Six weeks later the senator found himself engaged to Claire Coleman, who majored in radio at Temple University.

Most of the senator's free time is spent with his family in McLean, Va. When time permits, their outings include skiing trips ("I am past the novice stage") and beach vacations for some swimming and water skiing.

Richard Schultz Schweiker, member, U.S. Senate (R-Pa.); b. June 1, 1926, Norristown, Pa.; service in U.S. Navy, 1944-46; BA in psychology, Pennsylvania State University, 1950; sales executive for Lancaster, Pa., tile-manufacturing firm, 1950-80; elected to House of Representatives from 13th district in 1960 and served until 1968; elected to Senate, 1968; member, Committee on Armed Services, Committee on Labor and Public Welfare, Select Committee on Nutrition and Human Needs, and Joint Committee on Congressional Organization; m. Claire Coleman of Springfield township, Pa., 1955; children—Malcolm C., 15; Lani Lynn, 11; Kyle Claire, 7; Richard S. Jr., 5, and Lara Kristl. 2. Hobbies—skiing, swimming and water skiing.

Broadcasting Aug 21 1972 57
No real change
According to reports from responsible White House correspondents, as presented here a week ago, the Republican high command has rejected a proposal to incorporate antimedia attacks in the Nixon re-election campaign. The reports acquire confirmation in Vice President Agnew's recent turn toward conciliation in commenting on the print and broadcast press.

The reason given for the Republicans' decision to lay off the media is their satisfaction with the coverage accorded the recent convulsions of the Democrats. It is hard, even for a Spiro T. Agnew, to detect that heavy hand of the Eastern liberal establishment at the editorial controls when Democratic vice-presidential candidates are being wrecked, culled and discarded in profusion right there on the tube.

No one should be surprised by this changeabout. To any politician, the news media operate at their highest level of responsibility when depicting an embarrassment of the opposing political camp. By the same standards of appraisal the media are at their irresponsible worst when depicting an embarrassment of the appraiser. The Democrats are still complaining about television recognition of the Chicago demonstrations of 1968. If external disturbances deflect the news medit from the orchestrated adoration of Richard Nixon in Miami Beach this week, the Republican antimedia campaign just might be resurrected.

It only demonstrates again what experienced journalists have always known: Political approbation is at best a transitory reward in a craft that by fundamental purpose must deal in political discomfiture.

Come out of hiding
Life for broadcasters seems to get more complicated.

One observer comments that broadcasters seem to be looking for places to hide from the politicians, the "public-interest" tax-free interlopers and the regulators.

When the FCC implored radio broadcasters to come forward with their oft-asserted complaints about over-regulation (as a prelude to possible de-regulation) they abstained in droves. Some confide they were told by Washington advisers, presumably attorneys, trade-association contacts and political factotums, to keep a low profile lest the bureaucrats let fly with investigations and threats of fines or other reprisals.

Many broadcasters will confess they're running scared, even intimidated. Some will admit they are in some measure to blame. Affiliates look to their networks, and the networks, even though not licensed directly, regard themselves as vulnerable. They try to keep out of the line of fire.

Before the big TV bonanza not too long ago, networks, groups and many independents in both TV and radio articulated their successes as advertising media. They proudly extolled their public-service achievements. Those were marks of good promotion and unparalleled public and government relations that paid off in good will and solid business.

Except for a cluster of enlightened group owners and individual stations, this kind of promotion and public relations has diminished sharply. In TV particularly, many operations are riding on momentum and still achieving new records. It seems that these broadcasters who thrive on the advertising dollar have all but abandoned promoting themselves as media, surfacing usually when they play the top-dog-in-the-ratings game. These promotion budgets apparently are absorbed by Washington commitments—FCC license renewals and filing fees, lawyers, trade associations, code authorities and political contributions—all realistically obligatory. The trouble lies in the imbalances and duplication, in make-work and overkill.

Old concepts that worked have been forsaken for new ones deemed more expedient.

There is merit in the suggestion that instead of cowering and knuckling under to the regulatory and other pressures, broadcasters should resume the initiative. They should shout about their public service and their sales successes.

If they stand their ground on the front line, the bottom line will take care of itself.

The Zapple ruling should be zapped
The FCC has been given a new chance to correct a mistake it made two years ago in answering a letter written by Nicholas Zapple, the enterprising communications expert on the Senate Commerce Committee's staff. The answer has become known as the Zapple ruling, and it was invoked last week by Senator Bob Dole, Republican national chairman, in a request for time to plead the Republican cause in response to the political comments of Senator George McGovern on the night of Aug. 5 when he announced his selection of Sargent Shriver as the Democratic nominee to the Vice Presidency.

In petitioning the FCC to force networks to give him the time they have denied, Mr. Dole said the Zapple ruling was squarely in point. In the Zapple letter, the FCC established the principle that "quasi-equal opportunity" must be accorded supporters of rival candidates, thus extending the principle, articulated in Section 315 of the Communications Act, that candidates themselves are entitled to equal time.

A couple of months ago, in a policy statement on fairness in political broadcasting, the FCC devoted three pages to a discussion of the Zapple ruling, which was more attention than the subject deserved. It should have wiped out the ruling in a paragraph—as it can now do in declining Mr. Dole's request. If the McGovern speech were indeed a use by a candidate, other candidates may be entitled to time under 315—which itself is an abomination that needs repeal. But that is another and larger matter.
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